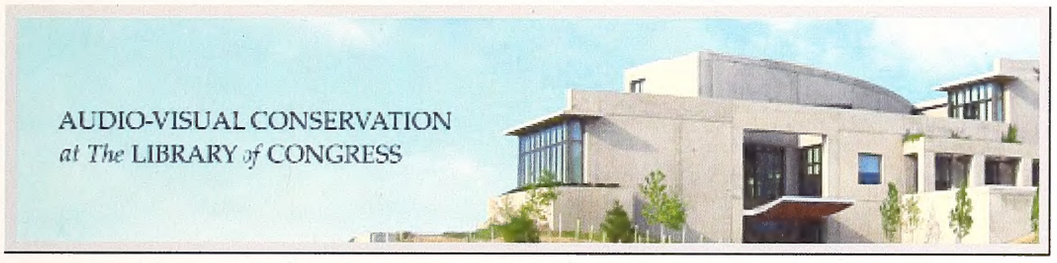

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SHOWMEN'S TRADE REVIEW

THE SERVICE PAPER OF THE MOTION PICTURE INDUSTRY

PER.



Ned E. Depinet (See Page 8)

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Vol. 47 No. 1

JULY 5, 1947

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CHARLES E. 'CHICK' LEWIS
Editor and Publisher

NO PROFIT FOR SMALL HOUSE UNDER 20% TAX, SAYS SMALL-TOWN MANAGER

(See Page 6)

PN1993
.S55

"Shout it from the marquees!"
—M. P. HERALD

"It drips dollars!"
—M. P. DAILY

"Strong grosses."
—BOXOFFICE MAGAZINE

"Thousands waiting to see it."
—EXHIBITOR

"CLARK GABLE's magnetism. DEBORAH KERR's fine talent. One of the best bets of the season."
—FILM DAILY

"Surefire for everyone, everywhere."
—FILM BULLETIN

"Big business at any theatre."
—SHOWMEN'S TRADE REVIEW

"Gosh!"



FROM THE TRADE PRESS TO M-G-M's "THE HUCKSTERS"

CLARK GABLE • DEBORAH KERR • Sydney Greenstreet • Adolphe Menjou • Ava Gardner • Keenan Wynn • Edward Arnold in "THE HUCKSTERS" • Screen Play by Luther Davis • Adaptation by Edward Chodorov and George Wells • Based on the Novel by Frederic Wakeman • Directed by JACK CONWAY • Produced by ARTHUR HORNBLOW, JR. • A Metro-Goldwyn-Mayer Picture

THE EDITORIAL PAGE

Add Showmanship

It is amazing how much talk—and print—there is about the importance of smart showmanship and how essential it is to holding box-office receipts at former levels, or close thereto.

During the boom days all too many theatremen just sat back and watched the customers line up at the ticket window. Many of them all but lost the magic touch that made them genuine showmen and degenerated into so-called "theatre executives" whose sole duty seemed to be to okay the newspaper ad and count up the receipts.

But take a good gander at those theatres which were pretty successful before the boom, during the boom and still are doing all right and you find they are managed by men who never allowed their show-selling efforts to lapse for a single attraction.

Despite many warnings (and regular readers of this page will bear out our statement that we have been calling for continued showmanship and aggressive show-selling right on down through the years) too many theatremen grew careless and refused to recognize the fact that with the end of the war and the end of the boom, they had to go out and sell stronger than ever before. Today those men are frantically trying to bring back the business they enjoyed during the war.

It is now pretty well known that without a strong attraction the receipts do a nose-dive. But there are enough situations to prove the contention that even without a standout attraction, theatres can still do a good business through the medium of good showmanship.

But the will to do it must be there or the effort may go for naught. If you cannot work up any enthusiasm about a picture you are going to exhibit in your theatre, you can hardly expect the customers to get excited about it.

Showmanship is certainly not dead. But in too many situations it has been allowed to sleep too long and too late. The awakening processes get tougher the longer it takes to get back into stride, but when you stop to consider the many avenues of approach to show selling you must confess that you can put over a really great campaign with some hard work and a lot of imagination.

Put some life into your newspaper ads; revive that old personal letter stunt to your mailing list or the whole darned telephone book; augment your regular trailer with some special screen plugs for those pictures that need an extra push; check up on your window card locations and, personally, see that they are well displayed in spots where they have to catch the passersby eye; enlist the support of the local churches for those pictures that lend themselves to such angles. There are a thousand and one different ways to sell a picture if you would only sit down and analyze the picture and its best selling approaches.

It is not so much a matter of returning to the old showmanship methods as it is to wake up and realize the picnic is over and theatremen must get back to work. It may not appeal to you but you'll soon find that you must do just that or step aside and let a better man do it.

▲ ▲ ▲

Booking Also Important

There is just as much showmanship in booking pictures as in selling them to the public.

Another carry-over from the boom days are the cases of indifference about the pictures booked. In the gravy days it didn't seem to matter too much one way or the other. You booked a picture, advertised it, and the customers flocked into your theatre.

But that was in days when even a turkey seemed to do business with or without the help of a selling campaign. Now the public is shopping. They just won't take anything you offer unless you make it mighty attractive and especially if your theatre shows a wide variety of screen fare.

One of the reasons why screen musicals died so fast 'way back when they first gained favor, was the lack of good booking judgment in showing too many of them too close together. Instead of the public going along with them, they tired and went somewhere else.

Now the customers want something different if they attend your theatre regularly. Extreme care must be exercised in following up one type of picture with another of an entirely different theme. Looking over the bookings of a twice-a-week change situation we were amazed to see three mystery pictures set in within a period of two weeks. That's too many of one kind. A little conversation revealed the fact that there were many other pictures available if only some care were used in spotting them with a view of variety.

This is especially true of those spots where four to six pictures are used every week. If availabilities do not restrict your selection, DON'T just pencil in any picture or pictures that the exchange booker tells you are ready. Look back over the previous two weeks' bookings and then book them into the right days and with proper regard for as wide a difference as possible in the type of picture to be shown.

There are all kinds of showmanship in theatre operation and booking is one of the most important.

—"CHICK" LEWIS

WHAT'S NEWS

In the Film Industry This Week

EXHIBITION—It was in April 1946. The American Theatres Association was being formed in St. Louis. A clear-talking theatre executive who pulled no punches in his speech made a remark in closed session that it would be an idea for ATA and the Motion Picture Theatre Owners of America to merge. This week a joint announcement was made that ATA and MPTOA representatives would meet in New York July 18-19 to reach a decision on such a merger. (P. 5).

Center is a town of 500 population which gets its movies in the town hall at a 39-cent top including all taxes, because it is literally a family theatre—the entire family works the house. This week Exhibitor Burton Wilcox spoke up: a cut of 10 per cent in federal amusement taxes would be the difference to him between profit and loss. (P. 6).

Out on the west coast Robert Poole of the Pacific Coast Conference of Independent Theatre Owners was vigorously denying a question. The question was how much progress the PCCITO was making in its study of local ordinances governing licensing of private detectives to see if they could not be extended to cover checkers. Poole said there was nothing to the idea, which had reportedly been considered by the PCCITO and that his organization did not object to checkers—only to local checkers.

In Washington the nation's new Housing act does not ease up theatre building restrictions to any great extent; also from Washington came word that the Treasury Department was starting to watch the candy concessions in theatres as a result of information that one circuit had not paid some $650,000 in taxes due on concession profits over a 10-year period.

From Kentucky came word that the attorney general of the state did not consider radio games in theatres a violation of the state anti-lottery laws since they required skill; in Atlantic City, N. J., Allied of that state reelected Ed Lachman president and closed its convention; at Waverly, the Allied Independent Theatre Owners of Iowa and Nebraska wanted more prints in exchanges for quicker play-offs. (MGM this week announced what seems to be a quicker playoff policy); and in New York the Children's Film Library added 15 titles.

* * *

DISTRIBUTION — Twentieth Century-Fox this week announced that it had closed a four-year deal for western hemisphere distribution of a minimum of 14 new pictures to be made by Sir Alexander Korda in England, (P. 5) and that it would abandon its own British production; Hughes Productions announced "The Sin of Harold Diddlebock" would start summer resort release in August under title of "Mad Wednesday" and that it would continue exploiting "The Outlaw" as it kept the picture in repeated play dates; 20th-Fox appointed Harold Minsky to replace the late C. E. Peppiatt as mid-eastern division manager, and Selznick Releasing Organization promoted Milt Kussell and Laudy Lawrence to vice-presidencies.

Phil Reisman finds the Belgian Film Festival helped prestige of American films; Enterprise announced it might reach eight productions in the coming year; Warner Bros. set two sales conventions, one in New York July 31-Aug. 2, one in Chicago, Aug. 4-6; RKO was set to open its convention in New York Monday.

* * *

GENERAL—Neither producer nore exhibitor would say what effect the Taft-Hartley bill would have on them, excepting that it appeared obvious that 17 unions with closed shop in Hollywood would eventually have to modify them, and that such things as standby orchestras would be out in the future. The Conference of Studio Unions, whose jurisdictional strike seemed likely to be affected, asked that former Producer Labor Relations Chief Pat Casey be appointed an arbiter to settle the matter, a plan which the International Alliance of Theatrical Stage Employes turned down.

Ohio's legislature, scheduled to adjourn, remained in session to study new labor legislation as that body was unable to muster enough votes to override the governor's veto on its labor bill which prohibited featherbedding also; in Mississippi a gubernatorial candidate is hollering for censorship to protect the Magnolia state from "communistic influences"; in Washington a well-defined report was to the effect that some industry leaders were mulling an attack on film censorship in the courts; in Illinois an anti-daylight saving bill was killed, and two sets of percentage fraud suits were filed, one in East St. Louis against John Marlow and affiliates; another in Glendale, Calif., against Grover L. Smith and Atwarter Theatres.

The General Federation of Women's Clubs finds that its campaign to reduce drinking scenes in pictures has not had immediate effect but assert it has been assured of future action. The Federation is also against horror and crime pictures.

* * *

LABOR—The Screen Actors Guild extended its temporary pact for another month pending discussion of a new contract which includes retroactive pay advances to May 15, 1947; the organization has also set July 9 for a meeting to consider reissues and their employment and claims a "'proper share" of reissue profits for actors; Fox West Coast George Miller, vice-president of the Associated Theatre Operating Managers union and its Secretary James Moran, who were discharged last week, filed suit against the chain asking for reinstatement, back pay and an injunction preventing interference with their union. FWC had "no official statement."

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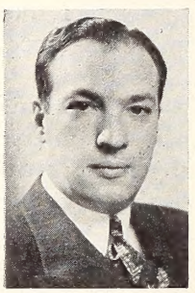
TRADE VIEWS

LEONARD GOLDENSON

Discusses The Motion Picture Foundation

as reported by
TOM KENNEDY

An industry-wide welfare program, the like of which exists nowhere else in the world, will become a functioning entity in a mere 35 weeks from the time of its inception as an idealistic vision, provided no untoward accident prevents the completion that is seen by Leonard Goldenson for the necessary processes involved in setting up The Motion Picture Foundation.



Leonard Goldenson

Goldenson, who, as head of Paramount Theatre Service Corporation, spends 50 per cent of his time traveling the country, has combined work for the Foundation (to whose steering Committee he was appointed in New Orleans last December 4) with business trips hither and yon through exchange territories in connection with the operation of 1,500 theatres that come under his supervision.

He is one of several industry executives who have been working continuously on the Foundation plan since its beginning. The legal background which gives him ideal equipment to serve this cause operates somewhat as a brake on the reporter trying to get a word picture of the activity so far. We mean, there's little color. As Goldenson tells it, "a lot of us have done some work on it." And the narration sums it up to look very easy: a little research, some consultation with heads of The Rockefeller Foundation (the last word on the subject), a meeting arranged for this exchange area, and then that one. And, there you are.

By the end of July, Goldenson expects, all exchange areas will have been organized and the Trustee for each (elected in the area) will meet with the ten Trustees to be appointed by the Distribution Branch. Then there will be elected ten Trustees at Large. After that, immediately will go into motion the plans for raising the fund of $10,000,000 or more to care for the needs of those within the film industry who may need assistance because of ill health or misfortune.

Goldenson said that he was surprised at the almost automatic response to the projected Foundation plan.

The whole idea — which was brought to fruition in New Orleans last December at a gathering that has become historic by reason of the unselfish, broad-visioned purpose that was evidenced by the representatives of exhibition, production, distribution, and labor who were present—is an entirely pioneering effort in the sense that no such program ever has been attempted on an industry-wide basis.

"The Rockefeller Foundation people," Goldenson says, "told us that the plan 'fired their imagination,' and they declared that should this movement prove a success they fully expect to see an extension of it to other industries."

Thus the film industry is moving swiftly toward an accomplishment that will help to move boundary posts in an expanding concept of man's humanity to man.

Watch Candy 'Sugar'

Treasury Department investigators are keeping close watch on the many-million dollar theatre candy concession business as the result of a recent check which indicated that a southern theatre chain had evaded $650,000 in taxes by failing to report its profits. The Bureau of Internal Revenue, which declined to name the chain but said it was not confined to one state, declared that it had evaded the tax "by omitting from its tax returns all profits from ice cream, popcorn and other concessions in the theatres" over a 10-year period.

Housing Act Continues Control of New Theatres

The nation's new Housing and Rent Act, which became law Tuesday, while abolishing control on the bulk of construction activities, continues regulation of theatres and amusement projects and is not expected to cause any changes in this field, Washington observers said this week.

During the past two months a steady stream of theatre applications has been approved within certain well-defined limits—usually the effect they would have on housing construction and this policy is expected to be followed in the future.

Theatre screens for drive-ins do not need a permit unless they include building space within the structure. Neither do sidewalks' driveways or lighting systems connected with theatres. Small job exemptions on theaters continue at the $2,500 ceeiling.

Since all branch offices of the Housing Expediter are being abolished application for permits in the future will have to be made directly to Washrington.

ATA, MPTOA Merger Talks Set for July 18-19 in N. Y.

Optimists on Both Sides Think Union Possible; Idea Is More Than a Year Old

By BILL SPECHT
News Editor

Decision as to whether the American Theatres Association and the Motion Picture Theatre Owners of America will merge—a foregone conclusion as far as some opinions on both sides are concerned—is expected to be made in New York as representatives of both organizations meet July 18-19 at the Astor Hotel to discuss a matter which has been intermittently feeling its way since April, 1946.

The meeting was originally scheduled for July 11-12 but was advanced because it conflicted with a meeting being held by J. Arthur Rank in New Orleans with southern exhibitors which is to be attended by several important circuit heads who are expected to participate in the ATA-MPTOA merger talks.

Settled?

While industry circles regard the merger as more or less settled since it seems to be approved by the big circuits whose contributions to both organizations give them the position to make their opinions felt, the organization mechanics for such a merger present certain differences in opinion which may develop into a stumbling block.

As an illustration one important MPTOA executive regards the question as one of affiliation by ATA with MPTOA and considers that ATA will be moving into the MPTOA fold.

An equally important ATA executive views it as the welding of both organizations into a stronger united exhibitor organization which will probably take a new name and have different officers. This particular official feels that a carry over of officers from either organization might not be advantageous.

Still Intervening

ATA will insist that it retain the right to press its petition to intervene against the competitive bidding clause of the anti-trust decree when the United States Supreme Court hears the case. ATA seems adamant on this stand, but though MPTOA is against intervention and seeks to act as a friend of the court instead, the MPTOA official said that the ATA stand was not irreconcilable. He pointed out that the situation might be resolved so that ATA might pursue its intervention course without bringing MPTOA into it. MPTOA opposes intervention on the ground that it would make the intervenors take the same status as the defendants in the anti-trust suit and be legally bound by the court decision. ATA has claimed this is merely a fine distinction since the decree will bind all in show business anyway.

Dollar Difficulty?

A more difficult point to reconcile might be budgets. ATA has originally planned to operate on $200,000 a year, a figure which MPTOA officials had criticized as excessive. MPTOA, whose national activities have been conducted on a very economical scale which did not foresee anti-trust suits and the like, reportedly operated on an average budget of $15,000 to $20,000 yearly.

The whole temper of both organizations seems further to be to get together. Both sides said that they have discovered to date no particular opposition in their ranks. Both acknowledge that they have something to gain by a merger in addition to a closer exhibitor front.

ATA, which has not been successful in the past when it came to getting state organization members, could benefit by getting organized support where it is weak—outside of New York and in the regional centers.

MPTOA, which has a better regional organization, would benefit from the merger in that ATA apparently can bring in some big circuit operators, especially the southern group.

In fact the merger was first suggested from

(*Continued on Page* 7)

20th-Fox Concludes 4-Year Deal To Distribute Korda Productions

Twentieth Century-Fox this week announced that it had concluded a four-year agreement with Sir Alexander Korda to distribute a minimum of 14 A pictures, which the producer would make in England, throughout the United States, Canada, the Latin American, Australia, New Zealand and South Africa.



Spyros Skouras

In announcing the deal, 20th-Fox President Spyros Skouras intimated that Korda would practically take over 20th-Fox British production since the company would immediately curtail its British plans and eventually abandon them. The 20th-Fox London studios would not be rebuilt, he said.

The agreement, which provides for six of the 14 pictures to be distributed during the first two years at the rate of three a year, also provides for a series of lesser features which 20th-Fox can accept or reject. The company will get first distribution choice at all Korda products.

Asked if the agreement was contrary to the policies of J. Arthur Rank, Skouras replied that his company was a Rank partner in Commonmealth Theatres and that Rank was "very, very anxious to see the deal with Korda made because he wants to see dollars come to England." Skouras estimated the first six pictures would gross $12,000,000.

First Korda offering will be "An Ideal Husband," followed by "Anna Karenina," an untitled Carol Reed production, "Bonnie Prince Charlie," and "I Will Repay."

The deal does not include distribution on the Korda Tricolore properties.

Mull High Court Appeal Against Film Censorship

Members of the motion picture industry have been mulling over the possibility of making another Supreme Court fight against censorship of the screen and have discussed the matter with former State Secretary James F. Byrnes, special counsel for the Motion Picture Association, it was reliably reported in Washington this week.

Mention was also made that if such a move should be undertaken Byrnes might even handle it. The chief drawback to date is the knowledge that an old Supreme court edict in 1915 denied the same freedom to films as it granted to the press. Whether or not a reversal could be gained through reopening the case is what has been the subject of study.

The matter was discussed in the recent National Association of Broadcasters' conference and indications at present are that if the industry attacks the constitutionality of film censorship laws it may have the acive backing of radio, press and other media.

Also certain to support the move would be the various civil liberties and liberal units.

No Profit Under 20% Ticket Tax, Says Small-Town Mgr.

Wilcox Tells How He Just Squeezes Through With Aid of His Entire Family

A small-town exhibitor who says he manages to squeeze his house through by operating it with the help of his family, this week told SHOWMEN'S TRADE REVIEW that the difference between a 20 per cent admission tax and a 10 per cent admission tax in his opinion spells the difference between success and failure.

He is Burton Wilcox of Center (population 509) in North Dakota. Wilcox and one son act as projectionists; his wife sells the tickets, another son is doorman and a daughter is usher. If he had to hire help, he says, the house could not operate on its gross. His rent is $500 a year.

"In connection with the hearings on the Federal admission tax before the House Ways and Means Committee," Wilcox writes, "we would like to give you some of our experiences in operating a theatre in a small town.

"We are operating a theatre in the town hall having a seating capacity of about 200 to 225 with a flat floor and paying $500 a year rent . . .

39-Cent Top

"Our adult tickets are 39 cents, which includes six cents Federal tax and one cent State tax, leaving a net to us of only 32 cents. We have been operating under these admission prices and find that there is a resistance to any increase in prices at the present time. Increase in price would be fatal and to continue to operate at this price and pay out of the admission price the 20 per cent tax plus the sales tax reduces our profits to nil.

"If it would be possible to obtain a reduction to 10 per cent of the admission price, it would mean that the small operator might have a chance to survive. The only way that we can operate this theatre in a small town is that we operate it as a family theatre. In other words the entire family assists . . . My wife sells the tickets, one of my sons takes tickets, a daughter acts as usher and my other son and I operate the machines. If it was necessary to hire help the theatre could not be operated upon a gross income.

Others Don't

"We are interested in several other businesses and in no other business do we have to pay 20 per cent of the gross as tax. While in fact we do not pay it, nevertheless, it must be added to the sales price and most people do not stop to consider that when they purchase a theatre ticket that the owner is paying one cent out of every five cents to the Federal Government.

"It is my opinion at this time that it is impossible to raise admission prices and it is impossible to continue to operate under the present tax rates. When this tax was enacted I believe that most theatre owners understood that Congress was enacting this tax as an emergency to last only during the war, but it seems as if it is like all other taxes and once it is tacked on the people it can never be taken off.

"Ten per cent on the gross of a small theatre means the difference between operating at a profit or a loss . . . A reduction in this tax to 10 per cent would give a new lease on life to the small theatre operator of America."

Wilcox points out that most smaller community theatres are operated to fill a community need "rather than to make a profit," but believes that they ought at least be allowed to mark up a small profit.

Theatre Robber Gets Life

Robert Ambrose, 25, Negro, was sentenced to life by Criminal District Judge Fred W. Oser in New Orleans Monday for armed robbery on March 10 of the Grenada, a United theatre. The sentence carried double penalty for previous criminal convictions.

Festival Film Awards

RKO's French-made picture, "Silence is Golden," awarded first prize at the Belgian World Festival of Fine Arts in Brussels Monday after tight voting which required four ballots. "Odd Man Out" (British) received the best production prize and Rod Geiger's "Paisa," as yet unreleased in the United States, won a prize for exceptional qualities. "The Best Years of Our Lives" received notice in a prize for Robert Sherwood's script and the prize awarded Myrna Loy for the best female performance. MGM's "The Cat Concerto" took the color cartoon prize.

15 Added Kid Films

Fifteen titles have been added to the Children's Library of the Motion Picture Association, it was announced this week. An MPA spokesman warned, however, that though the titles had been added, he was not able to verify in all instances that the prints were available. The titles and companies furnishing them are: Astor, "The Swiss Family Robinson"; Columbia, "Junior Army," "Son of Davey Crockett"; MGM, "Christmas Carol"; Paramount, "Geronimo," "Henry Aldrich, Boy Scout"; RKO, "Dog of Flanders," "Three Musketeers"; 20th-Fox "Alexander Graham Bell," "Little Old New York," "Young Mr. Lincoln"; Universal, "Three Smart Girls"; Warner Bros., "Penrod and Sam."

Say Exchanges Hold Back Dates from Independents

Complaints against RKO, Paramount, MGM and other exchanges for allegedly holding back dates from independent exhibitors were voiced at the regional meeting of the Allied Independent Theatre Owners of Iowa and Nebraska, held at Waverly.

A motion was passed asking that exchanges be furnished additional prints to allow faster playoffs and more play dates. The meeting reaffirmed opposition to any clearance between towns, to 50 per cent pictures and to local checkers.

Cut Coming in Drink Scenes, Says Women's Club Head

Efforts of the General Federation of Women's Clubs to reduce materially the number of drinking scenes in motion pictures have not had any immediate general effect but will show up in the near future, Mrs. Arretus Franklyn Burt, national chairman of the Federation's motion picture committee, declared in New York last Friday. She indicated that she has had producer assurance on the subject.

Mrs. Burt would not say whether it was true "The Best Years of Our Lives" had been nosed out for the Federation's motion picture citation by "It's a Wonderful Life" because in the former picture Fredric March, as a returning soldier, got drunk on his home-coming night. However, she added:

"I would not have wanted to choose it for that reason."

Not Typical

She further declared that the March bender was not typical of the American soldier and that the Federation sought to award its citation to pictures which were typical of the American way of living. That is why, she said, it had been selected by vote of the various local motion picture committee chairmen.

The Federation, she continued, is not only against drinking scenes in pictures and is seeking to have them reduced, but is also seeking a reduction in horror and crime pictures on the grounds that they disturb children emotionally and morally.

Mrs. Burt presided at the luncheon last Friday at which Mrs. Lafell Dickinson, president of the Federation, presented its citation for "It's a Wonderful Life" to Actor James Stewart, representing Producer Frank Capra.

Addressing the citation luncheon was Columist Florence Perry Fisher, who deplored the publicity Hollywood was getting and declared both the industry and the Motion Picture Association had failed "in giving the public the fabulous picture of Hollywood." She urged the club women to appeal to Hollywood to make a picture of itself.

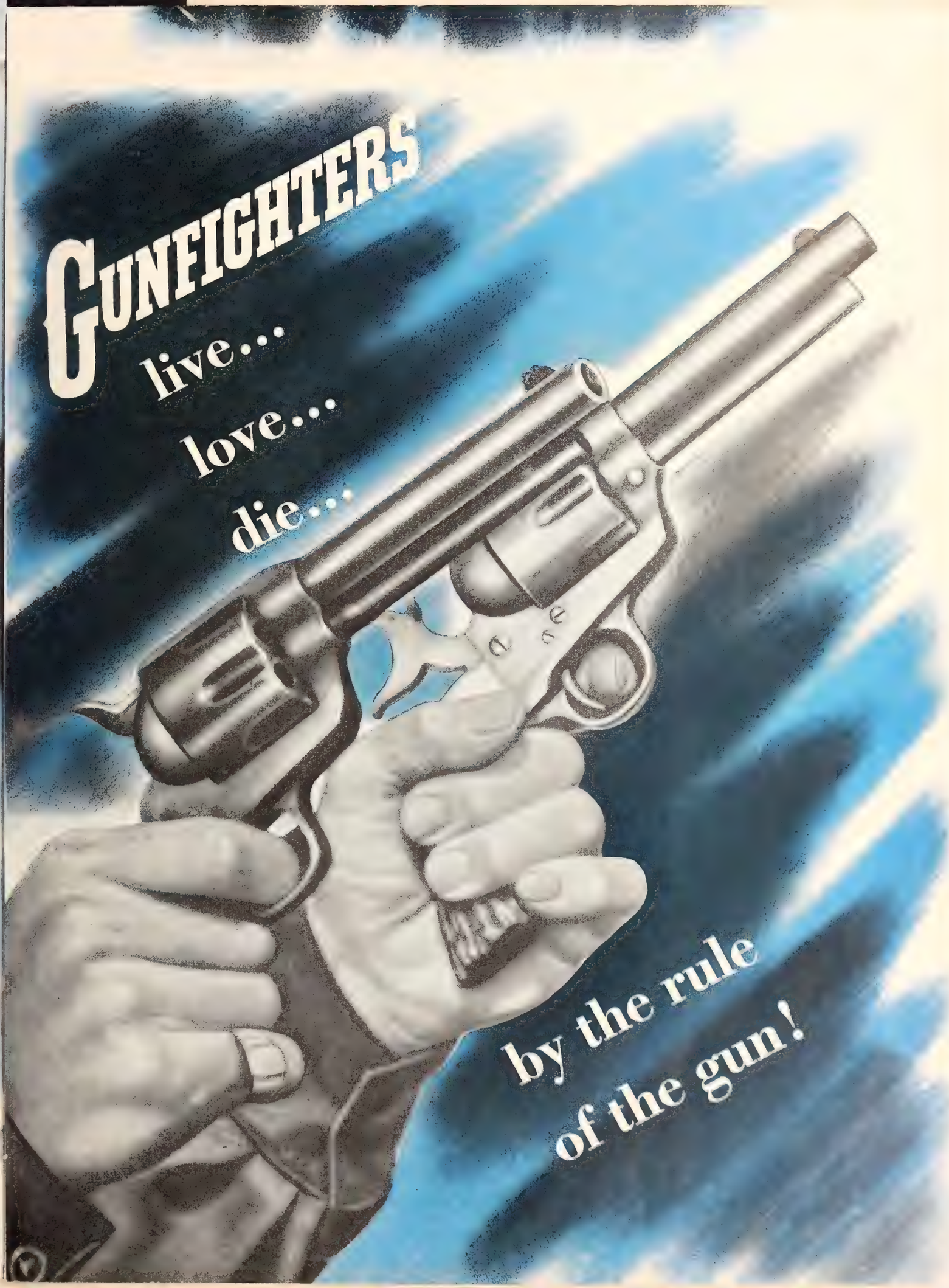
Pointing out that motion pictures received more newspaper space than "any other single interest outside of sports," she said that much of this publicity was bad and that the industry did not receive the same respectful treatment accorded other industries.

"Don't think," she said, "our gossip writers, our syndicate columnists couldn't do better than they do. They could do it, they want to do it, but they have no market for it and they're merchants."

Other speakers introduced were Alice Evans Field and Marjorie Grange Dawson of the Motion Picture Association.



IT'S WONDERFUL. That's what the motion picture committee of the General Federation of Women's Clubs delegates seemed to think last week when Mrs. Lafell Dickinson (left), their president, presented Actor James Stewart with the citation the Federation had awarded Liberty Films' "It's a Wonderful Life" as the "best picture of 1946-47 that portrays the highest ideals of American life." It was the Federation's first such citation.


GUNFIGHTERS
live...
love...
die...
by the rule
of the gun!

No Tax

Wilcox Squee Aid of

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Mrs. Burt presided at the luncheon last Friday at which Mrs. Lafell Dickinson, president of the Federation, presented its citation for "It's a Wonderful Life" to Actor James Stewart, representing Producer Frank Capra.

Addressing the citation luncheon was Columnist Florence Perry Fisher, who deplored the publicity Hollywood was getting and declared both the industry and the Motion Picture Association had failed "in giving the public the fabulous picture of Hollywood." She



IT'S WONDERFUL. That's what the motion picture committee of the General Federation of Women's Clubs delegates seemed to think last week when Mrs. Lafell Dickinson (left), their president, presented Actor James Stewart with the citation the Federation had awarded Liberty Films' "It's a Wonderful Life" as the "best picture of 1946-47 that portrays the highest ideals of American life." It was the Federation's first such citation.

ZANE GREY'S THRILL-SWEPT STORY OF WESTERN OUTLAWRY!

GLORIOUS IN THE SPLENDOR OF OUTDOOR CINECOLOR!

COLUMBIA PICTURES presents

GUNFIGHTERS

starring —

Randolph SCOTT · Barbara BRITTON

with BRUCE CABOT · CHARLEY GRAPEWIN · STEVEN GERAY
FORREST TUCKER · CHARLES KEMPER · GRANT WITHERS
and DOROTHY HART

Screenplay by Alan LeMay · Adapted from Zane Grey's novel, "Twin Sombreros"
Directed by GEORGE WAGGNER · Produced by HARRY JOE BROWN

AND GUNFIGHTERS IS ONLY ONE OF THE BIG ONES NOW AVAILABLE FROM COLUMBIA!

The JOLSON STORY
IN TECHNICOLOR

with
LARRY PARKS · EVELYN KEYES
WILLIAM DEMAREST · BILL GOODWIN
Screenplay by Stephen Longstreet
Directed by ALFRED E. GREEN
Produced by SIDNEY SKOLSKY

The Return of Monte Cristo

starring
LOUIS HAYWARD · BARBARA BRITTON
with GEORGE MACREADY
UNA O'CONNOR · HENRY STEPHENSON · STEVEN GERAY
RAY COLLINS · LUDWIG DONATH
Screenplay by George Bruce and Alfred Neumann
Directed by HENRY LEVIN
Produced by GRANT WHYTOCK
AN EDWARD SMALL PRODUCTION

HUMPHREY BOGART · LIZABETH SCOTT
in JOHN CROMWELL'S
Dead Reckoning

with
Morris CARNOVSKY · Charles CANE · William PRINCE · Marvin MILLER · Wallace FORD
Screenplay by Oliver H. P. Garrett, Steve Fisher
Directed by JOHN CROMWELL
Produced by SIDNEY BIDDELL

MR. DISTRICT ATTORNEY

starring
DENNIS O'KEEFE · ADOLPHE MENJOU
MARGUERITE CHAPMAN · MICHAEL O'SHEA
with George COULOURIS · Jeff DONNELL · Steven GERAY · Ralph MORGAN · John KELLOGG
Screenplay by Ian McLellan Hunter
Based on the radio program "Mr. District Attorney" created by Phillips H. Lord · Directed by ROBERT B. SINCLAIR
Produced by SAMUEL BISCHOFF

DICK POWELL · EVELYN KEYES
in
JOHNNY O'CLOCK

with
LEE J. COBB · ELLEN DREW · NINA FOCH
S. THOMAS GOMEZ · JOHN KELLOGG
Screenplay by Robert Rossen
Directed by ROBERT ROSSEN
Produced by EDWARD G. NEALIS
Associate Producer
MILTON HOLMES

ROSALIND RUSSELL · MELVYN DOUGLAS
in
The GUILT OF JANET AMES

with
SID CAESAR · BETSY BLAIR · NINA FOCH
Screenplay by Louella MacFarlane, Allen Rivkin, Devery Freeman
Directed by HENRY LEVIN

GLENN FORD
in
FRAMED

with
JANIS CARTER · BARRY SULLIVAN
Edgar Buchanan · Karen Morley · Jim Bannon
Screenplay by Ben Maddow
Directed by RICHARD WALLACE
Produced by JULES SCHERMER

George BRENT · Joan BLONDELL
in
The CORPSE CAME C.O.D.

with
Adele Jergens · Jim Bannon · Leslie Brooks
Screenplay by George Bricker, Dwight Babcock
Based upon the novel by JIMMY STARR
Directed by HENRY LEVIN
Produced by SAMUEL BISCHOFF

in CINECOLOR!
GUNFIGHTERS

starring
Randolph SCOTT · Barbara BRITTON
with
Bruce Cabot · Charley Grapewin · Steven Geray
Forrest Tucker · Charles Kemper · Grant Withers
and DOROTHY HART
Screenplay by Alan LeMay
Adapted from Zane Grey's novel, "Twin Sombreros"
Directed by GEORGE WAGGNER
Produced by HARRY JOE BROWN

PRINTED IN U.S.A.

ATA, MPTOA Set Merger Meet for July 18-19

(*Continued from Page* 5)

the south, when E. V. Richards of New Orleans advanced the thought in St. Louis during April, 1946 when the ATA was organized out of the old War Activities Committee. At that time Richards suggested that ATA "pick up" MPTOA.

The suggestion was never advanced outside of executive conference because of the stand taken by Fred Wehrenberg, MPTOA board chairman at the time and now its president. Wehrenberg refused to sit on the ATA board and clearly disassociated himself from it.

Talk Deferred

Richards reportedly kept the idea in mind and was prepared to have it broached at the MPTOA directors' meeting in June, held at Columbus, Miss., the home of its then president, the late Ed Kuykendall. However Kuykendall opened the meeting with a speech that showed a disinclination to any ATA alliance and the subject again was not discussed.

Later the matter was again explored with Mitchell Wolfson who reportedly found that it had support.

When the Motion Picture Foundation met in New Orleans during December, 1946, the subject was again brought up as ATA Board Chairman Ted Gamble argued that ATA should not start a membership drive if it meant causing exhibitor dissention through raiding MPTOA units. Gamble argued for a united exhibitor front which gave the merger talk impetus again.

Work Together

More recently the close work done by both organizations in informing each other of their moves in the fight on a reduction of the amusement admission tax made the move seem more feasible. During the fight on the anti-trust decree, only different legal views apparently prevented teamwork there. This latter difference is not considered serious since in ATA's own membership there was a marked difference of opinion on the method to be pursued which led to the formation of the Confederacy of Southern Associations, whose members retained their ATA membership.

John Marlow Is Named in Percentage Fraud Suit

Suits alleging fraud in percentage returns were filed last week in the federal district court for eastern Illinois at East St. Louis against John Marlow, the Grand Opera Company and the Murphysboro Opera Company, covering the Herrin, Ill., Annex and Marlow and the Murphysboro, Ill., Liberty and Marlow theatres.

Plaintiffs in the suit are Columbia, Universal, Paramount, Warner Bros., RKO, and 20th Century-Fox.

20th-Fox Names Minsky As Peppiatt's Successor

Howard Minsky, formerly 20th Century-Fox Buffalo branch manager, this week was appointed Mid-eastern division sales manager, replacing the late C. E. Peppiatt, recently killed in an air crash.

NSS-Fox Accessory Deal

Twentieth Century-Fox this week announced that its accessory service has been taken over by National Screen at all exchange points.

For Faster Play-Off

MGM this week appeared headed into the summer months under a policy of faster play-offs with more simultaneous runs in all exchanges throughout the country.

Indication of this fact was seen in that the exchange to date has shipped a total of 1,985 prints in the past 30 days on five of its forthcoming attractions. This total included 410 prints on "The Hucksters"; 395 on "The Romance of Rosy Ridge"; 390 on "Song of the Thin Man" and "Merton of the Movies,' and 400 on "Song of Love."

Release plans for "The Hucksters" cover openings in almost 1,000 theatres across the nation during July and in several cities abroad, including Sydney, Australia, key spots in Canada, and possibly in London. Loew's will play the picture in 32 of its houses starting July 16-17.

Columbia Classification On Autry Films Not Set

Home offices of Columbia pictures this week termed the reports from Hollywood that it would sell its future Gene Autry pictures as A's upon high percentage terms as "premature" and said the only policy so far determined was that the pictures would be sold singly after tradeshowing.

The report followed another settlement in the quarrel existing between Autry and Republic over a contract. Autry, who had considered that his war service years counted under his Republic contract, had decided to make pictures for Columbia. Republic sued and while the suit was in progress Autry compromised by promising to turn over to Republic "Robin Hood of Texas" and another western which he was to make. Hardly had this announcement been made than the courts upheld his claim. A renegotiated agreement provides that Autry turn over only "Robin Hood" giving up all his percentage rights in the picture and is free to go ahead with his Columbia deal.

Asks Congress for Funds For Americanism Films

The House of Representatives in Washington was asked this week by Representative Karl Mundt to provide $2,225,000 for a film series on Americanism and against totalitarianism. Mundt, whose proposals to provide statutory sanction for the State Department's foreign information program got House approval last week, would show the pictures in schools. It calls for a 12-man bi-partisan congressional board to advise the Education Commissioner on the pictures to be made.

Ohio Legislature Studies Regulation of Labor

Ohio's legislature, scheduled to adjourn June 30, remained in session after that date pending introduction of legislation creating a nine-member commission to study regulatory labor legislation.

This legislation would be submitted to a special sessions as a result of the House's failure to override the Governor's veto of the Van Aken labor bill.

File 5 Percentage Suits

Five suits alleging percentage fraud in the Glendale, Calif., Roxy, Cosmo, Vogue and Showshop and the Los Angeles Atwarter and York, were filed in the Federal District court at Los Angeles, naming Grover L. Smith and Atwarter Theatres.

Vigorous Promotion for 'Outlaw' Play-back Dates

Plans to keep "The Outlaw' in active release for play-back dates by means of a secondary exploitation campaign as vigorous as that given the picture's initial showings, were announced in New York Monday by Howard Hughes Productions Distribution Vice-President Harry Gold. He declared that grosses for "The Outlaw" on repeat engagements justified such exploitation backing.

Gold also announced that "Mad Wednesday," new title for "The Sin of Harold Diddlebock," would go into release for summer resort situations in August. The question as to whether use of "mad" in the title might cause some to think the picture dealt with insanity brought a reply from Advertising Director Alec Moss that the advertising would be slanted to correct such a misapprehension.

It was stated that about $250,000 will be spent on exploitation of "Mad Wednesday," over and above the $100,000 worth of material which has to be scrapped because of the title change.

Partners Willing to Sell Theatres to Paramount?

Paramount partners apparently are willing to sell their theatre interests to Paramount in event the United States Supreme Court upholds the statutory court decree clauses which require a distributor to own either 95 per cent or more or five per cent or less in those theatres in which the distributor wishes to retain an interest, a report filed with the statutory court in New York reveals.

Paramount told the court that it had 1,034 theatres which came under the 95 per cent or less than five per cent clause.

RKO told the court that it had 275 such interests, 20th-Fox 167, Loew's 29 and Warners 23.

Pittsburgh Strike Ends

Pittsburgh's 10-day strike by the Exhibitors Service Company truck drivers' Local 211 of the AFL Teamsters' union ended tentatively Tuesday after a meeting held with employers and strikers resulted in a 20-cent-an-hour increase granted drivers. Trucks began to roll again pending the negotiation for a new contract. The strike had caused tieups and delayed deliveries.

Urges Censorship in Miss.

Establishment of state censorship in Mississippi to "protect the state against communistic influences" was advised by Sen. Jesse M. Byrd, candidate for governor in the Aug. 5 primary. Four other candidates in the race all advocated some method of raising additional revenues for cities.

V. C. Expansion Move

Variety Clubs International this week moved to further its plans for the international expansion of its organization by appointing an International Committee consisting of Big Boss John H. Harris, National Chief Barker R. J. O'Donnell, Canadian Tent Chief Barker John J. Fitzgibbons, Mexican Tent Chief Barker Louis Montes, to aid in such a program. Executive Director William McCraw will be an ex-officio member. The committee will be expanded from time to time by adding the chief barkers of the new foreign tents.

Depinet Will Open RKO Sales Meet Monday

(*See Cover*)

Executive Vice-President Ned Depinet will be the opening speaker at RKO's 16th annual sales meet which opens in New York at the Waldorf-Astoria Monday for three days.

Other speakers at the meet which will be conducted by Bob Mochrie, vice-president in charge of sales, and which will be attended by some 450 members of the RKO home office sales force and field exploiteers, will be President N. Peter Rathvon and Production Vice-President Dore Schary.

RKO independent producers sending representatives will be Walt Disney Productions, Samuel Goldwyn, Argosy Picture, Robert Riskin Productions, Hakim Bros. and Sol Lesser.

Among the individuals attending the meeting will be RKO Television President Ralph Austrian; Division Managers Walter E. Branson, Charles Boasberg, Nat Levy; Foreign Chief Phil Reisman; Treasurer W. H. Clark; Advertising and Publicity Director S. Barrett McCormick; Short Subject Sales Manager H. J. Michalson; Publicity Manager Rutgers Neilson; Field Exploitation Staff Chief Terry Turner; Exchange Operations Chief A. A. Schubart; RKO Theatres President Malcolm Kingsberg, Vice-President and General Manager Sol. A. Schwartz, Film Booker Joseph Becker; RKO-Pathe President Frederic Ullman, Jr.

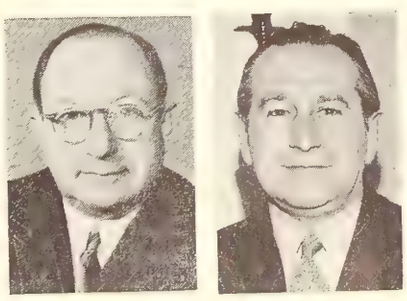
Enterprise May Increase 1947-48 Program to Eight

Enterprise may increase its 1947-48 production schedule to a maximum of eight pictures, it was announced in Hollywood this week following a planning session of the company's executive board.

The studios, however, will shut down for the summer as soon as Harry Sherman's "They Passed This Way" is completed and will resume shooting in the fall.

Another decision reached at the meeting was to give each picture a three-month national convention campaign "prior to and during national release."

Among the pictures to be produced in the forthcoming season will be "Cairo Incident;" "The Passion of Eugene Aram," based on the Bulwer-Lytton novel; Lion Feuchtwanger's "Proud Destiny" and Harry Sherman's picturization of Bret Harte's "Tennessee's Partner."



VICE-PRESIDENTS NOW are Milton S. Kussel (left) and Laudy Lawrence right. Kussel this week was raised from general sales manager of Selznick Releasing, a post he held since the organization was formed, to sales vice-president for the United States and Canada. Lawrence, recently appointed foreign sales head for SRO, was named foreign-sales vice-president. Both are industry veterans.

NEWSREEL CLIPS

Red Wagon—or Face Red

That little expression, much-used and very effective—"That's your little red wagon" may become the subject of some confusion and contention around the nation some of these days—unless there's a title change made.

In fact if industry keeps on going into movies the way it does, it may even force the Motion Picture Association to widen its title registration activities to extend beyond the industry.

For Swift and Company, which produces ham (not the theatrical kind) among other things, is apparently set to make a picture of the packing and livestock industry for propaganda purposes. The title selected is "Red Wagon" because of the fact that for years Swift's Red Wagons have been delivering the bacon to the customer. Meanwhile RKO, which produces pictures unapprised of this move, reportedly has scheduled a feature picture called "Your Red Wagon." This is a mystery thriller packaged for entertainment. Looks like someone may have to change a title.

Flowers

Eagle-Lion's Joan Leslie turned in a grand performances last Friday at the National Federation of Women's Clubs—not as a thespian but as a press agent. Not only did she get in the fact that Mama was present, which immediately endeared her to the Mom's and Grandmom's present. but in a refreshingly brief talk she got in two plugs for "Repeat Performance," closing with: "I hope at another convention you'll give me the honor of a 'Repeat Performance'."

Names

Walt Disney and Liberty Films both received awards from the India Film Journalists' Association for outstanding film making in 1946. Disney's "Make Mine Music" won him the award, and "It's a Wonderful Life" got it for Liberty on the grounds of "dramatic excellence."

MGM' Publicity Manager **Herb Crooker,** who is a literary light on his own time, has a picture story in the current *Pic,* entitled "Sailor Takes a Mate"; Paramount's Great Britain Theatre Director **Tony Reddin,** who also does its advertising and publicity, was due in New York this week. Over at Columbia Lady **Iris Mountbatten,** whose grandmammy was Queen Victoria and who is related to King George VI of England, went to work where she is to study what the release calls the "intricacies of publicity, advertising and exploitation."

Alexander Smallens, who has swung a stick over some mighty fine symphony and operatic orchestras, moves into the Radio City Music Hall soon to replace **Charles Previn,** who has resigned to take up his home in Hollywood.

William E. Danziger, who up until recently was ad director for J. Arthur Rank films released through Universal-International, has joined Paramount as chief publicist for a special job on **Cecil B. DeMille's** "Unconquered."

Frank H. Fisher moves up from general sales manager of Canada's Eagle-Lion to general manager; PRC's **Eugene Sharin** is flying to London to study conditions there; **Laurence Olivier** received a gold stautette from Producer Hal Wallis this week as a tribute from the American associates to him for his work on Henry V.

Auld Acquaintance

Louis B. Largey, who probably is best remembered in the film industry for the work he did touring the country as a Marine lieutenant selling war bonds, but who is best remembered in the Corps as a private who made second looie on the field of battle at Tarawa where he was seriously wounded in the arm, will join RKO's Los Angeles sales force after Aug. 1. Largey, who returned to military duty after his war bond duty and served both in Japan and in China had another run of ill luck in the latter country where he contracted infantile paralysis which partially paralyzed him. He reports to RKO after leaving the hospitals and the Marine Corps which is retiring him as a Major.

Help

The Independent Theatre Owners of Ohio are offering the benefit of their experience in tax battles to exhibitors who may have a further enactment of local admission taxes facing them. "We must be careful," declared Secretary P. J. Wood, "that these ordinances are passed in a form not detrimental to our interests."

Calendar

July:

7-9, RKO Sales Convention, Waldorf-Astoria, New York.

8-10, United Artists district managers' sales conference, Waldorf-Astoria Hotel, New York.

11-12, J. Arthur Rank Meet, New Orleans.

16, Rocky Mountain Allied meeting, Denver.

31-Aug. 2, Warner Bros sales meeting for eastern area, Waldorf-Astoria Hotel, New York.

AUGUST

4-6, Warner Bros. sales meeting for western area, Blackstone Hotel, Chicago.

12-13, Annual meeting, Confederation of Southern Associations, Miami.

14, World premiere of Warner Bros. "Life With Father," Lakewood Theatre, Skowhegan, Maine.

SRO Appointments

Selznick Releasing Organization Tuesday announced the following appointments: Charles M. Weiner from Minneapolis branch manager to Canadian division manager; Al Hertzenberg to district manager for South Africa; Fred S. Gulbransen to Far Eastern representative.

Firecracker 'Panic'

Police reported a "mild panic" resulted, and serious damage was narrowly averted when a prankster discharged a firecracker in the RKO Orpheum Theatre, New Orleans first-run downtown house. Smoke partially obscured the screen for a few seconds, causing a number of people to run from the theatre. Four policemen were unable to find the culprit.



DRAMA OF THE AERIAL CONQUEROR OF CONTINENTS... AND THE SEVEN SEAS!

The true story of Sir Charles Kingsford Smith, Australia's great hero, crashes to the screen for all the world to cheer his exploits... his romances!



NOT A WAR PICTURE!

PACIFIC ADVENTURE



with **RON RANDELL**

MURIEL STEINBECK

JOHN TATE • JOY NICHOLS • NAN TAYLOR • ALEC KELLAWAY

and a cast of hundreds

Directed by KEN G. HALL

A COLUMBIA PICTURE

THE BOX OFFICE SLANT

The Crimson Key

20th-Fox Mystery 76 mins.

AUDIENCE SLANT: (Family) Average murder mystery that should please general audiences.

BOX-OFFICE SLANT: Satisfactory supporting fare, or might be a suitable companion to a western on a week-end action bill.

Cast: Kent Taylor, Doris Dowling, Dennis Hoey, Louise Currie, Ivan Triesault, Arthur Space, Vera Marshe, Edwin Rand, Bernadene Hayes, Victoria Horne, Doug Evans, Ann Doran, Victor Sen Yung, Chester Clute, Ralf Harolde, Milton Parsons, Jimmy Magill, Marietta Canty, Stanley Mann. **Credits:** Produced by Sol. M. Wurtzel Productions. Associate Producer, Howard Sheehan. Directed by Eugene Forde. Original story and screenplay by Irving Elman. Photography, Benjain Kline. Art direction, Eddie Imazu. Musical score, Dale Butts. Musical direction, Morton Scott.

Plot: Private detective Kent Taylor is commissioned by Bernadene Hayes to shadow her doctor-husband, Doug Evans. When Evans is murdered, the investigation hinges on an elusive key, and further murders follow in the killer's quest for possession of the key. Needless to say, Taylor solves the case.

Comment: Although "The Crimson Key" is an average mystery with the usual assortment of suspects and the private detective who has been starving until a certain client comes along, it becomes so confused that, even at the conclusion, the missing pieces of the puzzle do not quite fit together. In any case, it will be more or less accepted by general audiences, and should serve either as a supporting feature or possibly a companion for a western on a weekend action bill (although there is really more talk than action). Performances by Kent Taylor, Doris Dowling, Dennis Hoey, Louise Currie, Ivan Triesault and others are adequate.

Cry Wolf

Warner Bros. Mystery 83 mins.

AUDIENCE SLANT: (Adult) A better-than-average mystery that should please most moviegoers. Gripping, taut and suspenseful, it has little or no comedy relief—a factor that some might criticize but which does not detract from the film's general excellence.

BOX-OFICE SLANT: Should top the bill in most situations and could easily play alone where mysteries are popular (where aren't they?). The Flynn and Stanwyck names should attract coins to the box-office.

Cast: Errol Flynn, Barbara Stanwyck, Richard Basehart, Geraldine Brooks, Jerome Cowan John Ridgely, Patricia White, Rory Mallinson, Helene Thimig, Paul Stanton, Barry Bernard. **Credits:** Produced by Henry Blanke. Directed by Peter Godfrey. Screenplay by Catherine Turney. From the novel by Marjorie Carleton. Photography, Carl Guthrie. Special effects by William McGann and Robert Burks. Art direction, Carl Jules Weyl. Music by Franz Waxman. Musical direction, Leo F. Forbstein.

Plot: A woman arrives at a large estate to attend the funeral of her husband, and claim a widow's rights. She is upset by the sinister household, ruled by an uncle, and gradually begins to believe that her husband is still alive. When she finds him, the real story is told by the uncle. Her husband is insane and had killed a man. He had been put in his uncle's care on the guarantee that he would be confined for life. In a struggle the madman falls to his death, and the way is clear for the uncle and the girl.

Comment: Maybe not the best mystery ever made, "Cry Wolf" is also far from being the worst. Perhaps it isn't quite top Grade A, but it's still away above the Grade B classification, and most audiences are going to like it. A strange mystery is slowly unraveled here, and except for an occassional minor letdown, there is suspense and a grim tautness until it is finally solved. If there could be any fault, as far as the average moviegoer is concerned, it might be that there is little or no comedy relief to lift the emotional tension one must endure while watching the proceedings. Otherwise, the splendid direction of Peter Godfrey, the high production values of Henry Blanke, a crackerjack musicale score by Franz Waxman, and commendable performances by Errol Flynn, Barbara Stanwyck, Geraldine Brooks and Richard Basehart, all combine to make "Cry Wolf" a better-than-average mystery that should top the bill in most situations. It could easily play alone where mysteries are popular (where aren't they?). The Flynn and Stanwyck names should attract coins to the box-office.

For the Love of Rusty

Columbia Comedy-Drama 68 mins.

AUDIENCE SLANT: (Family) A wholesome family picture that ought to be tops for children, especially. Nicely directed and well acted.

BOX-OFFICE SLANT: Should get by neatly as second half of double bills, and will be a natural for kids' matinees.

Cast: Ted Donaldson, Tom Powers, Ann Doran, Aubrey Mather, Sid Tomack, George Meader, Mickey McGuire, Harry Hayden, Fred Sears, Dick Elliott, "Flame." **Credits:** Producer, John Haggott. Director, John Sturges. Original screenplay, Malcolm Stuart Boylan. Based upon characters created by Al Martin. Photography, Vincent Farrar.

Plot: It takes a kindly old itinerant veterinarian to correct the error of a young boy's bull-headed father, who doesn't know how to get close to his son. Things come to a head when the youngster goes away from home to join the veteran in woods near the town, and the boy's dog is hurt helping the old man escape sudden gas fumes. The old man then quietly steals away, leaving father and son reunited in a new bond of understanding.

Comment: Most of the credit for this nicely produced picture should go to scenarist Boylan for a quietly efficient type of script, and to the cast for a sincere round of performances. Ted Donaldson is very good as the boy, but he is overshadowed in virtually every scene in which the dog, "Flame," appears. There is a small poodle which rates considerable footage, and which in turn steals scenes handily from the beautiful, big canine. All in all, this latest in the "Rusty" series should be duck soup for exhibitors who want to develop family interest, plus special childrens' showings. Columbia has a sure-fire winner in this dog idea.

Pioneer Justice

PRC Western 55 mins.

AUDIENCE SLANT: (Family) Lots of action and excitement in this latest "Lash" LaRue-"Fuzzy" St. John offering.

BOX-OFFICE SLANT: Should satisfy where westerns are popular.

Cast: "Lash" LaRue, Al "Fuzzy" St. John, Jennifer Holt, William Fawcett, Jack Ingram, Dee Cooper, Lane Bradford, Henry Hall, Steve Drake, Bob Woodward. **Credits:** Produced by Jerry Thomas. Directed by Ray Talyor. Original screenplay by Adrian Page. Photography, Ernie Miller.

Plot: When three deputies meet mysterious deaths, the United States marshal assigns two trouble shooters to investigate. They arrive just after the town bully has killed a man in an argument over a card game. After putting all the clues together, the marshals discover a well organized plan to drive all the honest people from the town. They round up the leader of the gang and restore order to the community.

Comment: There are plenty of western heroics in this latest "Lash" LaRue-Al "Fuzzy" St. John offering. Enough to satisfy the kids and followers of saddle sagas who look for lots of action and excitement. It has two good, knock-em-down, drag-em-out fist fights and a plentiful supply of hard-riding. LaRue and St. John do their customary work and the legendary baddies are headed by William Fawcett and Jack Ingram. Jennifer Holt gives a worthy account of herself in the only faminine role. Direction by Ray Taylor keeps the action moving. Jerry Thomas produced.

The Romance of Rosy Ridge

MGM Drama 105 mins.

AUDIENCE SLANT: (Family) This charming and often deeply moving story of simple farm folk in the Ozark region immediately following the Civil War has nearly every necessary element to make a satisfying, thoroughly entertaining film. The entire family should like it.

BOX-OFFICE SLANT: Since this is probably Van Johnson's best film, his name, and the certainty that the picture will be talked about favorably, plus its entertainment qualities, should bring better than average business everywhere.

Cast: Van Johnson, Thomas Mitchell, Janet Leigh, Marshall Thompson, Selena Royle, Charles Dingle, Dean Stockwell, Guy Kibbee, Elisabeth Risdon, Jim Davis, Russell Simpson, O. Z. Whitehead, James Bell, Joyce Arling, William Bishop, Paul Langton. **Credits:** Directed by Roy Rowland. Produced by Jack Cummings. Screenplay by Lester Cole, based on the story by MacKinlay Kantor. New songs by Earl Robinson and Lewis Allan. Musical score, George Bassman. Folk dances staged by Jack Donohue. Photography, Sidney Wagner. Special effects, Warren Newcombe. Montage sequences, Peter Ballbusch.

Plot: Just after the Civil War in the Ozark section of the border state of Missouri, a stranger wanders down the road to a farm owned by a southern army veteran. His personality and willingness to help with the crops, please the women, but the farmer is suspicious until he can determine which side the stranger had fought on in the war. There

is an outbreak of mysterious barn burnings by hooded riders, union and southern sympathizers suffering alike. The young daughter falls in love with the stranger and all goes well until the farmer finds that the stranger had fought with the Union Army. The girl leaves home to be with the stranger, and the farmer finds them. The stranger solves the mystery of the hooded riders, proving that they were working just so that the farmers would become discouraged enough to leave their homes for other territories, thus leaving the farm properties to be picked up for a song. Neighborhood farmers forget their war bitterness, join in helping each other with crops, and the stranger and the girl start off to settle their own homestead.

Comment: When a picture has the charm and often deeply moving sincerity contained in "The Romance of Rosy Ridge" it is difficult to analyze just what makes it the wholly satisfying entertainment it is. Jack Cummings' production values are in very good taste; his casting is perfect, particularly in that he selected a newcomer, Janet Leigh, for the romantic lead opposite Van Johnson, a selection that is justified by the young lady's superb performance. Then the direction of Roy Rowland is firm, sure and skillful. The screenplay of Lester Cole from MacKinlay Kantor's story is fine, too. The acting is in the hands of veterans, with a knowledge of every acting trick in the book, for the most part. These, plus Johnson, young Miss Leigh, Dean Stockwell, and the others are Ozark farm folk to the life. Even the mountain dialect is believable. All of these joined together in the right places and in the right sequences add up, in this case, to a satisfying, thoroughly entertaining picture that the whole family is certain to enjoy and talk about. It should do better than average business, everywhere.

Kilroy Was Here

Monogram **Comedy** **68 mins.**

AUDIENCE SLANT: (Family) Most of the family will thoroughly enjoy this light comedy, which not only introduces a new team—Jackie Cooper and Jackie Coogan—but brings Coogan back to the screen after a lengthy absence.

BOX-OFFICE SLANT: Better than the usual run of comedies of this type. The Cooper-Coogan names and the title should do much to attract until word-of-mouth spreads.

Cast: Jackie Cooper, Jackie Coogan, Wanda McKay, Frank Jenks, Norman Phillips, Rand Brooks, Barton Yarborough, Frank Scannell, Patti Brill, Robert Coogan, Joe Forte, Allen Mathews, Sidney Melton, Pat Goldin. Credits: Produced by Dick Irving Hyland and Sidney Luft. Directed by Phil Karlson. Screenplay by Dick Irving Hyland. Photography, William Sickner.

Plot: The ambition of a returning GI named Kilroy is to outdistance the Kilroy jokes and get an education, but he finds himself one-half credit short for college entrance. A coed with journalistic ambitions prepares feature stories about the college advent of Kilroy, most talked-about GI, and is able to get him registered. But when her newspaper stories break, a furore engulfs Kilroy. It's all disentangled and there's a happy ending.

Comment: This comedy which teams Jackie Cooper and Jackie Coogan has universal appeal, the kind that will suit all comers, from teen-agers to oldsters. There are many new gags and comedy situations which the direction of Phil Karlson plays up, getting the most out of incidents in which there is the slightest chance for a laugh. Combining the two men—Cooper and Coogan—was a good inspiration, for they play well together, both turning in performances that are entertaining and quite satisfactory in their individual way. And their names on the marquee, plus the draw of the title, should do much to attract the customers until word-of-mouth spreads. Wanda McKay is very good in the leading feminine role, while in supporting parts Frank Jenks, Norman Phillips and Rand Brooks stand out. Picture was given satisfactory production values by Producers Dick Irving Hyland and Sidney Luft, with the former getting top credit for the screenplay.

The Roosevelt Story

Tola Productions **Documentary** **80 mins.**

AUDIENCE SLANT: (Family) For the millions who loved the late President, and also for others, this excellently compiled documentary film will be a compelling and impressive reminder of the important role he played in the history of the nation.

BOX-OFFICE SLANT: Considering the fact that F.D.R. was perhaps the most popular and best-loved President in the nation's history, there should be large and eager audiences for this film.

Credits: Produced by Martin Levine and Oliver Unger in association with Harry Brandt. Supervising film editor and compiled by Walter Klee. Editorial consultant, Elliott Roosevelt. Original script, Lawrence M. Klee. Musical score, Earl Robinson. Musical direction, Jack Shaindlin.

Plot: This documentary film covers 40 years of the private and public life of the late President Franklin D. Roosevelt. Over two million feet of film was researched to find the outstanding events in his life before the final footage was selected.

Comment: All those who had a part in the making of this documentary film deserve a great deal of credit for the excellent manner in which they have selected and put together scenes and events in the life of the late President Roosevelt. The result is a compelling motion picture, marked by smooth continuity, down-to-earth narration and an appropriate musical score. Regardless of one's political affiliations or beliefs, there is irrefutable proof in the films collected and edited here that the late President was indeed a glamorous and colorful figure. Franklin Roosevelt was loved by millions of Americans, and the presentation of his deeds in this compilation, the easily understood "man-in-the-street" narration, will go right to the hearts of the millions who will see it. If the picture points up any special thing, it is the regrettable fact that most of us can forget so quickly. From the box-office standpoint, "The Roosevelt Story" should have rather clear sailing as an added feature, in view of the popularity of F.D.R. At any rate, the picture is a visual record of an important man and an important era in the nation's history. Besides its American distribution, the film will be translated into 14 different languages and distributed all over the world. World premiere is scheduled for the Globe Theatre, New York, late in August.

Heartaches

PRC **Mystery** **71 mins.**

AUDIENCE SLANT: (Adult) Ingeniously constructed story, nicely acted and directed, this should prove to be stimulating entertainment for most adult audiences.

BOX-OFFICE SLANT: Good program fare, particularly suitable for all double-bill situations.

Cast: Sheila Ryan, Edward Norris, Chill Wills, Ken Farrell, James Seay, Frank Orth, Chili Williams, Charles Mitchell, Al LaRue, Phyllis Planchard, Ann Staunton. Credits: Ben Stoloff in charge of production. Screenplay by George Bricker from an original story by Monty F. Collins and Julian I. Peyser. Produced by Marvin D. Stahl. Directed by Basil Wrangell. Photography, Jack Greenhalgh.

Plot: A handsome, rapidly rising screen singer, whose "voice" is that of his erstwhile partner in a small band, and whose voice is dubbed for that of the star, has received letters threatening his death. A newspaperman engaged to a feminine press agent finds out about the voice hoax, and the threatening letters and believes them to be a publicity stunt. The singer is nearly murdered by a prop gun which had somehow been loaded with real bullets before the police are called in. Later, the singer's manager is murdered. The newspaperman determines the identity of the murderer, then traps him.

Comment: Some phases in the rise of a screen star from obscurity, the tricks used behind the scenes of a movie studio to "dub" another person's voice for that of the one apparently singing are interestingly depicted in this well-constructed, fast-moving mystery. Interest is sustained throughout the action, largely through the directorial competence of Basil Wrangell, and the good acting of the principal players. Sheila Ryan as the girl press agent, Edward Norris as her newspaperman fiance, Ken Farrell as the scrooner and Chill Wills as his "voice" are particularly good, with other parts well done. This picture is modestly produced and obviously so, but this does not detract one bit from its interest. One novelty that will be noticed, perhaps, only by persons in the motion picture business is the fact that this is the first time a picture has dubbed a voice for a voice, for a voice—since another singing voice obviously was used to replace that of Chill Wills' gravelly tones. Good for any double-bill situation. The title, incidentally, capitalizes on the song of that name which took the country by storm a few months ago when it was revived by a disc jockey. Naturally, the song is heard in the picture.

Warners to Film Life Of Star Eddie Cantor

Warner Bros. will film "The Life Story of Eddie Cantor," star of many films and many Broadway productions, it was learned late last week.

While the matter of having Cantor appear as himself in the film was discussed, the idea was abandoned and another actor will portray the comedian.

To Film Bolivar's Life

RKO Executive Producer Dore Schary has announced that the studio will film the life of the South American hero and champion of political liberty, Simon Bolivar, his name forming the film's title, and that it will be one of the studio's costliest productions. Much of the picture will be photographed against authentic backgrounds in South and Central America.

Robert Ryan Stars Solo

Robert Ryan will be the lone star—his first solo appearance—in RKO Radio's "The Set-up," a prize fight film. Ryan was champion intercollegiate heavyweight while a student at Dartmouth College.

SELLING THE PICTURE

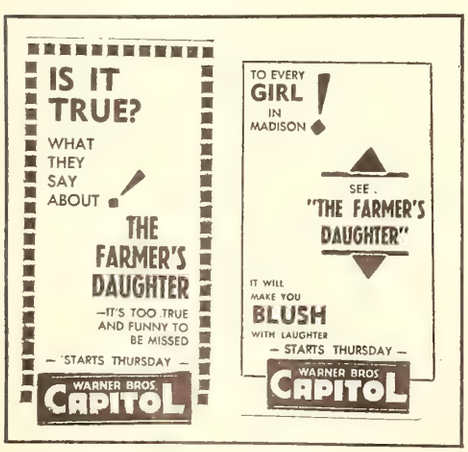
Reeth's Craftsmanship Enhances Exploitation

Manager Fred Reeth of the Capitol Theatre in Madison, Wis., is not only a "handy man" with his hands but also "handy" with ideas when it comes to thinking up an exploitation for a coming attraction. The stunts he works up are simple, and in that very simplicity lies much of their attractiveness.

To begin with, he has built an eye-arresting means for advertising coming attractions which he will use through the summer. It's nothing but a piece of lattice work with vines running over it, which he suspends from the grand staircase balcony where it will be easily seen by every person entering the loby. On the upper left hand corner of the lattice is a white oval with colored letters, "Coming soon"; on the lower part to the right of the center is a larger oval enclosing a rectangle which gives the title of the coming picture and the names of the principal players. The lattice piece is beautifully lighted so that it rests the eye as well as catching it. Very simple, indeed, but all the more effective for that reason.

Reeth built another summer lattice piece to hang above the entrance doors where, played upon by a spotlight, it attracts the eyes of every person leaving the theatre. Announcements of two forthcoming features appear on the lattice on either side of the Warner Bros. eagle and shield. Built in different shape from the lobby lattice, it is just as simple and effective.

Reeth's handiness came equally into play for his lobby display for Warners' "Cheyenne," and into it entered a lot of sympathy for suffering children. He built a wishing well of papier mache, with a sign above, "Old 'Cheyenne' Wishing Well," flanked by a cutout of Dennis Morgan flourishing a gun, and a board advertising the film, with a note that all coins dropped in the wishing well would be contributed to the *Capitol Times* Kiddie Camp Fund for the rest home for children suffering with rheumatic fever.



AD LESSON. Small-space ads, cleverly designed and imbued with that all-important white space comprise today's lesson in smart newspaper advertising. Our teacher is Fred Reeth, manager of Warner's Capitol Theatre, Madison, Wis., and showmen caught napping should stand in a corner with a dunce cap.

Perhaps Hen Should Explain

One day recently Wallace Kemp, manager of the Capitol Theatre, Grand Island, Neb., and Dent Holcomb, poultry raiser and Chamber of Commerce president, got together to plot a clever publicity stunt on Universal-International's "The Egg and I."

Kemp telephoned Claudette Colbert in Hollywood and persuaded her to write a note on a tiny piece of paper to Editor Arch Jarrell. Then Kemp and Holcomb had a veterinarian insert the tightly-wrapped note inside a hen. Idea was that the note would become part of an egg to be opened amid great fanfare.

Well, the hen laid four eggs. Each was carefully examined before several witnesses. But, unfortunately, there was no note. Anyway, the publicity that followed the stunt more than compensated for its failure to pan out.

225-Theatre Premiere Set for 'Long Night'

Arrangements for a 225-theatre premiere covering six New England states and upper New York have been completed for Hakim Bros. "The Long Night," RKO announced this week. The premieres will be started off by the Boston opening on Aug. 6 at the Memorial Theatre.

Radio broadcasts covering 15-minute dramatized highlights of the show will be carried over 50 radio stations, including the Yankee Network, while a mock trial, entitled "The People vs. Joe Adams" will be staged at Symphony Hall, Boston, as part of the early exploitation. Advertising had been scheduled by S. Barret McCormick, director of advertising and publicity, while Terry Turner is directing exploitation.

Localizing RKO Bathing Beauty Contest Pays Off

RKO has discovered that localizing the events in its annual RKO Bathing Beauty Contest pays off in publicity. The company is offering $200 in cash prizes in the contest which is being conducted as a borough-wide competition in which all girls over 16 may enter.

The contest received recently a "localization" in Ridgewood, Long Island, site of the RKO Madison Theatre. Manager Harry Lyons of the Madison, and home office publicists, Pat Grosso and Ray Malone, effected a tieup with the Cypress Hills Swimming Pool, and received front page breaks in the Long Island *Daily Advocate* and the Ridgewood *Times*. They called the contest a search for the "Queen of Ridgewood," appealing to local pride.

Ad Campaign Set on 'Fun and Fancy Free'

A comprehensive and varied ad campaign has been set by RKO for Walt Disney's next Technicolor musical, "Fun and Fancy Free." The campaign started with the Pic-Tour ads in *Life, Look* and *Collier's* as far back as April 7.

Starting with the July 7 issue of *Life*, four-column ads will appear in a number of leading publications and the more popular fan magazines. Full-color ads, one-half page tabloid size, will appear in newspaper comic sections whose circulation blankets key areas in 122 leading cities. Gross circulation of all media embraced in the campaign totals in excess of 128½ million copies, to be augmented by a large Canadian schedule.

WB-Sinclair Oil Tieup on Two Stars, Bugs Bunny

Two Warner Bros. stars and their respective current releases, as well as a cartoon character, will be featured in national magazine advertising over the next two months under a tieup arranged by Warners with Sinclair Opaline Motor Oil.

The first series of ads, already scheduled for *This Week, Liberty, Life, Collier's The Saturday Evening Post* and other publications, features Alan Hale in "Cheyenne." The other will highlight Zachary Scott in "The Unfaithful," with Bugs Bunny, the Warner cartoon character, included in the layout.

'Son of Battle' Regional Premieres Get Under Way

Four-city regional premiere of 20th-Fox's "Bob, Son of Battle," started Tuesday in Denver, Salt Lake City, Portland and Seattle, and will set the pace for 100 key city openings in ten western states during the next two weeks.

Hollywood stars on hand to take part in festivities in connection with the openings include Lon McCallister, Glenn Langan, Randy Stuart, Coleen Townsend, David Street and Kurt Krueger.



MOST BEAUTIFUL 'ANGEL'. Miss Joan DuPre, winner of the Chicago Daily News contest to pick the Windy City's most beautiful "angel" for an all-expense trip to Bermuda, is shown receiving her luggage from Ben Katz of Universal-International's Chicago publicity department. Contest was staged in conjunction with showing of U-I's "Stairway to Heaven" at the Apollo Theatre.

Star's P.A. in Portland Keys 'Ramrod' Campaign

A two-day visit in Portland, Ore., by Preston Foster, one of the stars of the Enterprise-United Artists western, "Ramrod," was seized upon by Manager Earl Showve of the Century Theatre as his exploitation ace. And he made the most of it.

Theatre front was dressed up with a "Welcome Preston Foster" sign on opening night, with klieg lights and all the trimmings of a gala premiere. Ted Gamble, owner of the Century Theatre, played host to Mayor Earl F. Riley and 400 prominent Portland citizens on the stage, during which Foster presented both Gamble and the Mayor with 10-gallon Stetson hats.

Preston's appearance was the wedge for obtaining much cooperative merchant tieups in advertising and window displays, especially of hats and books. With the aid of Billy Stepp, publicity director of Portland's race track, a race was named the Ramrod Stakes.

Music Tieups in Omaha 'Clouds Roll By' Stunts

Because of the musical background of MGM's biographical film of the composer, Jerome Kern, "Till the Clouds Roll By," Dan Shane, manager of the Paramount Theatre, Omaha, aided by MGM Exploiteer Gene Rich, made various musical tieups the backbone of his exploitation campaign. He launched the promotion with a screening for all radio executives, disc jockeys, program directors, music store owners and local musicians and music personalities. The screening resulted in numerous store tieups, with disc jockey programs featuring recordings of Kern songs and music and with several all-Kern programs.

One of the stores which carried displays on the attraction and the composer also arranged with Manager Shane to place the latest model Wurlitzer juke box in the theatre's lobby. Shane invited patrons to step up and play their favorite Kern records.

The music tieups were, of course, in addition to the theatre's regular promotion program.

Local Happening Contest

Manager Ed Schoenthal of the Sun Theatre, Holdrege, Neb., localized his promotion campaign for MGM's "It Happened in Brooklyn." He promoted a newspaper contest called "It Happened in Holdrege," inviting readers to send in the story of the most remarkable event that had happened to them in Holdrege. Prizes were guest tickets to see the film and publication of prize-winning stories by the cooperating newspaper

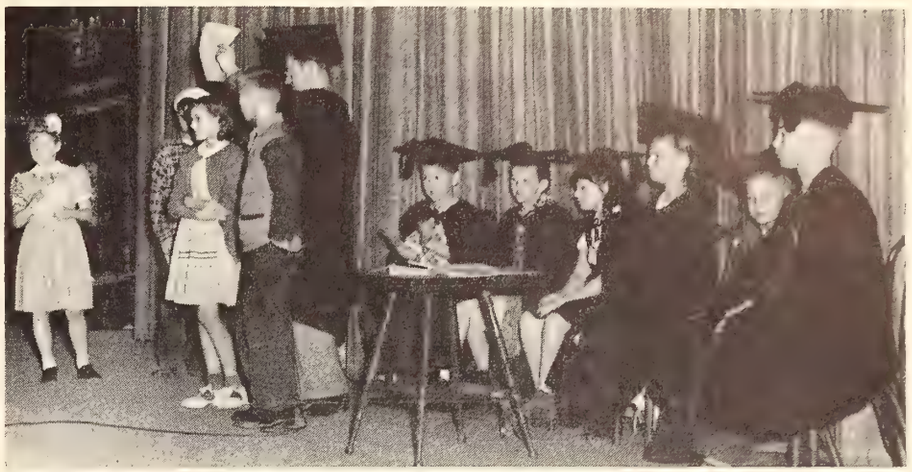
Search for Pioneer

A search for the outstanding pioneer citizen of Champaign, Ill., was conducted in cooperation with the newspapers and a local radio station to exploit the engagement of MGM's "Sea of Grass" at the RKO Virginia Theatre in that city. Manager Grant Martin found it nice going.

50 'Barbaree' Standees

Standees for MGM's "High Barbaree" were landed in 50 window displays in Hartford's downtown section by Bob Worden, student assistant at Loew's Poli Theatre of which Lou Cohen is the manager.—HFD.

California Theatre Stages Quiz Kids Radio Show in San Jose





San Jose's Own Quiz Kids On the Air are going great guns in the FWC California Theatre in that town, largely due to the intelligently planned and carried out campaign directed toward the town's youngsters by City Manager Andrew Saso.

A tieup with the California Theatre, Radio station KSJO and a local merchant permits the staging of the Quiz Kids show every Saturday morning with no cost to the theatre, and as can be seen in the bottom photo above, the response is really something.

The radio station plugs the show daily on the air, asking all youngsters in San Jose to participate, and announces the weekly prizes to go to smart youngsters. Prizes are donated by the local merchants, consisting of radios, pen and pencil sets, cash prizes and sometimes gifts at the door to each youngster, such as bubble gum, marine whistles and other small gifts.

Young judges wearing the traditional cap and gown as shown in top photo are selected by a preliminary contest, all of which is broadcast each Saturday. Then the contest goes into full swing, with intense appreciation by the juvenile theatre and adult audience.

Kiddie Show Campaign

Special trailer on a morning kiddie show was run three weeks in advance by Manager Bill McDevitt of the Floral Theatre, Floral Park, L. I., who also devoted his entire marquee to the show for two weeks in advance and spotted a 40x60 in the lobby. Two thousand heralds, paid for by cooperating merchants, were distributed to children, and a letter was sent to all schools requesting that announcement of the show be made on school bulletin boards. The show turned in a nice profit.

Throwaway That's Kept

Manager William May of the Grove Theatre, Freeport, L. I., made up a novelty throwaway that's good for any picture. One side of the sheet contained a plug for the theatre's coming attraction. On the other side were rows of figures from which a person's age may be figured (once you learn how it's done). The mathematical puzzle caused recipients of the throwaway to hold on to it for study.

Contest on Most Exciting Trip Exploits 'Honeymoon'

A four-way tieup on a contest to exploit RKO's "Honeymoon" was effected by Manager Sol Sorkin of RKO Keith's Theatre in Washington, D. C. Tieups were made with radio station WRC, the Hecht department store, Capital Airlines and the Cavalier Hotel at Virginia Beach. Prizes were offered for the best letter telling in less than 200 words "My most exciting trip."

Announcement of the contest was carried daily over WRC Commentator Nancy Osgood's 15-minute program, Monday to Friday. The station also gave spot announcement plugs. The Hecht department store gave window displays to the theatre, picture, playdate and contest and awarded airplane luggage to the second and third prize winners. Capital Airlines had contest displays in its windows and at the Statler and Willard hotels, and gave plane transportation to and from Virginia Beach to the winning contestant. The Cavalier Hotel took care of the winner while at Virginia Beach.

This Stunt Didn't Lay an Egg

Edward May, manager of Wometco's swank Lincoln Theatre, Miami Beach, Fla., and Sonny Shepherd, managing director of the circuit's new 2000-seat Miami Theatre, in Miami, collaborated in giving a new twist to the old gag of "serving the public."

"Egged" on by the novel exploitation angles inherent in Universial-International's "The Egg and I," May and Shepherd sent a professional chef and several eye-tempting models to newspaper offices and radio stations where, with mobile kitchen units, they served newsmen and radio men "eggs-actly as you want 'em."

At the newspaper offices, deadlines were forgotten as everyone from the editor to copy boys milled around the "treat" and enjoyed a mid-day lunch on the job. The radio stations turned over certain programs to the welcome treat of having eggs, piping-hot coffee, cream and all the fixings, served during working hours, with interviews including May, the models and the chef. Newspapers gave plenty of unsolicited space to the stunt.

Shapiro 'Shoots the Works' in His Campaign on 'The Jolson Story'

Practically every angle of exploitation that could be used for Columbia's "Jolson Story" was employed by Manager Norton Shapiro of the Rivoli Theatre, Roxbury, Mass. And much of the cost was paid by cooperating merchants so that his intensive all-inclusive campaign entailed but moderate expense on the part of the theatre.

An advance stunt consisted of two teaser trailers and a regular trailer which also plugged his Saturday matinee Cartoon Carnival. Another was a window display in a local music shop with a 40x60 easel with picture copy, 11x14 and 8x10 still frames, a large cut-out of the Jolson figure, and record album covers. This was used for the two weeks in advance.

Also used in advance were one-sheet billings in the Dudley Street elevated terminal, across from the theatre. Posters were so placed that passengers on all four lines could scarcely avoid seeing them.

Music Ballyhoo

Shapiro centered a lot of attention on a music ballyhoo, using for two weeks in advance records from the Jolson album over the theatre's amplifier system before and after shows. The Jolson songs were substituted for the theatre's regular program of light opera and classical pieces which have been a very popular feature. The loudspeaker also conveyed information on the picture and its playdate.

Aside from his regular lobby advertising of 14 8x10 stills and two each of 22x28s, 30x40s, 14x36s and 24x60s. Shapiro constructed a 24-sheet board fitted into the opening of the house's center alcove, with fluorescent overhead lighting concealed by a valance. On the board was a large-size cutout of Jolson in his Mammy Song kneeling posture, surrounded with eight regular and six upright 8x10 stills and supplemented with four 11x14s and two 14x36 endpiece insert cards. Flittered letters of the film's title played across the board's 16 feet at the top. At the bottom five-inch flittered letters gave the playdate.

Signs on Both Sides

On the end doors of the outer lobby were placed yellow lettered cards on black that fitted into the glass panels, giving them a framed effect. The same lettering of title and playdate was used on the reverse side of the doors so that patrons, both entering and leaving, found the signs staring them in the face. Coming attraction panel board carried regular advertising.

Newspaper promotion consisted of teaser and regular ads and three pictorial layouts with advance copy on "The Jolson Story."

A postcard announcing the feature's coming was mailed to 1,500 homes in the outlying districts of the theatre's drawing area. Cost of the cards was borne by a cooperating merchant whose ad followed that of the attraction. Printing on the cards was Shapiro's only expense. He incurred no expense for 2,000 heralds as four cooperative merchants bore that charge.

Gummed Stickers Good 'Jolson Story' Plug

A thousand gummed stickers announcing the coming of Columbia's, "The Jolson Story," were employed by Manager Bob Albino of Century's Nostrand Theatre, Brooklyn, N. Y. They were affixed to menus in various luncheonettes, packages from drug stores, novelty shops, grocery stores and on some daily newspapers.

Albino also found snipe cards in the form of a Venetian blind in the rear of the orchestra good attention-getters. A stereopticon with playdate sign was employed. Tieup with a record shop produced an automatic changer which played the Jolson records in the lobby.

'Cooked-Up' Stunt Plugs 'New Orleans' in 'Frisco

A dinner cooked in New Orleans and eaten by San Francisco's Mayor in California's Golden Gate City was the novel stunt "cooked -up" by Manager Ken Means of the United Artists Theatre, Lew Maren, United Artists field man, Mayor Jesse C. Colman and UA Branch Manager Nat Nathanson, for the San Francisco showing of UA's Jules Levey production, "New Orleans."

By arrangement with the La Louisiane Restaurant in New Orleans, the dinner was cooked in New Orleans and sent to Nathanson, who engaged two beautiful young models to present the dinner to Mayor Colman, giving the newspapers ammunition for much free publicity for the film.

Food pages of the San Francisco newspapers published the recipes for the dishes served at the dinner, making much of the La Louisiane method of preparation.

Disc jockeys were serviced with recordings of the "New Orleans" music, while bookstores played up Louis Armstrong's biographical book, "Horn of Plenty."

Guess Time Stunt Used To Sell 'Johnny O'Clock'

A street clock and a veiled clock in the lobby, which was the basis of a time-guessing contest, were two of Manager Sabie Conti's exploitation stunts to promote the engagement of Columbia's "Johnny O'Clock" at Reade's Oxford Theatre in Plainfield, N. J. Two standees of Dick Powell, plus playdate and theatre credit cards, were set up on Lipton Jewelers' street clock a week in advance of the film's opening.

The "guess the time" stunt was heralded for 10 days in advance through a 40x60 card standing next to the glass case which contained the covered clock. All patrons attending the theatre during the 10 days were asked to guess the time on the clock's face.



ATMOSPHERE OF OLD WEST RECREATED FOR 'TRAIL STREET.' A street parage recreating the days of '89 in the far west highlighted the campaign for RKO Radio's "Trail Street" at the Warner Theatre in Oklahoma City. Riders with chaps, spurs and lariats, canvas-covered "movers' wagons" like those that trekked from the mid-west to the far west (but bannered to advertise the picture, theatre and playdate), again trailed through the streets of Oklahoma City, recalling the past to oldtimers. Photos 1, 2 and 3 give glimpses of the "westernism" of the parade. Photo 4 shows the theatre front. RKO field man Leo Young deserves credit for the realism and attention-getting qualities of the picturesque campaign.

No wonder the whole industry's talking about 20th!

"I WONDER WHO'S KISSING HER NOW"
Technicolor

IS SETTING NEW RECORDS AT THE ORIENTAL, CHICAGO!

"BOB, SON OF BATTLE"
Technicolor

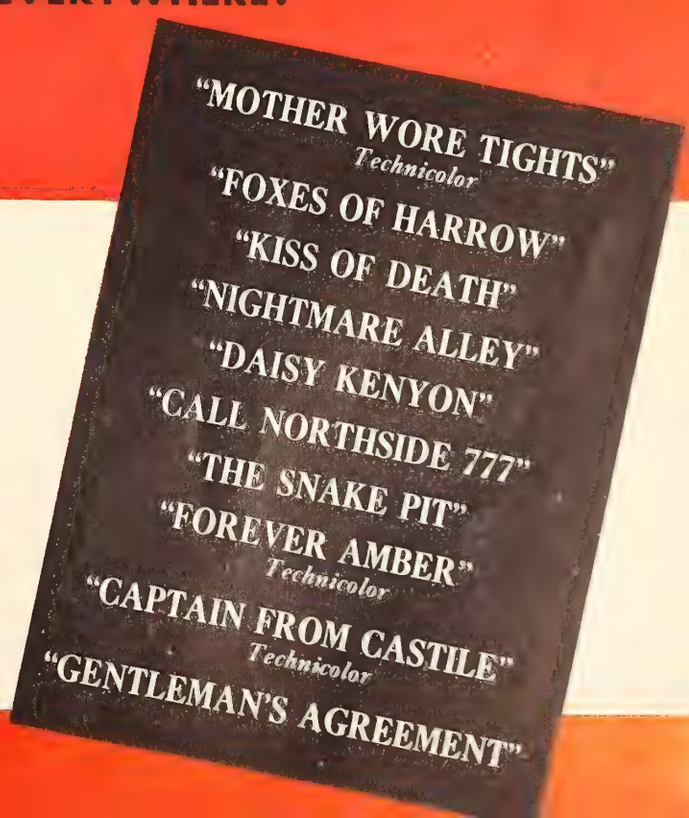
MATCHING THE SENSATIONAL BOXOFFICE PACE OF "SMOKY" IN 10-STATE DAY-AND-DATE PREMIERE!

"THE GHOST AND MRS. MUIR"

TOPPING 20TH'S RECORD HIGHS AT RADIO CITY MUSIC HALL!

"MIRACLE ON 34th STREET"

A MIRACLE BOXOFFICE AND HOLDOVER HIT EVERYWHERE!



.....And there's more WONDER triumphs on the way from wonderful 20th CENTURY-FOX

THEATRE MANAGEMENT



The Brass Tacks of Efficient Picture Theatre Management*

AVOID PITFALLS IN PARING EXPENSES

By Jack Jackson

Believing that most showmen are thinking about (and if not, they'd better be) the problem of curtailing expenses, I venture another discourse on what seems to be the all-important procedure of the moment. Having trod the rocky road of retrenchment before—and knowing that so many others have never experienced that dubious thrill—I believe a few additional "caution" signs and the spreading of added "savvy" seed may prove mighty helpful. Aside from that those economy waves are still tossing me around like a dirty shirt in a Bendix washer and I've discovered so many "leaks" in the past week that I can easily qualify for membership in the Plumber's Union.

The pitfalls and obstacles bestrewing the pathways to profit back in the early '30s were certainly kindred, if not akin, to those facing theatremen today. At that time—as now—economies in operation were made necessary by a general drop in receipts. But at that time—it's a lot different now—few if any of us had ever had any experience in grappling with the job, and most construed the orders to start practicing "economy" as being synonymous with "frugality." The result was a cutting spree that dang near shaved the business back to its "nickelodeon" root days. In a mad frenzy to cut expenses to the very bone, we got our mental mechanics in reverse and instead of applying razor-edged intellects to determine where, what, when, how deep, and how carefully to use a scalpel, we grabbed cutlasses, meat axes or pocket knives and went on a dull-witted and senseless penny-slicing spree. The fruit of this lame-brained orgy was added expense rather than the desired goal of improved operational efficiency at a saving. This time let's hope that everybody will take the time to sharpen their wits first and then proceed cautiously to pare, not slaughter operational services to the exact level consistent with efficient operation. Let's determine the superfluous and non-essential as the first places to trim and then go about the job of paring personnel and shaving seemingly excessive expenditures with slide-rule accuracy.

Heed the Warning Signals, Have Sails Trimmed

For two weeks past I've been setting forth the recommendations about "Intelligent Spending" that guided us (the management personnel of Paramount-Publix Theatres) safely through the turgid thirties. We all sincerely hope—and there is no current contrary indication—that our present worries will be of the quickly transient order and in no way compare with that rugged period. But it behooves everybody to heed the warning signals and to have all sails properly and completely trimmed to ride out a storm of recession. Following are a few of the things I've found prevalent—and wasteful—during my recent retrenchment rounds:

The general tendency to change the decorative lighting in auditoriums to conform to the seasons is expensive in labor, material and electrical consumption. For instance; blue and green blubs emit such low illumination that it takes a 60-watt lamp of these colors to equal the illumination provided by a 25-watt amber or orange lamp. We must admit that changing the house lights comes under the heading of non-essential maneuvers and, when the procedure guarantees added cost in lamps and light bills, is not in accord with any plan contemplating the reduction of expenses. The same argument goes for red lamps, so I'd suggest that in making the seasonal change this year you content yourself with replacing reds with ambers or orange—or leaving the reds out entirely—which promises to keep your lighting adequate and cut your costs of operation. While on the subject, I'd like to admonish against reducing the wattage on stair lights and in other places that present a patron injury hazard, where the saving in electricity is more than offset by the possibility of damage suits. Reduce, but don't entirely eliminate, your all-night lighting. Keep a small light at switch boxes, stairways to storage rooms for cleaners' supplies, etc. as a precaution against employe injuries which are also expensive to compensate. Permitting supplies of replacement parts to fall below the level of safe operating insurance also comes under the "penny wise and pound foolish" heading. There are certain units of equipment in your booth, engine room, maintenance department, etc. that are subject to unpredictable failure and destruction that will seriously interfere with the operation of your theatre. Try to estimate your needs of such items as closely as previousexperience dictates and then allow a small margin for excess, to guarantee operation in case of the unforeseen circumstance. Reduction of such materials and parts, below the level of extra safety, means you are flirting with mass refunds and a period of "dark" operation.

Carbons are quite a factor in theatre expense. Extreme care on the part of your projectionists will reduce the month-to-month purchase materially. Get with your men and discuss the possibility of saving the short ends which cannot be used for the projection of the full 2,000 ft. reels and have them reel each short subject separately. The carbon ends that all too often find their way into the trash cans are usually of sufficient length to hold for the single reel duration. Of course it will require a little extra work on the part of the booth men but they'll go along if things are explained properly, and the entire week's accumulation of ends can usually be used in a single day. Watching the lamp sockets and other electrical connections on the machine is still another way to save money with little effort. Clean connections will not only increase the efficiency of the machines but will serve to add life to the lamps and minimize projection difficulties.

In these days of what seems to be organized vandalism repairs to theatre seats runs into big money. There are several ways of reducing costs in this department. Leather or leatherette seats or backs that have been slit with a razor or knife can be repaired effectively with leatherette mending tape available from any theatrical supply house. You may not be able to match the color but what's the never-mind in a house harassed by vandals. Frequently a finished seat cover can be bought from a supply house—in quantities—at lower cost than they can be cut from a roll of leatherette and applied by your maintenance man. Check into prices and, of course, institute the least expensive practice. When velour or velvet seats or backs are too badly cut or torn it is frequently possible to make use of the undamaged portions of two or more damaged covers to make one patched but serviceable unit and thereby save the cost of upholstery material. I've also found that if it is possible to assign one day—at needed intervals—when the maintenance man does nothing but care for seats, he will get more done in that department than if it becomes one of those do-it-when-you-can jobs.

Your lobby is the most valuable advertising space in your community and can be made to pay the greater portion of your newspaper advertising bills if you get out and hustle among neighboring merchants. Offer the display space in return for newspaper ads devoted 75 per cent to your at-

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City Building Theatre

The Parksville Canadian Legion and the citizens of Parksville, Canada, are showing what a community can do towards the building of a theatre. The Legion and the citizens bought lumber from the old Masonic Hall for building material. Last week they donated logs and cut 4,000 board feet for the structure. The town is 22 miles from the nearest Theatre at Nanaimo. Parksville at present is being serviced by a 16-mm. outfit. New house will use 35-mm. film.

traction and the balance to the merchandise being exhibited by the cooperator. Be sure you don't just throw the gates wide open and accept merchandise unsuited to the dignity and appointments of the theatre. Be sure you place the burden of show card writing, drapes, display case, etc. on the shoulders of the cooperator.

Tools represent no small figure on the inventory of any theatre. Check with department heads to make sure that proper care is taken of the saws, ladders, wrenches, paint brushes, plumbing implements, etc., etc. that are required in the performance of their duties. Not only is replacement expensive but you are paying the cost of labor on each and every misplaced or lost implement or instrument. Make it an adamant rule that tools—allocated to respective departments—each have a specified place for storing when not in use and hold each department head responsible for the tools purchased to assist him in the better performance of his duties. A monthly inventory will prove helpful in reducing expenses in this category.

Daily Candy Inventory

If your theatre dispenses candy in appreciable quantities there are many ways to save money by preventing losses. A daily inventory with each item supplied during the hours of operation added and signed for by the candy attendants, will go a long way towards correcting shortages. This is particularly true if you supply a change bank for each attendant and insist on the money being turned in at relief and change-of-staff periods. You can also add to your profits—if you're doing sizable business—by going to the jobbers and wholesalers to personally select your merchandise. Not only does this practice permit a better selection of salable merchandise but it also offers the prospect of actual cash savings in the difference charged by the wagon delivery men against the at-point-of-sale cost. In a personally experienced test the savings ran from two to seven per cent on various items and the goods purchased turned over about 60 per cent faster.

However, I'd like to caution against buying in excess of reasonable needs. Remember that candy is a highly perishable commodity and if it is not stored in a cool place or is subjected to abnormal weather conditions of any kind you must be prepared to write off losses. Take extreme care of your candy storeroom as well as the display cases. etc. Be sure that proper precautions are taken against vermin and insects of all kinds and that insecticides used are so placed as to prevent any possibility of contact with the merchandise. The display cases should be thoroughly scrubbed at regular intervals and all insect powders, etc. carefully removed before replacing the stock. Cleanliness is an outstanding factor in the selling of candies, so don't curtail on the cleaning and laundering bills in this department.

It is possilbe to effect quite a saving in the cleaning and repairing of uniforms for the service staff by insisting that each employe check his apparel at least once each week with the chief of staff; denying the privilege of wearing except while in the service of the theatre; daily inspection to determine carelessness in handling or wearing; insistence on proper hanging when going off duty. The chief of service can determine instances of carelessness or neglect and impose reasonable penalties as a corrective medium, such as assigning the offender to some menial duty for a period of days or hours as the case warrants. Proper attention will help to extend the period between cleaning with the resultant monthly or quarterly saving.

I'd like to go further but again space restrictions have caught up with me. I do hope that in these and the other suggestions offered in previous articles I've been specific enough to keep you from barking your shins on some of the outstanding obstacles prevalent along the rugged and rocky road of retrenchment. Just remember that "Intelligent Spending" is one of the surest and most certainly the safest manner of effecting theatre economies. Invariably you'll find that a paring knife or a razor blade, or scalpel will get better results than a cutlass or meat axe.

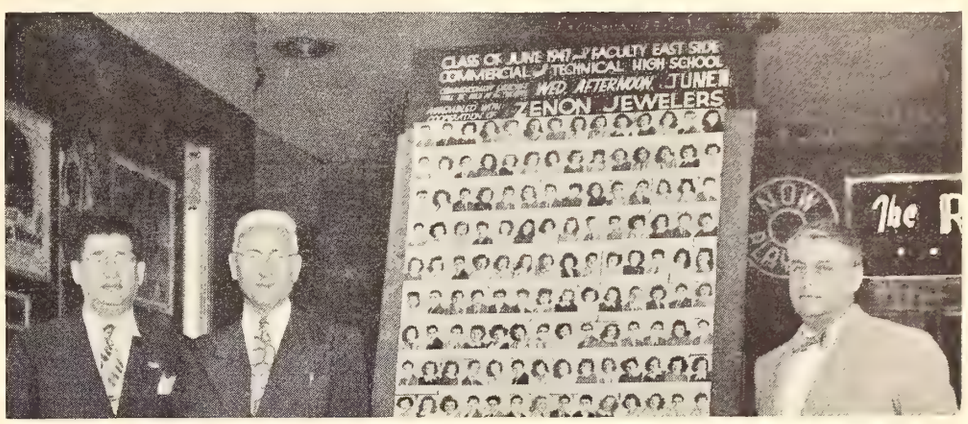
Judo Exhibition Draws

A judo exhibition directed by Emery Zerick of the American School of Judo, Miami, was held one night recently at Wometco's Strand Theatre in that city. Business was so good, reports Manager Bernie Shaft, that Harvey Fleischman, Wometco official, is considering routing the exhibition to the circuit's neighborhood theatres.

Summer Rains

Some sections of the country are almost inundated during summer rain storms. Even where there is comparatively small rainfall it's best to make sure that all gutters, drains and leaders are unclogged and ready for the worst.

Newark High School Graduation In Theatre Proves a Good Will Builder



THEATRE HOLDS GRADUATION EXERCISES. When East Side High School, Newark, N. J., found that its auditorium would accommodate but one parent of each graduate, Louis H. and George Gold, owners of the Rivoli Theatre, came to the school officials' rescue by offering their showplace for the graduation exercises. In the above photo, a portion of the lobby display for the occasion is shown. Left to right: David J. Kane, manager of the Rivoli; William V. Wilmont, principal of the high school, and John Caviochia, marshal of the graduation exercises.

Occasions when a theatre can build public goodwill for itself through service as a communal center of its neighborhood are not as frequent as might be desired. When they do occur the management should be alert to take advantage of them, as was the case recently in Newark, N. J., when the East Side High School auditorium had capacity for only one parent of each of the pupils in the graduation class—the largest class, by the way, in the history of Newark.

Owners of the Rivoli Theatre in Newark, Louis H. Gold and George Gold, learned of the high school's dilemma and instructed the manager of the house, David J. Kane, to offer use of the theatre for the graduation and to cooperate with William V. Wilmont, principal of the school, in making arrangements. The Board of Education and the high school authorities, stumped in their efforts to find a location for the exercises, fearful that bad weather might delay the graduation if it were held out of doors, jumped at the invitation to use the theatre, and the principal immediately contacted Kane and completed arrangements for holding the graduation exercises there on the afternoon of June 18. Capacity of the theatre made it possible to give each pupil in the class five tickets for relatives and friends instead of the one to which they would have been limited if the exercises had been held in the school auditorium.

The high school paper splashed the announcement all over the front page, with an editorial praising the theatre for its invitation. Mayor Vincent Murphy, in a letter to Principal Wilmont, praised the Messrs. Gold for their public spirit in foregoing an afternoon performance in favor of the graduation exercises.

Manager Kane erected a large display in the lobby of the theatre with pictures of all the graduates, announcing that the graduation would be held in the theatre. Hundreds of persons stopped to look at the board. Kane, who is an executive member of the Ferry Street Merchants' Association, was instrumental in obtaining two prizes contributed by members of the association to be given to honor students, and another prize for the school. Arrangements were made for the graduates, in cap and gown, to parade from the high school to the Rivoli with a police escort. Kane also arranged to display all the trophies which he had obtained for presentation to the students, in a jeweler's window next to the theatre.

The front page of the theatre's program for the week was given over entirely to an announcement of the graduation exercises to be held there and the cancellation of the theatre's regular afternoon performance. The Newark newspapers gave the theatre graduation a lot of publicity. The offer of the movie house for the graduation made the community happy and brought the institution the sort of publicity and goodwill that money could not buy.

REGIONAL NEWSREEL

CLEVELAND

Harry Schreiber who made many friends here during his two years as RKO theatre city manager, left a vacuum within the industry when he left last Saturday to take over the management of the RKO houses in Columbus. Max Mink, manager of the Fordham Theatre, New York, succeeds Schreiber.

Nate Schultz, Monogram franchise owner, received a promotion last week. With the departure of chief barker Harry Schreiber, Schultz, as vice-president, steps into the top spot.

Following conclusion on Thursday of the hearings of the Orrville Theatres Company against the five major distributors, Sidney Jackson, arbitrator in the case, rendered a decision by which the Wooster Theatres retain their present 14-day protection over Orrville and the Massilon Theatres' maximum clearance is set at seven days. The Orrville Theatres Co. had asked for the right to buy picture irrespective of Wooster and Massilon.

A series of 20 Sunday afternoon travel pictures will be presented at the Masonic Temple, Cleveland, starting Oct. 12. They will all be on 16-mm. film. Round-the-World Adventure Series, Inc. of Detroit, is presenting the program, together with a lecturer. Plans are now being made for Admiral Richard Byrd to lecture at the opening performance.

Irwin Shenker of Berlo Vending Co. and his wife are on a vacation fishing trip in Canada.

Bert Brock, charter member of local 160, IASTE, is entering his 19th year as projectionist at the RKO Allen Theatre.

Frank Masek, manager of the National Theatre Supply Co. has just completed installation of new Simplex projection in the Masonic Temple.

Leah Goldman of United Artists is back from an Atlantic City-New York vacation where she saw Bert Stearn, Frances Turner, Rose Weitz and Maury Orr, all graduates of the Cleveland UA exchange.

Variety Club held its first open house in its new club house which it recently purchased. It was called Sports Night in honor of its guests, members of the Cleveland and Chicago baseball teams, and the sports writers on all of the local newspapers.

Ellen Lukich, United Artists sales control clerk, has joined her husband in St. Louis for a two-week vacation.

Columbia Branch Manager, Oscar Ruby, and Mrs. Ruby are touring through New England.

Gilbert and Mrs. Lefton of Academy Film Service are back from a visit with Nat Lefton at his Michigan summer home.

OMAHA

Jack Andrews, who became ill on the road, underwent a successful appendectomy at St. Mary's Hospital, North Platte.

Paramount Theatre Manager, Donald Shane, returned to work following removal of his tonsils.

Jules Needleman and Gene Sichelman of the Columbia home office arrived in the city.

Fred Aliano is honeymooning following his marriage to Hattie Brunner, co-workers at Columbia report.

Evelynn Cannon, MGM booker, is vacationing in Minnesota.

T. R. Thompson, Walt Disney representative from Kansas City, was here several days.

Teresa Yecha, MGM inspectress, is on a trip to Montana.

Office Manager Alice Neal is pinch-hitting as cashier at Warners during the vacation of Adele Anderson.

It is a second son, Timothy Michael, for Pat Halloran, 20th-Fox salesman.

Lorraine Waldman, MGM biller, failed to show up Monday. Flood waters in Iowa stalled her train.

Robert Riddle, former Warner brothers salesman, arrived here from Denver to attend funeral services for his mother. He is now with United Artists at Denver.

A Variety Club dinner-dance at the Highland Country Club honored Col. Bill McCraw, Dallas, Tex., national club director, during his stop-over here for Variety conferences.

Ralph Li Beau, Paramount district manager from Kansas City, and Paramount Exploiteer Jim Castle were in town for a few days.

Mary Olson, RKO booker, is vacationing in Chicago and Milwaukee.

Hazel Jensen, now Hazel Brown is honeymooning in South Dakota and Wyoming.

John Spencer, manager of the Strand Theatre at Hastings, Neb., was injured in an auto accident enroute to Lincoln to pick up delayed film.

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No Theatre in Church

The Cleveland Baptist Association has turned thumbs down on a proposition to lease the 2,500-seat auditorium of the Euclid Avenue Baptist Church for a motion picture theatre. The delegates from the city's 31 Baptist churches were overwhelming in their denunciation of the plan sponsored by Dr. D. R. Sharp, executive secretary of the association.

KANSAS CITY

Floods throughout the territory thus far have caused no closings or miss-outs by theatres, though it has taken a bit of ingenuity on the part of exhibitors. A number have had to drive miles after their film, and many others have had to revise shipping arrangements. But as far as reported on film row, every situation is operating at normal. In a spot or two it has even helped business, as surrounding waters have cut off roads to competitive entertainment.

William Kelty left the RKO Orpheum Theatre here last week to become manager of the RKO Orpheum at Champagne, Ill. Kelty had been assistant to Manager Lawrence Lehman for several months, and just recently returned to work after a serious illness. Succeeding Kelty here will be William Briscoe who comes in from the Chicago Grand.

The Apollo and Rockhill Theatres, Fox Midwest subsequents, got their new cooling systems rolling just in time to nick the heat wave which hit the city the end of the month.

Frank F. Pace took over last Sunday as manager of the Kimo, the foreign film house of the Dickinson circuit. Pace has been around local theatres a number of years, in recent seasons at the Drive-In and State theatres. He replaces James Chapman who resigned to become manager of the Southtown Theatre for Herman Elmer.

Martin Stone of Screenland Cafe is operating the open-air theatre at Lake Lotawanna for the summer.

Seen on film row last week were H. W. Baldwin, Dream Theatre, Glasgow, Kans., and the Delpheum Theatre, Delphus, Kans.; Glen Hall, Hall Theatre, Cassville, Mo.; H. M. Mobley, Weston Theatre, Weston, Mo.

VANCOUVER

Bill Winterton, co-partner with Famous Players in the Capitol, Saskatoon, spent a few days in Vancouver returning from the national convention of Rotarians in San Francisco. He also visited the Hollywood studios.

William Brotherton, who operates the Palace Theatre at Birch Hills, Sask., has acquired the Ace Theatre, Hedley, British Columbia, from Alex Gough.

The 450-seat Woods Theatre at Mallairdville will open July 21. Equipment and seats are now being installed. The owners have appointed Patrick Patenaude, former Montreal theatreman, as manager, Mallairdville is four miles from New Westminster and the Woods will be this lumber center's first theatre.

George Gerrard, Strand Theatre projectionist, is the father of a baby boy. He is also a new grandfather, his son, George, Jr., of the Strand, Trail B. C., is also a daddy.

Leslie Allen of Hilker-Allen Attractions was recently married to Marilyn Monk. Allen is the owner of the York Theatre at Victoria, B. C.

Business has fallen away at the city's theatres to a larger extent than at the same time a year ago. Some decrease was expected with the coming of warmer weather, but not to the extent being experienced. Exhibitors are of the opinion

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"Dear Ruth"
is the wonder
Of all current shows...
The longer she runs
The bigger
she grows!

!
2nd WEEK AT DENHAM, DENVER, TOPPED THE FIRST...



!
2nd DAY OF 2nd WEEK AT N. Y. PARAMOUNT BEAT OPENING DAY BY 10%...





!
3rd DAY OF 2nd WEEK 15% OVER SAME DAY 1st WEEK...



2nd WEEK N.Y. PARAMOUNT TOTAL 'WAY OUT FRONT OF FIRST... AND FIRST DAY OF THIRD WEEK EQUALS OPENING DAY!

Paramount
presents
WILLIAM HOLDEN • JOAN CAULFIELD in "DEAR RUTH"
with BILLY DE WOLFE • EDWARD ARNOLD • MONA FREEMAN
Mary Philips • Virginia Welles • Kenny O'Morrison • Produced by Paul Jones • Directed by William D. Russell • Screen Play by Arthur Sheekman • Based on a Play by Norman Krasna

REGIONAL NEWSREEL

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the general run of patrons are starting to count their money more carefully when it comes to entertainment.

West Coast Theatres, Ltd., which has operated the York Theatre at Victoria, V. I., for the past six months, has closed the house. Theatre has been doing poor business and it's reported that there will be new owners when the theatre reopens.

Cecil Neville, Famous Players, B. C. district booker, is back at his desk after an air trip to England to see his mother. Neville reports conditions pretty bleak in the old land, amusement business being the exception and still doing well.

PHILADELPHIA

June Korson, daughter of Columbia Sales Manager Dave Korson, was married on June 14 to Marshall Seidman of Pittsburgh, a law student at the U of P who graduated with all A's.

A testimonial dinner was held for Frank L. McNamee, who recently resigned as director of the War Assets Administration. He will return to his motion picture interests with the Jay Emanuel chain. He was presented with the Medal of Merit from President Truman as well as a Certificate of Merit from Gen. Robert M. Littlejohn, national WAA administrator.

Publicist Howard Dutkin was married in Miami Beach to Jean Goldstein.

Nookie Beckett, following a custom of years, made the rounds of old men's homes of all faiths, and presented the inmates with cigars, cigarettes and smoking tobacco on Father's Day. He is the former owner of Ye Corner Cigar Store on film row.

Elmer Brandecker, elevator operator in the Earle Bldg., will say "I do" on July 19. After a short honeymoon, Elmer and his new bride will live in a new home which he just purchased.

Harry Lefko, Screen Guild-Film Classics salesman, was back on the job following his recent upstate auto accident and subsequent hospitalization.

Twentieth Century-Fox General Sales Manager Andrew W. Smith, Jr., has announced the appointment of Sam Diamond as branch manager of Philadelphia. He succeeds Herb Gillis who was promoted to assistant branch manager of New York.

BOSTON

Frederick Langevin, manager of the Dalton, reported that the house would be closed until further notice.

Berkshire County's first drive-in, the Briggs Open Air, will open here in July. Edgar Briggs heads a six-man corporation which includes his son, Gordon, army veteran of the China-Burma-India theatre.

Miss Shirly Dowd, daughter of Mr. and Mrs. Thomas J. Dowd, became the bride of Stephen J. Callahan, son of Mrs. Mary E. Callahan and the late Stephen J. Callahan. Callahan is assistant manager of the Strand.

Arthur J. Keenan, manager of the Merrimack, has been selected as spokesman of the Lowell Allied Housing Council of veterans' organizations.

Catherine Healey, Strand staff, is receiving very favorable mention in local columns because of her personality.

Sam Torgan, RKO-Keith manager, took part in the special ceremonies attendant to the reopening of the Yorick Club.



DISTINGUISHED VISITOR. Stanton Griffis, U. S. Ambassador to Poland, prominently identified with the film industry and Paramount Pictures in particular, visited with Paramount Producer Hall Wallis and executives of the company's British division during a stopover in London en route to Warsaw to take up his official duties. Left to right: The Ambassador, Frank Farley, Percy Cornwall and Wallis.

Warner Bros. Boston office seems very quiet this week as Art Moger, publicity head, is out of town on business, and his capable young assistant, Joan Mansfield, is out on vacation.

Ken Parker, Boston and Brookline young man who has achieved considerable success as a playwright as well as an actor will have his new play "Four Flights Up" produced by Robert Paine and a pre-Broadway tryout will be given at the Grenwood Garden Playhouse, Peaks Island, Maine, the week of July 22-27.

HARRISBURG

Both the stagehands and the projectionists' unions have reached agreements with theatre managements in this area, and have signed three-year-contracts. Salary increases are retroactive to January 1947. The projectionists, local 488, was first to reach an agreement, followed last week by the stagehands, local 98.

Ada Dickinson, White Plains, N. J., organist at the Colonial 20 years ago when "mood music" was provided, visited the theatre last week, accompanied by her 14-year-old daughter. Another Colonial visitor was Zeke Beck, former entertainer, who for many years conducted "Country Store" at the Rio. He has been ill recently.

Sam Gilman, manager of Loew's Regent, was the only downtown exhibitor to go on the Chamber of Commerce five-day cruise. In his absence Orville Crouch, assistant to Carter Barron, division manager, Washington, managed the house. New at Loew's is Fay Farr, cashier. The ushers at the Loew house are appearing in their new summer uniforms.

On vacation from the State are Joe Ryan and Pete Gladfelter; from the Colonial, Frank Maury, who with his wife went to New York to see some plays. New at the Colonial are, Jean Kirkwood and Doris Sheaffer, usherettes, and Betty Orris, candy counter.

Two Colonial aides have announced their engagements. They are Grace Hanson and Evelyn Hale, both of whom left the theatre employ.

Mrs. Franklin Maury, wife of the assistant manager at the Colonial, and Mrs. McCarthy, wife of "Red" McCarthy, band leader who often ties in with the theatres, went to Atlantic City for several days.

Midge Funk Brennan, former Senate cashier, telephoned her parents from Oceanside, Calif., where she and her Marine Sergeant husband are housekeeping in a Quonset hut. Midge reported their car was the last one to get through Iowa before the floods.

Russell Eichengreen, Paramount salesman for this area, has resigned.

Hold-up Holiday

Hold-up men had a holiday in Cleveland last Friday. During the noon hour, a man entered the Western Union office in the Film Building, just opposite the police station, pointed a gun at the girl operator, Mrs. Helga Bluhm, who handed over the cash box. The bandit then calmly walked out. Manager Louis Roth was at a nearby lunch room at the time. That same evening the cashier of the RKO Palace Theatre was relieved of a pair of shoes and $3 as she and the treasurer, Mrs. Agnes Jonda, were taking the evening's receipts to the manager's office.

OKLAHOMA CITY

The Rialto Theatre at Cuero, Okla., gave a special program for the Cuero Lion's Club last week.

Allen B. Dean, manager of the H and S Theatre at Chandler, Okla., has been elected county chairman of the Chandler chapter of the American Red Cross.

Frank Love, manager of the Tall Chief Theatre at Fairfax, Okla., was elected first vice-president of the American Businessmen's Club at a recent meeting.

New projection equipment and new sound has been installed in the DeRay's Theatre in Joplin, Mo.

ATLANTA

The cost of showing Sunday movies in Athens, Ala. will cost the Muscle Shoals Theatre owners around $3,000 per year.

Nashville, Tenn., is showing free movies each night in the city park; as well as the city recreation board in Gadsden, Ala.

Ezry Kimbrell, former manager of the Florida Theatre, Grainesville, Fla., has been transferred as manager of the Strand Theatre, Tampa, Fla.

Construction of Tim Smith's new theatre in Knoxville, Tennessee, has been held up by CPA.

N. E. Savini, special representative, Astor Pictures Corp., and his wife are all smiles; they are the grand parents of a baby girl.

Miss Dorothy Edmonds, Mrs. Leola Delong and Mrs. Bernice Wadsworth of Monogram Southern Exchanges are back at the office after a vacation.

John Javis, Jr., manager of the Kay Film Exchange's New Orleans branch, was here for sales conferences with executives.

Francis Crowe, formerly with Paramount Pictures, has resigned and is now with the Screen Guild of Georgia.

Irene Donaldson has been appointed secretary to the manager of the Theatrical Printing Co.

Jackie Faulkner of Columbia Pictures is back after spending a vacation in Chicago.

Film row sympathizes with W. H. Rudsill, branch manager of Atlanta Kay exchanges, on

(*Continued on Page* 22)





He follows motion . . .

HE swings the camera . . . following motion, keeping the object of interest always frame-centered . . . there you have the culmination of years of experience—years in which the operative cameraman learns how to get the most from his equipment.

But he learns, in those years, something more—to understand the problems of the picture's director and of the director of photography. From this understanding comes his great ability to interpret their wishes creatively . . . to devote his technical knowledge to giving them what they want from every shot, every scene.

Because he must get so much from every shot, his dependence on film of superior quality and uniformity is great. That's why you'll find so many operative cameramen using the family of Eastman motion picture films.

EASTMAN KODAK COMPANY
ROCHESTER 4, N. Y.

J. E. BRULATOUR, INC., DISTRIBUTORS
FORT LEE • CHICAGO • HOLLYWOOD

REGIONAL NEWSREEL

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the death of his mother recently.

Funeral service for C. E. Peppiatt, who was recently killed in a plane crash in Virginia, was held in Atlanta at the graveside in West View Cemetery.

Monogram Southern Exchanges Branch Manager Babe Cohen, and Jimmy Campbell, sales representative, were in South Georgia on company business.

Meyer Coleman, formerly with National Screen Service here but now in Washington, D. C., stopped off here after vacationing in Miami. Mrs. Mildred Burden of the booking department of Monogram Southern Exchanges is off on a vacation.

Mrs. O. S. Barnett, wife of O. S. Barnett, office manager Monogram Southern Exchanges, is visiting her daughter in St. Louis.

Mrs. W. Wood, owner of the Lithonia Theatre Lithonia, Ga., is on the sick list at her home there.

The annual meeting of the Conference of Southern Associations owners will be held in Miami, Fla., August 12-13 and they look for a large crowd.

PRC's new secretary is Miss Felton Hooks, formerly with Paramount.

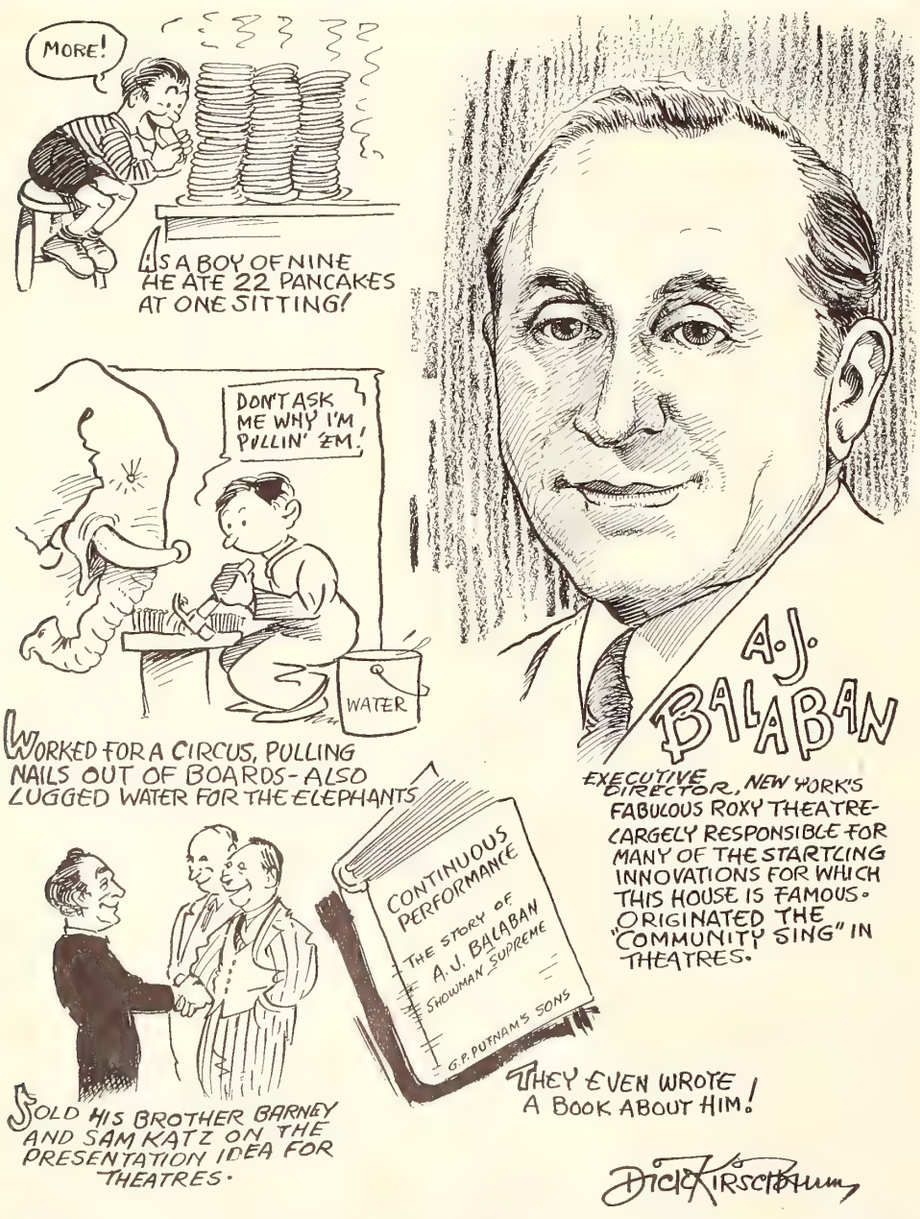
Frank McCallister was named chairman of the Atlanta Film Council at its last meeting.

The 429-seat Edray Theatre, McClenny, Fla., owned by E. W. Crockett and R. H. Dinkins, has opened.

Rejects Sunday Movies

Springfield, Tenn., by a vote of 2 to 1 has rejected the showing of motion pictures on Sunday. Springfield is a Crescent Amusement situation.

SHOWMEN'S SILHOUETTES by Dick Kirschbaum



Next Week ..... **MARTIN G. SMITH**

MILWAUKEE

Johnny Mednikow, manager of National Screen for Wisconsin, is taking it easy in the north woods of this state, after a hard year in show business.

At Spring Valley, the finishing touches are being put on the Charboneaus' new Valley Theatre, but the opening date has not been announced as yet, as some materials are still hard to get. All seats have been installed and some small details are still to be completed on the interior.

In Galesville, Wis., citizens are asking the local editor "What's doing about the proposed Johnson Theatre?" as it is weeks since a public meeting was held to decide about the new show house for that city. It is expected to cost about $50,000, but the prospective owners are not asking for donations, according to reports.

It has been decided to keep the Alhambra Theatre open, before remodeling, until July 7, in view of the popularity of "The Egg and I," which will then have completed a two-week run, as the holdover for the first-run downtown Warner, where it ran for three weeks. The Alhambra is also Warner-owned.

The new Telenews Theatre, at the busiest downtown corner in Milwaukee, is nearing completion, and the opening date—July 11—is still good, according to manager Thurston Wayne, who is on the job during construction, checking details, to make sure it will be completed on time.

NEW YORK

The motion picture unit of the United Jewish Appeal has set July 15 as the date for a luncheon intended to spur the drive to raise its $2,100,000 share of a $170,000,000 national goal. In announcing the luncheon Chairman Barney Balaban said that while returns were normal, recent developments "had intensified the urgency of speeding up the New York drive" which is behind the rest of the nation." Co-chairman Matthew Fox said that "a little over $500,000 of the industry's $2,100,000 quota" had been raised.

The Century circuit's winning softball team which usually gets $100 from Century President A. A. Lovell for beers, etc., has decided this year to turn the amount over to the Damon Runyon Cancer Fund.

Wedding bells sounded out this week for Ireneze Ellsworth, daughter of MGM salesman Ellsworth and Tom W. Mason. The ceremony was celebrated at Our Lady of the Angels, with the honeymooners crossing the country to Keneta, Ohio, for a reception given by the bridegroom's family. A reception was also held in New York.

Warner Club Secretary Ann Martin has announced her engagement to William Hazel, former Marine.

The lucky ones who got away from the New York heat on vacation this week are: Ben Levin who is off to the Poconos; Arline Deutsh, New Hampshire; Bernice Gertzkes, who has taken a five-week leave of absence from United Artists to visit California; Muriel Roth, all set for New Hampshire; Muriel Steiner, Swan Lake; Helen Price, also New Hampshire; Fran-

"Voice of Theatre Speakers"
JOE HORNSTEIN has it!

REGIONAL NEWSREEL

cis Cohn and Lilly Cohen (unrelated)—and just try to find out where they're going; Dave Kleinberg; Madeline Anderson.

Funeral services were held at the Church of the Sacred Heart last Tuesday for May Springer, first receptionist at the Warner Bros. home office who had served there for 24 years.

Robert Ullman, Dartmouth and Columbia graduate with 12 years of industrial relations behind him, has been appointed personnel manager for Century Theatres. He had served as labor relations managers for Ansco Cameras.

Sterling Sign Company President Albert A. Senft, the outfit which makes fronts for Loew's and Randforce theatres, has turned author with a book on advertising, layout, color and idea conceptions.

Patricia Sullivan of the Paramount home office stenographic department was married last week to Justin Tunison, at Our Lady of Perpetual Help Church, Richmond Hill, Long Island.

HARTFORD

Vacations continue to hold the spotlight in the area, with a number of theatre managers going on or planning for time off. Sam Horwitz, Loew's Poli assistant manager, will take his vacation in August. Albert Lessow, Loew's Poli Palace assistant, has returned from an out-of-town vacation. Due in from California vacation were Mr. and Mrs. Al Schuman of Hartford Theatres circuit.

Jim McCarthy, manager of the Warner Strand, said last week plans were being made for extensive renovations.

Bob Hamilton, manager of the Warner Gem in Willimantic, has been recovering from illness at home. In the meantime, George Haddad, assistant, Warner Capitol, Willimantic, has been managing the Gem.

Agnes Voisbrit, matron at Loew's Poli Palace, returned to her duties, after a hospital stay. Eddie Cramer, who is relief doorman for the Poli and Palace, has gone to the hospital for an operation.

Among local visitors: Harry F. Shaw and Lou Brown of Loew's Poli circuit; and E. M. Loew, head of the E. M. Loew Theatres circuit.

Briggs' Open-Air Theatre at Dalton, Mass., is scheduled for a July opening. Head of new outfit is E. Briggs.

Murray Howard, manager, Palace, Norwalk, Conn., has been moved to Art Theatre, Springfield, Mass.

TORONTO

The longest run in Canada concluded June 28 at the Kent Theatre in Montreal where "The Best Years of Our Lives" played 13 weeks at $1.20 top. The Academy Award picture had been booked throughout the Canadian Odeon circuit but elsewhere the engagements, with the advanced price scale, were considerably shorter, probably averaging three weeks.

Hon. William Donald Ross, 78, of Toronto, long an associate of the late N. L. Nathanson in Famous Players Canadian Corp., died after a year's illness.

Argument was concluded June 27 at Osgoode Hall, Toronto, on the appeal of J. Arthur Rank defendants from a ruling in the action by Paul Nathanson's companies on a distribution contract dispute but the presiding judge, Mr. Justice Jean Genest, reserved judgment. Three companies, J. Arthur Rank Organization, Inc., New York, Eagle-Lion Films, Inc., New York, and General Cinema Finance Corp., London, appealed the order which allowed serving of original writs outside of Ontario but calling for the case to be tried at Toronto.

Following two recent theatre robberies in Ottawa, Ont., Norman O'Rourke, 23, and Roland Laflamme, 21, were caught by police on the roof of the Nola Theatre there. In court they flatly denied they had been found on the building and that they had burglary equipment. Magistrate Sauve sentenced O'Rourke to two and a half years in the penitentiary and Laflamme to two years.

A fire scare was avoided when flames broke out in a structure on the roof of Loew's Theatre in downtown Toronto during an evening performance, the fire being discovered by Miss Sadie Swadron, cashier in the lobby booth, when

(*Continued on Page* 24)

Extra Shows Return

Extra scheduled shows are coming back in force, it is reported, in Kansas City, Mo. Several of the Fox neighborhoods are now scheduling Saturday midnight shows, while cartoon shows for children are almost a daily affair. And the Paramount Theatre last week held a sneak preview.



REGIONAL NEWSREEL

LONDON OBSERVATIONS

Proposed Import Tax Raise Shakes Wardour Street; Unions Sign Pact to Clarify Jurisdictions; Fuller Blasts Anti-Hollywood Radio Programs by the BBC

By JOCK MacGREGOR

Wardour Street has been severely shaken by the confirmation of the Chancellor of the Exchequer in the House of Commons of the new film imports tax which STR exclusively forecasted some months ago.

It is understood that confidential discussions have been going on with exhibition sections for some time and the new law, should the powers sought by Mr. Dalton be approved, will stipulate that the tax is not to be passed on to the exhibitor or the public.



MacGregor

* * *

The present quota act has been all but made a farce through the Association of Cine Technicians objecting to 20th Century-Fox bringing a Hollywood producer and a director over for the filming of Rex Harrison's "Escape."

IATSE's Richard Walsh is currently in London trying to clear up the muddle and while Tom O'Brien's National Association of Theatre and Kine Employes favor an elastic agreement, they oppose the stringent man-for-a-man proposition as impractical. They do not want their Unions to become travel agents.

* * *

NATKE, ACT and Electrical Trades Unions have signed a pact in which respective spheres of influence and demarcation lines for recruitment are indicated. This will end overlapping in certain sections and will necessitate some 1,500 men changing their union. By this means it is hoped that such conditions as exist in Hollywood can be avoided for all times.

* * *

At long last CEA Secretary W. R. Fuller has despatched a really strong letter to the BBC regarding the fortnightly "Picture Parade" program which is anti-Hollywood in the extreme and considered by many to be also anti-Semitic. Chief cause of complaint is Roy Plamley' Drearitone feature.

Typical of this series is this week's item which the BBC press service announces as follows:

"HURRAH FOR DREARITONE: Mr. Ernie Grizzle gives Roy Plomley a preview of the film in which Drearitone joins the current craze for mammoth Westerns—that soul-searing, awe-inspiring super-colossal new epic 'Passion on the Prairie'."

Ugh.

* * *

Cinema advertising is in the news. Recently Monia Danischewsky was congratulated by *Vogue* for his artistic advertising campaigns and now Norah Alexander has been handing laurels to Tony Wysard for the striking trade paper advertisements on London Films in the *Daily Mail.*

"Danny's" current teaser campaign on Ealing's "Freida" has been much admired. "Would you take Freida into your home?" queries the National and trade presses and billboards with the replies of people printed below. The reply idea I gather was suggested by Ralph Thomas of the Rank trailer department.

Gayne Dexter and Alfred Shute have also effectively pre-sold "They Made Me a Fugitive" with striking 24 sheets depicting the front page of a newspaper and tying in with the post-war crime wave. These have literally dominated the London hoardings for weeks.

* * *

Loews-MGM ten and twenty year clubs were inaugurated with a reception at Kettners. Doyen of the company, Edwin Freeman, who celebrates 40 years with the firm, is seriously considering making MGM his career.

Managing Director Sam Eckman Jr. can clain one of the longest services while the publicity department have Mervyn McPherson an his charming secretary Dolly Hill well up in the 20 year group with Barton Turner not far away from the top league.

* * *

Veteran distributor genial Arthur Dent turned producer has completed his first offering, "Coming Through the Rye," except for a few exteriors.

* * *

Filipo del Giudice having formed the $400,000 Pilgrim Pictures has appointed the well-known London film correspondent and critic, Ernest Betts as publicist.

* * *

Cinema seating contractors should note that the Dublin Palace was fined $40 with $8 costs for allowing benches to be overcrowded.

* * *

Columbia launched their forthcoming British production "The First Gentleman" with a Savoy reception to meet the cast headed by Jean Pierre Aumont, Cecil Parker, Ronald Squires and Margaretta Scott.

* * *

GB Equipments are putting out a special 16-mm. Technicolor version of "Henry V" for showing in schools.

* * *

The J. Arthur Rank Organization has acquired an interest in 53 cinemas in Ceylon.

* * *

Pleasant surprise was to walk into Irving Asher and his wife who is better known as Laura La Plante in the Dorchester where they are vacationing.

* * *

The love bird has made a nest in Quigley's London bureau. Last Saturday, Miss Pat Owen, the secretary, was lead to the altar; this week reporter William Pay, recently demobbed from the RAF as a flight lieutenant takes the same walk.

First 100 Get Cigars

Observing an annual custom on Father's Day, Manager James E. Tebbetts of Loew's State Theatre, Boston, presented cigars to the first 100 fathers attending the theatre on that day.

(*Continued from Page 23*)

she noted the reflection in store windows across the street. The firemen climbed to the roof to extinguish the blaze quickly while patrons watched the picture, but the fire brought a fatality when Capt. Edward Cosgrove of the Toronto Fire Department died from a heart attack.

PORTLAND

The Liberty Theatre, Spokane, Wash., has been added to Ted Gamble Theatre Enterprises and Neck Pierong, named manager of the circuit, has also purchased the Avalon Theatre, Bellingham, Wash.

Max A. Pitshmann, 58, night manager of Coliseum Theatre, Seattle, died suddenly of a heart attack. He formerly owned and operated houses at Juneau, Alaska.

Ralph Wood, manager of Gamble's Circle Theatre, for the seventh year filmed all events in connection with Portland's Rose Show and Parade.

Springfield (Ore.) Playmore Theatre returned to the courts when Albert and William Forman filed a $23,000 damage suit against Austin and Margaret Dodge and Roy and Gertrude Carpenter. In the new suit Forman is seeking to recover $3000 in rental and litigation fees and $20,000 damages alleged as the result of "Willful and malicious withholding of premises by defendants."

George DeWaide of Los Angeles has been named Seattle manager for Universal, succeeding Arthur O'Connell, resigned.

J. T. Sheffield, pioneer theatre independent and former exchange manager, accompanied by Jack Flannery of National Screen is vacationing at Soap Lake.

On Seattle row: Dude Smith of Tilamook, Ore.; John Owsley, Billy Connors and Fred Gamble, Tacoma; Gene Groesbeck, Enumclaw; Walter Graham, Shelton; Jimmy Ewing, Auburn, and Eddie Snow, Mount Vernon, Wash.

Joe Kelly, manager for the past two years of Warner theatres in Salem, resigned to enter private business.

COLUMBUS

Harry Schreiber is back here in his former Columbus job as city manager for RKO theatres, a post which he formerly held for 12 years. In the interim he held RKO assignments in Chicago and Cleveland. Jerry Shinbach, who has been RKO city manager here, has been appointed assistant to the RKO division manager in the Chicago area.

John Thomas McCormick, 77, died here following a long illness. For 25 years he had been a member of the J. Real Neth organization from which he retired in 1938 at which time he was manager of Neth's State Theatre. He had also managed the Clinton.

Loew's Ohio Manager Walter Kessler was married July 1 in Akron, O., to Rosemarie Stanton. Al Block, Variety Club member, will be married in Chicago, on Sept. 28 to Janet Leven, account executive of the Abbott Kimball agency.

Local admirers of Ohio-born Roy Rogers presented the film star with a coon-dog puppy on his recent visit here. Later they will present him with a bird dog after it has been whelped and weaned.

Independent Theatre Owners of Ohio has invited J. Arthur Rank to address its banquet at the convention to be held at Cedar Point, O., on July 14-16. ITO Secretary Peter Wood told

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the British film tycoon his acceptance would be a good will gesture to exhibitors who wish to cooperate with him for a better understanding between the movie industries of the two nations.

The Alhambra Theatre will give a 20-cent, half-price bargain show every Wednesday. The house recently installed new seats and projection equipment.

During the vacation of Manager Carl Rogers of Loew's Ohio, Bernard L. McGraner served as relief manager.

Academy Theatres has announced the following managerial assignments: Jack Thomas to manage the Beechwold; Charles Colegrove, acting assistant manager of the University, to manage the Westmont; Charles Richards, assistant at the University, to manage the Cleve; Charles Worley, doorman at the University, to become assistant manager of that house.

State Fair Manager Edwin J. Bath stated that he intended to challenge the federal government's authority to collect a 20 per cent admission tax on Ohio state and county agricultural fairs.

CHICAGO

National Association of Visual Education Dealers, a non-profit organization, has been incorporated in Illinois, Don White, its secretary, announced.

Pat Dellorto of the Balaban and Katz offices will be married to Don Lacombe. Scotty McLean of the personnel department will be married July 5 to Charles McInnes. Virginia Hardy of the Southtown Theatre was married recently to Arnold Hinken, Jr. Mike Immerman, assistant manager of the B & K Howard Theatre and son of Elmer Immerman, B&K circuit personnel director, was married July 1 to Miss Elaine Mertes.

An eight-pound daughter, Christine, was born to L. B. Richardson of the Southtown Theatre and Mrs. Richardson at the Illinois Central Hospital.

Vacationing: Eli Fink, theatre attorney, and his wife have gone to the west coast for a July vacation; Essaness Circuit President Eddie Silverman spending weekends at his Lake Geneva home; Abe Platt, former B & K circuit district manager and now in the Paramount foreign theatres operation department, is vacationing in Chicago; Nick Bikos, theatre circuit owner, is in Spooner, Wis., on vacation; Columbia Exchange Manager Harry Lourie will vacation at Lake Flambeau, Wis.

Saul Lockwood is president and Bernard Moore secretary-treasurer of the Dolton Theatre Co., organized to operate the Dolton Theatre in Dolton, Ill.

Viking Pictures Corp., with offices at 1 North LaSalle St., Chicago, has been organized by J. S. Wick, John K. Edmunds and E. C. Carlson.

IATSE Local B-46, white collar workers, will meet to complete formation of the union and to elect officers, the second week in July.

Back from vacation: Essaness Advertising Director Norman Kassell and Jack Belas, managing director of Woods Theatre; Essaness Assistant Advertising Manager Richard Felix.

Appointments: Pete Kelty of the Orpheum, Kansas City, to manage the Orpheum, Champagne, Ill.; Lou Mayer to manage the RKO Grand, Chicago; Will Graham of the 20th-Fox Buffalo exchange to take over office management of the company's Chicago exchange.

Frank Allen, 84, chairman of the board of Brink's Express, collectors of Chicago theatre admissions and payroll distributors, is dead in London, Eng. He is survived by his son, John Allen, president of the company, and three daughters.

New officers and directors of the Chicago Cinema Lodge No. 1618 B"nai B'rith will be installed at the Sept. 18 meeting. The officers are: President, Jack Kirsch; Vice-President, E. L. Goldberg; Recording Secretary, Louis L. Abramson; Treasurer, I. J. Silverman; Warden, Albert Bartelstein; Chaplain, Harris Silverberg; Assistant Chaplain, Herb Lustig; Guard, Lester Simansky. Directors are: J. F. Arman, Ralph Berger, M. M. Blumenstock, H. Bush, Ben Banowitz, Victor Bernstein, A. Davidson, J. Fischer, M. Glaser, H. A. Gorney, M. N. Gottlieb, Charles Gross, N. W. Zinner, R. Hirsch, Sam Honigberg, Jack Irving, Simon Lax, Louis Linker, Ben Lourie, J. Rafilson, Norman Silverman, A. Simon, George Topper, Gerald Wartell and Edward Wolk.



MILLIONTH PATRON. Mrs. Anna Mitchell, a 72-year-old Staten Island widow, receives a silver vanity from James A. Mulvey, president of Samuel Goldwyn Productions, honoring her as the purchaser of the one-millionth ticket for Goldwyn's "The Best Years of Our Lives." The film, which had its Broadway premiere Nov. 21, 1946, is now in its 32nd week at the Astor.

LOUISVILLE

William E. Carrell, president of the Falls City Theatre Equipment Co. plans to attend the joint convention of the Theatre Equipment Dealers Protective Association, and the Theatre Equipment Supply Manufacturers Association at the Shoreman's Hotel, Washington, D. C., on Sept. 25-29.

Vance Schwartz, executive of the National and Grand Theatres, Louisville, will attend the Associated Theatre Owners of Indiana convention at Lake Wawasee, Ind.

Work has begun on Foster Lane's new Lane Theatre being built at Williamsburg, Ky. The plans have been approved, and the basement has been dug and the foundation started.

Harry Whitefield of the Union Theatre, Uniontown, Ky., was a recent visitor. He has had new E-7 Simplex Projection Equipment installed.

The Switow Amusement Co. plans to move its Mail Photo Company from Princeton, Ind. to Louisville. A building has already been selected.

D. G. Steinkamp of the French Lick Amusement Co., French Lick, Ind., picked up a new Buick which had been on order while in Louisville.

George H. Hackstadt, 88, founder of Fontaine Ferry Park in Louisville and a prominent figure in the amusement world for 50 years, died at his home in Crescent Springs near Covington, Ky.

Boyd Martin, drama critic of the Louisville *Courier-Journal* is in Hollywood visiting the studios.

The 800-car Theatair Drive-In Theatre, built between Jeffersonville and New Albany in Southern Indiana by the Municipal Enterprises, Inc., was opened on June 21.

Despite the building restrictions, there is no let-down in the number of new theatres being started and in the completion stages. A short time back the number of theatres being built or recently completed showed an approximate 35 for the State. At the present time this figure can be upped at least 10 or a possible 15.

Harry M. Bessey, vice-president of the Altec Service Corporation, New York, was in town with M. G. Thomas, the Cincinnati district manager, making a routine inspection trip through the territory.

Wallace Penn has purchased an interest in the new St. Clair Theatre now under construction in Lebanon Junction, from Otto Marcum and Edwin St. Clair. An early July opening is contemplated.

INDIANAPOLIS

Trueman Rembusch, president of the Associated Theatre Owners of Indiana, and head of Syndicate Theatres, Inc., Franklin, Ind., reports the birth of an eight pound son, Frank Richard, at St. Vincent's Hospital, Indianapolis.

The annual summer outing of MGM exchange employes, including the employes of the Cincinnati, O. branch, was held Tuesday at Muscatatuck State Park. In addition to a chicken dinner at the park inn, there was swimming, soft ball game, and other out-door amusements. Val Claiber, of the local exchange is president of the MGM Club, which sponsored the event.

The Fox Theatre has closed for the summer and will reopen early in September.

Ger-Bar Equipment Co. manager, Sam Perk, is vacationing in Chicago.

Harold Curry, who operates the Todd Theatre, Elkton, Ky., is visiting his mother, who is in poor health now in Florida.

William Conners, operator of the Indiana,

(*Continued on Page* 26)

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JOE HORNSTEIN

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(*Continued from Page* 25)

Lyric and Luna-Lite Theatres in Marion, Ind., has returned after vacationing in California.

Maurice Rau, who assists his father in the operation of the Alice Theatre, Leitchfield, Ky., has married.

Henry Smith, manager of the English Theatre, English, Ind., visited the city of Louisville, Ky., on business Tuesday.

Marvin Ferris says his Boone Theatre at Booneville, Ky., will open July 15.

William Bein, division manager, National Screen Service Corp. and Paul Mooney, representing President Herman Robbins, visited the local branch en route to Lake Wawasee, to attend the Associated Theatre Owners of Indiana summer convention. Also attending were Mr. Lurie, Mrs. George T. Landis, Mr. and Mrs. Laddie Hancock, and Mr. and Mrs. Tom McCleaster, all of 20th-Fox.

James Franklin, shipper at 20th-Fox, is spending his vacation fishing at Shaefer Lake.

Harry Douglas, operator of the Dana Theatre, Dana, Ind., has returned after an extended vacation with his family on the West Coast. While in California, he visited the Republic studios.

Charles Spargur, ad-sales department manager, 20th-Fox, who was on the inactive list for several weeks, has returned to his desk.

Dick Valestos, formerly operating theatre's at Knox and Fowler, Ind., and now living in California, has returned from a business and pleasure trip and visit with old friends.

Jesse Stuckey, who operates the Princess at Cayuga and the Warren Theatre at Warren, Ind., has gone for an extended fishing trip. Clair Stuckey, a son, now operates the Warren Theatre.

On vacation is Marceline Dwinnell, Republic booker; Staff of employes at the Fox Theatre; Tom Blewitt, Marion Theatre, Auburn, Ky.; and Ethel Greenwood, 20th-Fox exchange.

DENVER

The directors of Rocky Mountain Allied have scheduled a one-day meeting at its new Denver headquarters on film row for July 16, to which all members are invited, as well as any non-members who think along Allied lines.

Mr. and Mrs. Claude Graves, owners of Albuquerque, N. M., theatres, as well as of a dude ranch there, are vacationing in Colorado.

The sales force of the local RKO exchange is headed for New York to attend the sales meeting there July 7-10. Going from Denver are District Manager Al Kolitz; Joe Emerson, branch manager; Bidwell McCormick, publicity, and Salesmen Marvin Goldfarb, Ed Green, Merle Gwinn and Frank Childs.

Sam Langwith, owner Western Service and Supply, and Paul Allmeyer, Paramount booker, residents of Idaho Springs, Colo., have shaved after having been growing a beard or a reasonable facsimile thereof, for several weeks. The beard was one of the requirements for the men of Idaho Springs in preparation for Gold Rush Days.

Jean Dubois, longtime newsreel cameraman, is moving his office to film row, and is adding commercial photography to his repertoire. He is located at 927 Twenty-first Street.

Arlie Beery, Denver manager for the Manley Popcorn Co., has had Utah, Idaho and Montana added to his territory. The announcement was made during the visit here of Western Division Manager W. H. Turpie of Los Angeles.

Dolores Mims is the secretary at the Allied offices.

J. J. Morgan, National Theatre Supply, reports getting the limit daily on his fishing trip to the Poudre River.

M. R. (Bud) Austin, manager, and Paul Snoddy, salesman, for PRC, are on a sales trip to Western Nebraska.

Exhibitors from out of town seen on film row included Mr. and Mrs. Fred Hall, Akron, Colo.; Merle Little, Saratoga Springs, Wyo.; M. C. Korrell, Cheyenne Wells, Colo.; Nadine Caselnova, Trinidad, Colo.; Earl Campbell, Trenton, Neb., and Eldon Menagh, Ft. Lupton, Colo.

Gulistan Wilton Theatre Carpet
JOE HORNSTEIN has it!

Under New Labor Law

Under the Taft-Hartley labor law a theatre owner can hire any projectionist and tell the union to take him or leave him, Glenn Kalkhoff, acting business agent of the Projectionists Union No. 164, AFL, told a reporter of the Milwaukee Journal. Kalkhoff said the new law was sure to cause trouble, as the union limits the number of projectionist members to the number of such jobs in Milwaukee and tolerates no non-union projectionist in the city. By the blanket closed shop, Kalkhoff added, the union has held down unemployment to a minimum, and new apprentices are not indentured unless the union forsees an opening for them.

LOS ANGELES

Congratulations go to John Howard, western sales manager for Selznick Releasing Organization, whose wife gave birth to a baby girl on June 23. The new arrival weighed seven pounds, 10 ounces.

Robert E. Bigelow, genial young booker and office manager at Monogram, has resigned to devote more time to his writing. He was succeeded by Ben Sachey, former Universal-International booker.

The Del Rey Theatre in Seaside, near Monterey, was destroyed June 23 in a $250,000 fire that also took with it nine stores on the street floor of the theatre building.

The Southern California Motion Picture Council, whose prime object is to help raise film standards by a system of selectivity, honored Mrs. William A. Burk last week by re-electing her to the presidency. Mrs. Thomas Doolittle and Mrs. W. C. Hendrie were elected vice-presidents; Mrs. Alfred E. LaFayette, a newcomer from Boston, recording secretary. Other officers of the Council are Mrs. William Harold Scott, treasurer; Mrs. William Jefferson Asher, Mrs. C. Everett Cayot, Mrs. Dorothy Johnston, Mrs. Joseph Noyes, Mrs. William Watson, and Mrs. Herbert W. Hill, directors.

The ever-growing Western Amusement Company has added three theatres to its chain. Frank Ulman last week revealed he had sold his three houses to Western. These are the Palms in El Centro, Broadway in El Centro and the Azteca in Calexico. The Palms, a brand-new theatre, had its formal opening in El Centro Saturday, June 28. On hand for the new owners was District Manager Barnes Pardue.

NEW HAVEN

The annual golf tournament of the Motion Picture Theatre Owners of Connecticut will be held August 5 at the Racebrook Country Club in suburban New Haven.

MGM Branch Manager Harry Rosenblatt and Mrs. Rosenblatt hosted a surprise birthday party for Harry F. Shaw.

PRC District Manager Tom Donaldson is visiting Max Salzburg, New Haven branch manager.

Walter Nitsche projectionist of the American Theatre, Bridgeport, and Mrs. Nitsche are celebrating their 37th wedding anniversary.

Frederick Thomas, doorman of the Warner Theatre, Bridgeport, is back from vacation trip which took him to Washington, D. C., and Boston.

New student assistant manager of the Majestic Theatre, Bridgeport, is Arthur Heid, a local lad.

Joe Boyle, manager of the Loew Poli Broadway, Norwich, is vacationing. Bob Carney of the Lyric, Bridgeport, is doing the subbing.

New paint job on the marquee of Billy Finn's Rialto Theatre, Bridgeport, has just been completed.

Peter Benard, projectionist at the Warner Theatre, Bridgeport, is observing his 68th birthday.

The Loew Poli soft ball team defeated the S. & W. Veterans with a score of 8 to 4.

Earl Roepell, chief of service of Loew's Poli Theatre has just been married.

Carlos Niebla, branch manager for MGM in Mexico, and his wife spent a day in New Haven with Mr. and Mrs. Harry F. Shaw.

Tent 31 of the Variety Club of Connecticut, will be one of the outstanding Tents in the country within the next year, stated Eddie Peskay, Greenwich theatre owner and delegate to the national convention in Los Angeles, at an open meeting of the group in the Fiesta Room of the Hotel Garde. Peskay stressed the premiere showing arranged by Paramount of "Variety Girl", which will be shown in New Haven the latter part of August. The entire proceeds of this premiere will go go into the local Tent's Heart (Charity) Fund.

ST. LOUIS

With the ending of the strike of St. Louis street car and motor bus operators, local theatres are again doing good business. Estimates of the losses of the 110 film theatres operating in the city and country were from 25 to 75 per cent, or approximately $25,000,000.

A motion for a rehearing by the Missouri Supreme Court of the St. Louis municipal income tax ordinance, which the court had previously knocked out, has been filed.

Competition for the 420-seat Grand Theatre in Sparta, Ill., operated by the Sparta Theatres, Inc., has developed with the presence here of representatives of a large Midwestern theatre chain and of a Chicago film booking office.

Paul Musser, owner of the Lyric Theatre in Casey, Ill., was a visitor here returning from a Florida vacation. Eddie Roseoan of the Rialto, Hannibal, Mo., was a visitor who reported on flood conditions in his town.

RKO's Tommy Williams and Columbia's C. D. Hill, both local exchange managers, spent last week visiting exhibitors in their territories.

Barney Rosenthal of Monogram closed a contract with the Edwards and Harris circuit

REGIONAL NEWSREEL

of Famington, Mo., for 100 per cent Monogram product in all its theatres.

Spencer Packard, 75, veteran Universal-International porter, died last week at the People's Hospital.

Twentieth Century-Fox San Francisco Division Manager Herman Wobber and Kansas City District Manager W. E. Scott were weekend visitors here.

Buck Lewis is the new manager of the R. E. Carney Theatres in Rolla, Mo., which operates half a dozen theatres in the area. Lewis will also handle bookings for the circuit's houses.

Warner Bros. St. Louis Manager Lester Bona accompanied Salesman Sam Gerber last week, calling on exhibitors in Mattoon and Peoria, Ill.

Warner Prairie District Manager Hall Walsh was in Des Moines last week and found travel beset with difficulties due to the flooding of the Des Moines and Raccoon Rivers.

Theatres closed by the floods: M.W.A. Theatre at Morrison, Mo.; Hull, Hull, Ill.; and, it is reported, Grafton in Grafton, Ill. Houses that have reopened are the Canton in Canton, Mo., and the Star in Hannibal, Mo.

The 350-seat Community at Raymond, Ill., has been closed. Also the 200-seat Bluffs at Bluffs, Ill. Paul Durbin's lease on the latter is said to have expired.

New Heywood-Wakefield chairs have been installed in the 1,777-seat Lee Theatre at Clinton, Mo. C. W. Dickgrafe manages the house for the Commonwealth Corp. of Kansas City, Kan.

Rex Strong has sold the 197-seat Community in Tina, Mo. to Bon Egender who runs the Waverly in Waverly, Mo.

MINNEAPOLIS

Minnesota Amusement President Harry B. French says that the establishment of junior admission prices for young folks between the ages of 12 and 17, "was the most welcome move we have made in the public interest in many years." RKO Theatres has also reduced prices for those ages in the Twin Cities, as has the 300-seat World.

Vacations: Caroline Conroy, assistant booker, RKO, on the Gunflint Trail: Jean Smith, RKO head inspectress, at her home in Minneapolis; Mildred Barge, National Screen poster clerk, in South Dakota; NSS ledger clerk, Helen Melchisedeck, near Remer, Minn.; RKO Publicist Gene Gaudette will spend his at Mantrap Lake, Minn.; Peggy Jones, booking steno at United Artists, spent hers in Kansas City and Tulsa.

RKO Home Office Representative George Jacoby, Columbia Midwest district manager, and PRC District Manager Max Roth were in town.

New on film row are Delores Larson, branch manager's secretary at Columbia; Marilyn Harrington, stenographer at Columbia; Arlene Kaufman, switchboard operator at Columbia; Gene Spatz, head booker at Republic; Ardis Bartz, branch manager's secretary at 20th-Fox; Mrs. Elly Curtis, secretary in offices of North Central Allied, replacing Harriet Cohn, resigned.

Edward Benjamin, formerly exploiteer for Warner Bros., has been named acting secretary to Mayor Hubert H. Humphrey of Minneapolis.

Persons giving open air exhibitions of motion pictures, with or without charge, are required to obtain a permit and to furnish bond, Attorney General J. A. A. Burnquist of Minnesota has ruled.

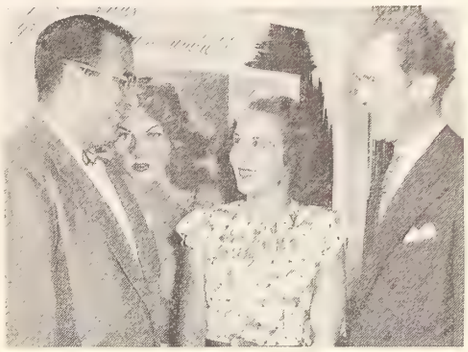
Dorothy Dion, receptionist at Columbia, was married recently to Arnold Shartin, booker for Columbia in Des Moines and formerly a Columbia booker in Minneapolis.

Arnold G. Gilbertson and Orphield B. Gilbertson have reopened the State, Zumbrote, Minn., following redecorating and other improvements.

Joe Roalstad and Dale Roalstad have purchased the Temple, St. Lawrence, N. D. The latter will manage.

Conrad Kriedberg, salesman, and Joe Behan, booker, have resigned from the PRC-Eagle Lion exchange.

Bob McLean is the new operator of the Howard Lake, Howard Lake, Minn., assuming the lease of David Bull.



BEAUTY WINNER IN GOTHAM. Alice Burges, Pepsi-Cola queen and winner of a screen test in Eagle-Lion's film beauty contest, is greeted in New York by Sid Gross (left) of the Rivoli Theatre. Miss Burges was accompanied by John Woodward, Zanesville, Ohio city manager for the Shea Circuit.

MEMPHIS

The Memphian, largest of the M. A. Lightman suburban theatres in Memphis, has been re-opened after being closed for several weeks on account of a fire. The fire broke out late one night after the theatre had closed. Exact cause of the fire was not determined. The reconditioned house has been treated with accoustical plaster, new upholstered seats have been installed and the rest rooms modernized.

Tent 20, Variety Club of Memphis, is considering the purchase of an emergency hospital to be housed in an automobile trailer and to be used for emergencies in the Mid South area. The plan, presented to the club for study by Herb Kohn, chief barker, would provide a complete hospital with operating room housed in the trailer. The Club also has started a new program of furnishing entertainment for the 20 or so orphan homes, old folk homes, hospitals and so forth in Memphis.

Mr. and Mrs. Orris Collins, Paragould, Ark., exhibitors and horse show fans, were in Memphis for Le Bonheur Horse Show.

Film row visitors: Bill Kroeger and John Shannon, Portageville, Mo., exhibitors; Ray Dillard of Wardell, Mo.; Leon Rountree, Water Valley, Miss.; Nathan Flexer, Waverly, Tenn.; Henry Haven, Forrest City, Ark.; W. E. Malin, Augusta, Ark., and W. A. Prewitt, New Orleans.

Harlan (Toughie) Dunlap, who represents his father's firm, American Desk Co., in Memphis was called to his home in Dallas by the illness of his mother.

Harry Martin, motion picture editor of *The Commercial Appeal,* is one of the two candidates for national presidents of the Newspaper Guild, nominated at the national convention in Sioux City.

ALBANY

Business in theatres was off during the past weekend because of the heat.

RKO Boston Publicist Ralph Banghart was an Albany visitor.

Leonard Rosenthal, Upstate Theatres counsel and film buyer, was married to Suzanne Cohen on Sunday, June 29, at the Riverview Room, Ten Eyck Hotel, Albany. Mr. and Mrs. Rosenthal are taking a motor trip through New Hampshire and Maine.

Upstate Theatres have taken over the booking and buying of film for the Round Lake Association, Round Lake, N. Y. This makes a total of 20 theatres on its books.

Mrs. Mary Flynn, Upstate office manager, very happy over becoming an aunt this time it's a niece.

New employee at the PRC-Eagle Lion office is Doris Koffsky, clerk. Auditor John Michelson is spending some time in this office and District Manager Al Herman visited same.

Friends of John Gottuso, assistant to Fabian's Alex Sayles, will be happy to hear that he has returned home after a very serious operation at the Albany Hospital.

Viola Lufkin, Warner Bros. Theatres clerk, has been granted a short leave of absence. Universal Branch Manager Eugene Vogel visited Kallet Circuit and met with District Manager David Miller at Syracuse.

N. J. Allied Re-elects Lachman

Edward Lachman was reelected president of New Jersey Allied for a second term at the association's convention in Atlantic City, N. J., closed Wednesday apparently without ordering or recommending to its officers and directors to follow a specific program on any subject.

In addition to Lachman, the following were reelected: Northern Jersey Vice-President Harry Hecht; Southern Jersey Vice-President Sam Frank; Secretary Haskell Lock; Treasurer David Snaper. L. Martin, Ralph Wilkins and Snaper were reelected to the directorate for three-year terms while Maurice Miller received a one-year term.

The convention referred to national Allied the question of organizing buying combines where they did not exist after national President Jack Kirsch had declared that in his opinion the anti-trust suit decree did not outlaw exhibitor buying outfits. Kirsch also found that the trend was from seller's to a buyer's market, and Irving Dollinger pointed to few releases in this period as compared to last year. The convention closed with the Kirsch testimonial banquet during which Kirsch spoke in favor of a plan for exhibitor-distributor relations.

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HOLLYWOOD

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STUDIO ROUNDUP

Universal-International Leading Hollywood Studios In Number of Independent Units Shooting Pictures As MGM Continues Only Company With Its Own Roster

The current Hollywood scene finds the independent unit more firmly entrenched than ever, and Universal-International leads the field in the number of such outfits at work. Metro-Goldwyn-Mayer is the only studio now functioning on a wholly home-lot basis.

Autry Returns to Studio

Ninety members of the cast and crew of Gene Autry's "The Strawberry Roan" flew in to Hollywood June 29 from Sedona, Ariz., after 10 days of location shooting on the Cinecolor western musical. They resumed work at the Columbia Ranch June 30.

Edward Small's production staff, headed by Producer Grant Whytock and Director Gordon Douglas, scouted locations in the San Fernando Valley preparatory to start of shooting "The Black Arrow" on July 14.

With Charles Vidor removed from "The Crime Doctor's Gamble" as director, no one has yet been assigned to the picture which rolls July 7.

Sound Stage No. 9 at Columbia was transformed last week into a diversified sports ground for the Ginger Rogers-Cornel Wilde comedy, "It Had to be You."

Veteran character actress Virginia Brissac was signed for the ever-worrying landlady in "The Mating of Millie." From a list of 90 historic spots in Los Angeles, five have been chosen as key settings for the film.

Goldwyn Adds to 'That's Life'

Samuel Goldwyn has signed Esther Dale for the important featured role of the housekeeper to seven professors of music in his Technicolor Danny Kaye-Virginia Mayo starrer, "That's Life."

Richard Fleischer is directing the second unit of RKO's historical western, "Return of the Badmen." This unit is different from ordinary second companies in that important scenes as far as photographic scope are concerned are being filmed by it, while Director Ray Enright works with principals Randolph Scott, Anne Jeffreys, George "Gabby" Hayes and Robert Ryan.

Enterprise Ends Western

Director Alfred E. Green wound up shooting of Harry "Pop" Sherman's "They Passed This Way" last week, one day ahead of schedule, Green brought in the Joel McCrea-Frances Dee-Charles Bickford co-starrer despite a five-day loss in New Mexico owing to weather conditions. Final sequences were shot around Art Director Duncan Cramer's reproduction of a section of "Inscription Rock." The picture will be released domestically through United Artists.

Buddy Rogers and Rudy Schrager collaborated in writing a new song, Sleep, My Love, which is being used as the theme song of the picture Rogers is producing in conjunction with Mary Pickford and Ralph Cohn. This Triangle Production is another one for UA. One of the tallest vertical traveling shots ever attempted was accomplished last week on the "Sleep" set when Joe Valentine's camera lens followed Claudette Colbert's hand, clutching a revolver, down four flights of stairs to close-range of George Coulouris, waiting on the bottom landing.

Two Independents at WB

There are two independents at Warners. One is Milton Sperling's "Ever the Beginning," to which Col. Carl Rifler, former head of U. S. immigration offices, was signed as technical advisor. He will check citizenship examination procedure. The other is Michael Curtiz, who is directing his production of "Romance in High C."

While the star of the picture, Ronald Reagan, is still hospitalized with influenza. "Mary Hagen" continues without him. Conrad Janis and Ross Ford have been added, and Moroni Olsen, veteran character actor, is another cast addition.

"Love at First Sight," now called "Need for Each Other," gained Don McGuire for the newspaperman role. Bunny Waters, statuesque film actress, returned to the screen after a two-year absence in it.

There will be no luster on shoes around the Warner lot this week because Howard Washington, proprietor of the studio's shine parlor, stored his polish and brushes to don greasepaint for an appearance with Errol Flynn in "Silver River."

Fonda Back in Uniform

Henry Fonda was back in uniform again this week, but very unhappy about it. He was wearing an Army sergeant's uniform for "Daisy Kenyon," in which he co-stars with Joan Crawford and Dana Andrews for 20th-Century Fox. Fonda was actually an assistant operations officer in the Navy.

Director Edmund Golding called 200 dress extras last week for a full seven days' work in nightclub scenes in the Tyrone Power starrer, "Nightmare Alley." For the sequence the studio made an exact replica of the Spode Room in Chicago's Hotel Sherman.

Director Louis King left June 29 with "Green Grass of Wyoming" company, with Peggy Cummins heading the cast, for Kanab, Utah location. Thus far the "Wyoming" film has been in Ohio and Utah—but not Wyoming!

By the time this column appears, "Snake Pit" will probably be before the lenses. Anatole Litvak is co-producer with Robert Bassler, and is also directing. The picture stars Olivia De-Havilland and Mark Stevens.

New Title for U-I Film

Universal-International's "Black Bart, Highwayman" (new title) is one of few films being made by the studio proper. A quartet of actors named Ray were added to its cast when Producer Leonard Goldstein last week named Ray Walker, Ray Teal, Ray Harper and Ray Bennett for featured roles. Yvonne DeCarlo, Dan Duryea and Jeffrey Lynn are starred.

George Hamilton, Negro actor of New York stage and radio fame, was signed by Walter Wanger for "Tap Roots," another Technicolor film for U-I. Val Raset was inked by Producer Nunnally Johnson to direct the Indian dance with William Powell and a group of Indian actors for "The Senator Was Indiscreet."

Rogers Still on Tour

Roy Rogers finished an engagement at Louisville's Parkway Field before thousands, and was due in Cincinnati July 7 on his nationwide tour. Meanwhile, on the home lot, Orson Welles handed a complete novice one of the plum roles in "Macbeth," the Charles K. Feldman Group-Orson Welles production at Republic. John Dierkes is an aide in the U. S. Treasury Department on leave from Washington, D. C. Welles spotted him at Columbia where he was lending technical advice to "Assigned to Treasury."

Welles exceeded his previous achievements during one day's filming of "Macbeth" last week when after a short hour's rehearsal he "canned" seven pages of Shakespearean script totaling seven minutes and 45 seconds of unbroken film! This is just short of a reel.

Two Completed at PRC

Producers Releasing Corporation completed two features, "Check Your Guns" and "Blonde Savage." The former was an Eddie Dean, while the latter was an exploitation feature independently produced by Ensign Productions.

Russell Replaces Caulfield

Gail Russell was awarded the feminine lead with Edward G. Robinson and John Lund in Paramount's suspense drama, "Night Has a Thousand Eyes." Miss Russell replaced Joan Caulfield, who was forced to withdraw by conflicting production dates. Robinson returns to Paramount for the first time in four years to play a mystic in the Corneell Woolrich yarn.

Phyllis Calvert went to work in "My Own True Love," her initial assignment for the studio. Melvyn Douglas co-stars, ending a 10-year absence from Paramount. Wanda Hendrix and Philip Friend have top supporting roles. Director Compton Bennett, accompanied by Oscar Rudolph, first assistant, spent three days scouting countryside locations for the picture.

Wakely Leaves for Tour

Jimmy Wakely, Monogram western star, finished his latest opus, "Song of the Winchester," produced by Bennett Cohn and directed by Howard Bretherton, which had started June 23, and left Hollywood via Constellation for New York. He opened a month's p. a. tour in Harrisburg, Pa., July 4, and will play throughout Pennsylvania and Illinois. The crooning

cowboy's newest sidekick is "Cannonball" Taylor, replacing "Lasses" White.

Jane Bryant played the feminine lead in the Johnny Mack Brown westeren, "Flaming Guns," which was finally ended after delays occasioned by labor troubles.

Producer-director Roy Del Ruth and his camera crew returned from San Francisco after filming backgrounds for his next Allied Artists production, "Red Light."

Pidgeon on Trial in MGM Film

Walter Pidgeon went on trial for his life last week at Metro when Director Victor Saville started that dramatic sequence in the screen version of "If Winter Comes," in which Pidgeon is starred with Deborah Kerr. Phyllis Morris and Alex Frazer were cast in the picture, which Pandro S. Berman is producing.

Additions to the cast of "High Wall" were Paul Kruger, Jim Drumm and Lisa Golm. "Cass Timberlane" was completed, with Director George Sidney bringing it in after some two months' camera work.

Jean Dean, the original Varga Girl, won her second motion picture role in "Virtuous." Norman Tourag, who discovered Jackie Cooper was searching for a young boy to play an important role in the picture. After visiting several schools, he spotted young Billy Jamison at Betsy Ross Grammar School in Culver City, and gave him the role.

Lillian Gish into SRO Film

David O. Selznick added another distinguished player to the cast of "Portrait of Jennie," the Robert Nathan best-seller being filmed in New York. Lillian Gish will portray the role of the Mother Superior.

Eagle-Lion's Expansion

Although no pictures are going on the Eagle-Lion home studio, progress has been made. E-L started operating two new projection rooms June 26, after struggling along with one for the past year. The pair of rooms will be used for running "dailies." "Adventures of Casanova" continues in Mexico.

Ulmer on Loanout

With Federal Films' William LeBaron and Boris Morros currently deciding between "Carmen From Kenosha" or "Babes in Toyland" for early production, Federal Vice-President Samuel Rheiner has signed a deal permitting Edgar Ulmer to direct "Prelude to Night" for Arthur Lyons, president of Producing Artists, for Eagle-Lion release. Cast of the film will include Zachary Scott, Louis Hayward, Sydney Greenstreet and Diana Lynn.

A & C to Make E-L Film

Bud Abbott and Lou Costello signed with Eagle-Lion for release of their first independent film "The Noose Hangs High," Production Vice-President Bryan Foy announced this week. Production starts Aug. 18 under $1,600,000 budget with Milton H. Feld directing. This is the first outside picture which Abbott-Costello will make under their new Universal-International contract which allows them one picture yearly with another company.

'Miracle' Starts July 7

"The Miracle of the Bells," which Jesse L. Lasky and Walter MacEwen will produce for RKO Radio release, is scheduled to go into production July 7 with Irving Pichel directing. The screen version of the novel by Russell Janney will star Fred MacMurray, Frank Sinatra and a new girl.

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FEATURE Booking GUIDE

TITLE INDEX

Listed in the following index are titles of features (exclusive of western series releases) with name of the distributor following the title. For data as to running time, stars, etc., refer to title under distributor company listings.

A

Title	Company
Abie's Irish Rose	UA
A Boy, a Girl, and a Dog	FC
Accomplice	PRC
A Dairy for Timothy	Misc.
Adventure for Two	Misc.
Adventures of Don Coyotes	UA
Adventures of Casanova	EL
Adventuress, The	EL
Affairs of Geraldine	Rep.
A Guy Named Joe Palooka	Mono.
A Lady Surrenders	Univ.
Albuquerque	Para.
Alexander's Ragtime Band	20th-Fox
Alias A Gentleman	MGM
A Likely Story	RKO
Alias Mr. Twilight	Col.
A Man About the House	Brit.
A Miracle Can Happen	UA
Angel and the Badman	Rep.
Angel and Sinner	Misc.
Angel on My Shoulder	UA
Apache Rose	Rep.
Arch of Triumph	Ent.
Arnelo Affair	MGM
Assigned to Treasury	Col.
As You Desire Me	MGM
Atlantis	UA
A Yank in Rome	Misc.

B

Bachelor and the Bobby-Soxer	RKO
Bachelor's Daughters	UA
Backlash	20th-Fox
Banjo	RKO
Barber of Seville	Misc.
Battle for Music	Misc.
Beast With Five Fingers	WB
Beat the Band	RKO
Beauty and the Bandit	Mono.
Bedelia	EL
Before Him All Rome Trembled	Misc.
Beginning or the End	MGM
Bellman, The	Misc.
Bells of San Angelo	Rep.
Bells of San Fernando	SGP
Best Years of Our Lives	RKO
Betty Co-Ed	Col.
Beware	Astor
Beware of Pity	Brit.
Beyond Tomorrow	Astor
Big Clock, The	Para.
Big Town	Para.
Big Town After Dark	Para.
Big Town Scandal	Para.
Bill and Coo	Rep.
Birds and the Bees, The	MGM
Birth of a Star	Astor
Bishop's Wife, The	RKO
Black Angel	Univ.
Black Bart, Highwayman	Univ.
Black Beauty	20th-Fox
Black Gold	Allied
Blackmail	Rep.
Blaze of Noon	Para.
Blind Spot	Col.
Blonde Alibi	Univ.
Blonde Savage	PRC
Blondie Knows Best	Col.
Blonde for a Day	PRC
Blondie in the Dough	Col.
Blondie's Big Moment	Col.
Blondie's Holiday	Col.
Blue Skies	Para.
Bob, Son of Battle	20th-Fox
Body and Soul	UA
Bohemian Girl	FC
Boomerang	20th-Fox
Boston Blackie and the Law	Col.
Born to Kill	RKO
Born to Speed	PRC
Bowery, The	20th-Fox
Boys' Ranch	MGM
Brasher Doubloon	20th-Fox
Brief Encounter	Univ.
Bringing Up Father	Mono.
Broadway Limited	Favorite
Brute Force	Univ.
Brute Man	PRC
Buck Privates Come Home	Univ.
Buffalo Bill Rides Again	SGP
Bulldog Drummond at Bay	Col.

Features and western series pictures are listed alphabetically by title under name of distributor. (Consult TITLE INDEX *for distributor of pictures known only by title.) Numerals at left of titles indicate* PRODUCTION OR BLOCK NUMBER, *(SP in this column indicates Special release sold separately), those at extreme right give publication date of Advance Data: a; or Box-Office Slant: b. Asterisk following title indicates color photography with adjoining letter giving name of type of color thus: *T: Technicolor, *C: Cinecolor, *M: Magnacolor, *U: Trucolor, *V: Vitacolor. Audience Classification is indicated by letters following titles: A—Adult; F—Family. Letters and combinations thereof in parenthesis indicate type of story in accordance with following key:*

(B) *Biographical*	(C) *Comedy*
(D) *Drama*	(Doc) *Documentary*
(G) *Gangster*	(M) *Musical*
(H) *Horror*	(W) *Western*
(My) *Mystery*	(Wa) *War*

ALLIED ARTISTS

Prod. No.			Run Time Mins.	Rel. Date	See Issue of
	CURRENT				
1	It Happened on Fifth Avenue (C)F	Gale Storm-Don DeFore	115	4/19/47	b2/8/47
	COMING				
	Black Gold *C (D)F	A. Quinn-K. deMille-E. Knox	92	8/1/47	b6/28/47
	Gangster, The	Belita-B. Sullivan-J. Lorring		9/1/47	
	Hunted, The	Belita-P. Foster			
	Song of My Heart	Frank Sundstrom-Audrey Long		Nov. '47	a4/26/47

ASTOR PICTURES

	Beware (M)F	Louis Jordan-Frank Wilson	55		b6/22/46
Sp.	Birth of a Star	Danny Kaye	38		New Release
Sp.	Caldonia	Louis Jordan & Band	28		New Release
	Flying Deuces, The	Stan Laurel-Oliver Hardy		10/10/46	Reissue
	Gentleman From Arizona	John King-Joan Barclay	70½		Reissue
	Her Enlisted Man (CD)	Barbara Stanwyck-Robt. Young	70		Reissued
	I Cover the Waterfront (D)	Claudette Colbert	80		Reissued
	Jimmy Steps Out	J. Stewart-P. Goddard	89		Release
	Let 'em Have It (G)	Bruce Cabot-Virginia Bruce	70		Reissued
	Little Men	Oakie-Francis-Bancroft	83		Release
	Second Chorus	Fred Astaire-Paulette Goddard		11/18/46	Re-release
	Silver Devil (D)F	H. Gibson-Stephin Fetchit	62		Remake
	Sky Devils (C-D)	Spencer Tracy	88		Reissued
	Thunder in the City	Edw. G. Robinson	81		Reissued

COLUMBIA

CURRENT 1946-'47

828	Alias Mr. Twilight (D)A	Michael Duane-Trudy Marshall	69	12/19/46	b12/28/46
824	Betty Co-Ed (C)F	J. Porter-W. Mason-S. Mills	71	11/28/46	b11/23/46
	Blind Spot (My)A	Chester Morris-Constance Dowling	73	2/6/47	a11/2/46
807	Blondie's Big Moment (C)F	P. Singleton-A. Lake-A. Louise	69	1/9/47	b12/14/46
	Blondie's Holiday (C)F	Arthur Lake-Penny Singleton	67	4/10/47	b3/1/47
806	Blondie Knows Best (C)F	Penny Singleton-Arthur Lake	70	10/17/46	b9/21/46
822	Boston Blackie and the Law (My)F	Chester Morris-Trudy Marshall	69	12/12/46	b11/16/46
	Bulldog Drummond at Bay (My)A	Ron Randell-Anita Louise	70	5/15/47	b4/19/47
	Cigarette Girl (C)A	L. Brooks-J. Lloyd-J. Barton	67	2/13/47	b2/15/47
	Corpse, Came C.O.D., The	G. Brent-J. Blondell-A. Jergens	68	5/31/47	
816	Crime Doctor's Man Hunt (My)F	Warner Baxter-Ellen Drew	60	10/24/46	b9/21/46
830	Dead Reckoning (D)A	Humphrey Bogart-Lizabeth Scott	99	Feb. '47	b1/4/47
	For the Love of Rusty	T. Donaldson-T. Powers-A. Doran	69	5/1/47	
	Framed (D)A	Glenn Ford-Janis Carter	82	April '47	b3/8/47
	Guilt of Janet Ames, The (D)A	Rosalind Russell-Melvyn Douglas	83	April '47	b3/8/47
	Johnny O'Clock (D)A	Dick Powell-Evelyn Keyes	86	Mar. '47	b1/4/47
	Jolson Story, The *T (D-M)F	L. Parks-E. Keyes-W. Demarest	128	Jan. '47	b9/21/46
	King of the Wild Horses (D)F	Preston Foster-Gail Patrick	79	3/27/47	b3/29/47
	Little Miss Broadway	Jean Porter-John Sheldon	69	6/19/47	
823	Lone Wolf in Mexico (My)A	Gerald Mohr-Eric Blore-Sheila Ryan	70	1/16/47	b12/28/46
	Millie's Daughter (D)F	Gladys George-Paul Campbell	71	3/20/47	b2/15/47
	Millerson Case, The (M)F	W. Baxter-N. Saunders	72	5/29/47	b5/24/47
832	Mr. District Attorney (My)A	Dennis O'Keefe-M. Chapman	81	Feb. '47	b12/28/46
829	Return of Monte Cristo (D)F	L. Hayward-G. Macready-U. O'Connor	91	Dec. '46	b11/23/46
818	Secret of the Whistler (My)A	Richard Dix-Leslie Brooks	65	11/7/46	b11/2/46
804	Singin' in the Corn (C-M)F	Judy Canova-Allen Jenkins	66	12/26/46	b11/16/46
805	So Dark the Night (D)A	Stephen Geray-Micheline Cheirel	71	10/10/46	b9/14/46
	Sport of Kings	Gloria Henry-Paul Campbell	68	6/26/47	
	The Thirteenth Hour (My)A	Richard Dix-Karen Morley	65	3/6/47	b2/15/47

COMING

	Assigned to Treasury	Dick Powell-Maylia		
	Blondie in the Dough	P. Singleton-A. Lake-L. Simms		
	Bulldog Drummond Strikes Back	Ron Randell-Gloria Henry		
	Down to Earth *T	Rita Hayworth-Larry Parks		a7/13/46
	Gunfighters, The *C (W)F	Randolph Scott-Dorothy Hart	87	b6/14/47
	Her Husband's Affairs (C-D)	F. Tone-L. Ball-E. E. Horton		a5/24/47
	I Love Trouble	F. Tone-J. Blair-J. Carter		
	It Had to Be You	Ginger Rogers-Cornel Wilde		
	Keeper of the Bees (D)	Gloria Henry-Michael Duane	7/10/47	a6/7/47
	Key Witness	John Beal-Trudy Marshall		a6/28/47
	Lady from Shanghai, The	Rita Hayworth-Orson Welles		a4/12/47
	Last of the Redmen	J. Hall-M. O'Shea-E. Ankers		
	Lone Wolf in London	Gerald Mohr-Nancy Saunders		
	Man from Colorado, The (D)	Glen Ford-Ellen Drew-Wm. Holden		a5/24/47
	Mating of Millie, The	G. Ford-E. Keyes		
	Pacific Adventure	Ron Randell-Muriel Steinbeck	80	July '47
	Prince of Thieves	Jon Hall-Patricia Morrison-A. Jergens		
	Relentless *T	R. Young-M. Chapman-W. Parker		a1/11/47
	Smoky River Serenade	P. Campbell-R. Terry-Hoosier Hot Shots		
	Son of Rusty	T. Donaldson-T. Powers-A. Doran		a6/21/47
	Strawberry Roan *C	Gene Autry-Gloria Henry		
	Sweet Genevieve	Jean Porter-Jimmy Lydon		
	Swordsman, The	Larry Parks-Ellen Drew-G. Macready		a1/4/47
	The Last Round-Up	Gene Autry-Jean Heather		
	Two Blondes and a Redhead (C-D)	Jean Porter-Jimmy Lloyd		a6/14/47
	When a Girl's Beautiful	A. Jergens-M. Platt-S. Dunne		

COLUMBIA (Continued)

Prod. No.		Run Time Mins.	Rel. Date	See Issue of
	Westerns (Current)			
863	Fighting Frontiersman (W-M)F.....Charles Starrett-Smiley Burnette.....	61	12/19/46	b11/9/46
	Law of the Canyon (W-M)F.....Charles Starrett-Smiley Burnette.....	55	4/24/47	b6/28/47
	Lone Hand Texan, The (W-M)F.....Charles Starrett-Smiley Burnette.....	54	3/6/47	b3/1/47
854	Lone Star Moonlight.....K. Curtis-J. Barton-G. Kibbee.....	67	12/12/46	
	Over the Sante Fe Trail (W-M)F.....Ken Curtis-Jenifer Holt.....	63	2/13/47	b2/15/47
	Prairie Raiders .....Charles Starrett-Smiley Burnette.....	54	5/29/47	
	South of the Chisholm Trail (W)F.....Charles Starrett-Smiley Burnette.....	58	1/30/47	b2/1/47
	Swing the Western Way.....J. Leonard-M. Dugan-Hoosier Hot Shots	66	6/26/47	
862	Terror Trail (W)F.....Charles Starrett-Smiley Burnette.....	55	11/21/46	b11/2/46
	Westerns (Coming)			
	Buckaroo From Powder River.....Charles Starrett-Smiley Burnette.....			
	Last Days of Boot Hill.....Charles Starrett-Smiley Burnette.....			
	Riders of the Lone Star.....Charles Starrett-Smiley Burnette.....			
	Six Gun Law (W).....C. Starrett-S. Burnette.....			
	Stranger From Ponca City.....Charles Starrett-Smiley Burnette.....	56	7/3/47	

EAGLE-LION

	CURRENT			
	The Adventuress .....Deborah Kerr-Trevor Howard..... (Reviewed in London under title "I See A Dark Stranger")	93	3/17/47	7/13/46
	It's a Joke, Son (C)F.....Kenny Delmar-Una Merkel.....	62	1/25/47	b1/25/47
	Bedelia (D)A .....Margaret Lockwood-Ian Hunter.....	90	2/1/47	b6/3/46
	Lost Honeymoon (C)A.....Franchot Tone-A. Richards-T. Conway.	71	3/29/47	b3/15/47
	COMING			
	Adventures of Casanova.....A. deCordova-L. Bremer- T. Bey.....			
	Caravan .....Stewart Granger-Jean Kent.....			
	Green for Danger My)A.....Sally Gray-Trevor Howard.....	91	Rank	b12/14/46
	Love From a Stranger.....J. Hodiak-S. Sidney-A. Richards.....			
	Out of the Blue.....G. Brent-V. Mayo-T. Bey.....			
	Red Stallion .....T. Donaldson-R. Paige-J. Dowell.....			
	Repeat Performance (D)A.....Joan Leslie-L. Hayward-R. Basehart...	93		b5/24/47
	Texas Manhunt .....J. Johnston-J. Craid-L. Bari.....			

FAVORITE FILMS CORP.

	Broadway Limited .....Dennis O'Keefe-V. McLaglen.....	74	1/1/47	Reissue
	Captain Caution (D)A.....V. Mature-A. Ladd-L. Carrillo.....	86	8/1/46	Reissue
	Captain Fury (D)A .....B. Aherne-V. McLaglen-P. Lukas.....	88	8/1/46	Reissue
	Daring Desperadoes .....I. Lupino-L. Carrillo-N. Martini.....		May '47	Reissue
	Housekeeper's Daughter (C)A.....J. Bennett-V. Mature-A. Menjou.....	79	10/1/46	Reissue
	Of Mice and Men (D)A.....B. Meredith-Betty Field-L. Chaney, Jr..	105	12/1/46	Reissue
	One Million B. C. (D)A.....V. Mature-C. Landis-L. Chaney, Jr.....	79	10/1/46	Reissue
	Road Show .....C. Landis-J. Hubbard-A. Menjou.....	86	Mar. '47	Reissue
	Sea Bandits .....D. Morgan-Steffi Duna.....		May '47	Reissue
	There Goes My Heart.....Frederic March-Virginia Bruce.....	82	Mar. '47	Reissue
	Topper Takes Trip.....C. Bennett-R. Young-A. Mowbray.....	79	Feb. '47	Reissue
	Topper Returns .....O'Keefe-Landis-Blondell-Young	87	Feb. '47	Reissue

FILM CLASSICS

	CURRENT			
	A Boy, a Girl, and a Dog (D)F.....Jerry Hunter-Sharyn Moffett.....	88		b8/3/46
	Devil to Pay.....R. Colman-L. Young-M. Loy.....	74		
	Dodsworth (D)A .....Walter Huston-Hary Astor.....	101	8/1/46	
	North Star .....Anne Baxter-Dana Andrews.....	109		
	Palmy Days .....Eddie Cantor-George Raft.....	80		
	Return of the Scarlet Pimpernel.....B. Barnes-J. Mason-S. Stewart.....	81		
	Scarlet Pimpernel, The.....Merle Oberon-Leslie Howard.....	98		
	Stella Dallas .....J. Boles-R. Stanwyck-A. Shirley.....	107		
	The Patient Vanishes (My)A.....James Mason-Mary Clark-M. Vyner....	78		b5/31/47
	The Thief of Bagdad.....Sabu-Conrad Veidt-June Duprez.....	109		
	Unholy Garden .....R. Colman-Fay Wray.....	77		
	Westerner, The .....G. Cooper-D. Davenport-W. Brennan..	102		
	Woman Chases Man.....Miriam Hopkins-Joel McCrea.....	70		

METRO-GOLDWYN-MAYER

Group No.				
	CURRENT			
	Beginning Or the End, The (D)F.....B. Donlevy-R. Walker-G. Tearle.....	112	Mar. '47	b2/22/47
	Dark Delusion (D)F .....L. Barrymore-J. Craig-L. Bremer.....	90	June '47	b4/12/47
	Gallant Bess *C (D)F.....Marshall Thompson-Jim Davis.....	99	Jan. '47	b9/7/46
	Great Waltz, The (M)F.....L. Rainer-F. Gravet-M. Korjus.....	110	May	Reissue
	Holiday in Mexico *T (M)F.....W. Pidgeon-I. Massey-J. Powell.....	127	Sept.	b7/27/46
	It Happened at the Inn.....Fernand Ledoux-Maurice Rollin.....	103	April '47	b9/21/46
	Lady in the Lake (My)A.....Robert Montgomery-Audrey Totter....	103	Jan. '47	b11/30/46
	Little Mister Jim (C)F.....James Craig-Frances Gifford.....	92	April '47	b6/8/46
	Living in a Big Way (C-D)F.....Gene Kelly-Marie MacDonald.....	104	June '47	b5/31/47
	Love Laughs at Andy Hardy (C)F.....M. Rooney-B. Granville-D. Ford.....	93	Feb.	b12/7/46
	Mighty McGurk, The (C)F.....Wallace Beery-Aline McMahon.....	85	Jan. '47	b11/23/46
	My Brother Talks to Horses (C-D)F.....Butch Jenkins-Peter Lawford.....	93	Jan. '47	b11/30/46
	No Leave, No Love (CM)F.....V. Johnson-P Kirkwood-K. Wynn.....	119	Oct.	b8/31/46
	Rage in Heaven.....Ingrid Bergman-Robert Montgomery..	84	Oct.	Reissue
	Sea of Grass (D)A.....K. Hepburn-S. Tracy-M. Douglas.....	131	April	b2/15/47
	Secret Heart, The (D)A.....C. Colbert-W. Pidgeon-J. Allyson.....	97	Dec.	b11/30/46
	Show-Off, The (C)F.....R. Skelton-Marilyn Maxwell.....	83	Dec.	b8/17/46
	Till the Clouds Roll By *T (M)F.....J. Garland-R. Walker-F. Sinatra.....	135	Jan. '47	b11/15/46
	Undercover Maisie (C)A.....Ann Sothern-Barry Nelson.....	90	May	b3/8/47
	Undercurrent (D)A .....K. Hepburn-A. Taylor.....	115	Nov.	b10/5/46
	Yearling, The *T (D)F.....G. Peck-J. Wyman-C. Jarman.....	128	May	b11/30/46
	COMING			
	Alias A Gentleman.....Wallace Beery-Gladys George.....			
	As You Desire Me.....G. Garson-Richard Hart.....			a9/7/46
	Arnelo Affair, The (D)A.....John Hodiak-Frances Gifford.....	87		b2/15/47
	Birds and the Bees, The *T.....J. MacDonald-J. Iturbi-J. Powell.....			a3/1/47
	Captains Courageous .....Spencer Tracy-Mickey Rooney.....			Reissue
	Cass Timberlane .....Spencer Tracy-Lana Turner.....			
	Cynthia (C-D)F .....E. Taylor-G. Murphy-M. Astor.....	98	July '47	b5/17/47
	Fiesta *T (D-M)F.....Esther Williams-John Carroll.....	101	July '47	m6/14/47
	Good News .....J. Allyson-P. Lawford-J. McCracken.....			
	Green Dolphin Street.....Lana Turner-Van Heflin.....			a2/1/47
	High Barbaree (D)F .....Van Johnson-June Allyson.....	91		b3/15/47
	High Wall, The.....R. Taylor-A. Totter-H. Marshall.....			
	Hucksters, The (CD)A.....C. Gable-D. Kerr-A. Menjou.....	115	Aug. '47	b6/28/47
	If Winter Comes.....W. Pidgeon-D. Kerr-A. Lansbury.....			
	It Happened in Brooklyn (C-M)F.....F. Sinatra-K. Grayson.....	103		b3/8/47

Title	*Company*
Bulldog Drummond Strikes Back...	Col.
Burning Cross, The.....	SGP
Bury Me, Dead.....	PRC
Bush Pilot	SGP
C	
Calcutta	Para.
Caldonia	Astor
Calendar Girl	Rep.
California	Para.
Canyon Passage	Univ.
Captain from Castile.....	20th-Fox
Captain Caution	Favorite
Captain Fury	Favorite
Captains Courageous	MGM
Captive Heart	Univ.
Caravan	EL
Carmen	Misc.
Carnegie Hall	UA
Carnival	Brit.
Carnival in Costa Rica.....	20th-Fox
Case of the Baby Sitter.....	SGP
Cass Timberlane	MGM
Cat Creeps	Univ.
Centennial Summer	20th-Fox
Chase, The	UA
Cheyenne	WB
Child of Divorce.....	RKO
Cigarette Girl	Col.
Citizen Saint	Misc.
Clandestine	Misc.
Claudia and David.....	20th-Fox
Cockeyed Miracle	MGM
Code of the West.....	RKO
Colonel Chabert	Misc.
Copacabana	UA
Corpse Came C. O. D., The.....	Col.
Corsican Brothers	PRC
Courage of Lassie.....	MGM
Courtneys of Curzon Street.....	Brit.
Crack Up	RKO
Crime Doctor's Man Hunt.....	Col.
Criminal Court	RKO
Crimson Key, The.....	20th-Fox
Crossfire	RKO
Cross My Heart.....	Para.
Cry Wolf	WB
Cuban Pete	Univ.
Curly	UA
Cynthia	MGM
D	
Daisy Kenyon	20th-Fox
Dancing With Crime.....	Brit.
Danger Woman	Univ.
Dangerous Millions	20th-Fox
Dangerous Money	Mono.
Dangerous Venture	UA
Dark Delusion	MGM
Dark Horse	Univ.
Dark Mirror	Univ.
Dark Passage	WB
Daring Desperadoes	Favorite
Dead Don't Dream, The.....	UA
Dead Reckoning	Col.
Dear Murderer	Brit.
Dear Ruth	Para.
Deception	WB
Deep Valley	WB
Desert Fury	Para.
Destry Rides Again.....	Univ.
Desperate	RKO
Devil's Hand	Misc.
Devil on Wheels.....	PRC
Devils Playground	UA
Devil Thumbs a Ride.....	RKO
Devil to Pay.....	FC
Dick Tracy Meets Karloff.....	RKO
Dick Tracy's Dilemma.....	RKO
Dick Tracy Versus Cueball.....	RKO
Dillinger	Mono.
Dishonored Lady	UA
Dodsworth	FC
Don Ricardo Returns.....	PRC
Down Missouri Way.....	PRC
Down to Earth.....	Col.
Dragnet	SG
Dream Girl	Para.
Driftwood	Rep.
Duel in the Sun.....	Selznick
E	
Easy Come, Easy Go.....	Para.
Easy to Wed.....	MGM
Egg and I	Univ.
Emperor Waltz, The.....	Para.
Escape Me Never.....	WB
Ever the Beginning.....	WB
Exile, The	Univ.
Exposed	Rep.
F	
Fabulous Dorseys	UA
Fabulous Joe	UA
Fabulous Suzanne	Rep.
Fabulous Texan, The.....	Rep.
Faithful in My Fashion.....	MGM
Falcon's Adventure	RKO
Fall Guy	Mono.
Fangs of the Wild.....	Astor
Fanny By Gaslight.....	UA
Farmer's Daughter	RKO
Fear in the Night.....	Para.
Fiesta	MGM
Fighting Father Dunne.....	RKO
Flame, The	Rep.
Flying Dueces	Astor
Fool's Gold	UA
For the Love of Mary.....	U-I
For the Love of Rusty.....	Col.
Forever Amber	20th-Fox
Foxes of Harrow, The.....	20th-Fox

Title	Company
Framed	Col.
Francis the First	Misc.
Frieda	Brit.
From This Day Forward	RKO
Front Page Scandal	Mono.
Fun and Fancy Free	RKO
Fun on a Weekend	UA
Fugitive	RKO

G

Gallant Bess	MGM
Gangster, The	Allied
Gas House Kids	PRC
Gas House Kids in Hollywood	PRC
Gas House Kids Go West	PRC
Genius at Work	RKO
Gentleman from Arizona	Astor
Gentlemen's Agreement	20th-Fox
Ghost and Mrs. Muir	20th-Fox
Ghost Goes Wild	Rep.
Ginger	Mono.
Girl and the Devil, The	Misc.
God's Country	SGP
Golden Earrings	Para.
Good News	MGM
Great Expectations	Univ.
Great Waltz	MGM
Green Dolphin Street	MGM
Green Fingers	Brit.
Green for Danger	E-L
Green Grass of Wyoming	20th-Fox
Green Years	MGM
Guilt of Janet Ames	Col.
Guilty	Mono.
Gunfighters	Col.

H

Hard Boiled Mahoney	Mono.
Hat Box Mystery	SG
Heartaches	PRC
Heart of Arizona	SGP
Heaven Only Knows	UA
Heldorado	Rep.
Henry the Fifth	UA
Her Adventurous Night	Univ.
Her Enlisted Man	Astor
Her Husband's Affairs	Col.
Her Sister's Secret	PRC
Here Comes Trouble	UA
High Barbaree	MGM
High Conquest	Mono.
High School Hero	Mono.
High Tide	Mono.
High Wall, The	MGM
Hit Parade of 1947	Rep.
Holiday in Mexico	MGM
Hollywood Barn Dance	SG
Home in Oklahoma	Rep.
Homestretch	20th-Fox
Home Sweet Homicide	20th-Fox
Honeymoon	RKO
Hoppy's Holiday	UA
Housekeeper's Daughter	Favorite
How Dear to My Heart	RKO
Hucksters, The	MGM
Hue and Cry	Brit.
Humoresque	WB
Hungry Hill	Brit.
Hunted, The	Allied

I

I Cover Big Town	Para.
I Cover the Waterfront	Astor
If I'm Lucky	20th-Fox
If Winter Comes	MGM
If You Knew Susie	RKO
I Know Where I'm Going	Univ.
I Love Trouble	Col.
Imagination	Univ.
Imperfect Lady	Para.
In Old Sacramento	Rep.
Indian Summer	RKO
International Lady	PRC
Intrigue	UA
Invisible Wall, The	20th-Fox
I Remember Mama	RKO
I Stole a Million	Univ.
It Had to Be You	Col.
It Happened at the Inn	MGM
It Happened in Brooklyn	MGM
It Happened on Fifth Avenue	Allied
It's a Joke, Son	EL
It's a Wonderful Life	RKO
I'll Be Yours	Univ.
Ivan the Terrible	Misc.
I've Always Loved You	Rep.
Ivy	Univ.
I Walk Alone	Para.
I Wonder Who's Kissing Her Now	20th-Fox

J

Jewels of Brandenburg	20th-Fox
Jimmy Steps Out	Astor
Johnny Frenchman	Univ.
Johnny O'Clock	Col.
Jolson Story	Col.
Journey Together	Misc.
Jungle Flight	Para.
Jungle Princess	Para.

K

Keeper of the Bees	Col.
Key Witness	Col.
Kid Millions	FC
Killer at Large	PRC
Killer-Dill	SGP
Killer McCoy	MGM
Kilroy Was Here	Mono.
King of the Wild Horses	Col.
King's Jester, The	Misc.
Kings Row	WB
Kit Carson	PRC

METRO-GOLDWYN-MAYER (Continued)

Prod. No.			Run Time Mins.	Rel. Date	See Issue of
	COMING				
	Killer McCoy	M. Rooney-E. Taylor-B. Donlevy			
	Merton of the Movies	Red Skelton-Virginia O'Brien			a9/21/46
	On an Island With You *T	E. Williams-P. Lawford			
	Piccadilly Incident (D)A	Anne Neagle-Michael Wilding	100		b8/31/46
	Pirate, The *T	J. Garland-G. Kelly-W. Slezak			
	Romance of Rosy Ridge, The	V. Johnson-T. Mitchell-J. Leigh	105	Aug. '47	a9/21/46
	Song of Love	K. Hepburn-P. Henreid-R. Walker			a2/1/47
	Song of the Thin Man	William Powell-Myrna Loy			a6/28/47
	Summer Holiday *T	Mickey Rooney-Gloria DeHaven			a9/7/46
	Tenth Avenue Angel	M. O'Brien-G. Murphy-P. Thaxter			a9/21/46
	The Kissing Bandit *T	Frank Sinatra-Kathryn Grayson			
	This Time For Keeps *T	E. Williams-L. Melchior			a9/7/46
	Unfinished Dance, The *T	Cyd Charisse-Margaret O'Brien			a9/7/46
	Virtuous	V. Johnson-J. Allyson			

MONOGRAM

	CURRENT 1945-1946				
531	Beauty and the Bandit (A-D)F	Gilbert Roland-Ramsay Ames	71	11/9/46	b1/13/47
517	High School Hero (C)F	F. Stewart-June Preisser	69	9/7/46	b8/24/46
	CURRENT 1946-'47				
604	Bringing Up Father (C)F	Joe Yule-Renie Riano	68	11/23/46	b10/19/46
603	Dangerous Money (My)F	Sidney Toler-Victor Sen Yung	66	10/12/46	b10/12/46
613	Fall Guy (My)A	Cliff Penn-Teala Loring	64	3/15/47	b3/8/47
609	Ginger	Frank Albertson-Barbara Reed	67	1/4/47	a9/28/46
614	Guilty, The (My)A	Bonita Granville-Don Castle	71	3/22/47	b3/22/47
616	Hard Boiled Mahoney	L. Gorcey-Bowery Boys	63	5/10/47	a3/22/47
620	High Conquest (D)A	A. Lee-G. Roland-W. Douglas	83	6/21/47	b3/15/47
608	Mr. Hex (CD)F	L. Gorcey-H. Hall	63	12/7/46	b12/14/46
617	Queen of the Yukon	Charles Bickford-Irene Rich		5/31/47	Reissue
610	Riding the California Trail	Gilbert Roland-Teala Loring	61	1/11/47	a10/26/46
618	Sarge Goes to College (C)F	A. Hale, Jr.-F. Stewart-J. Preisser	63	5/17/47	b5/10/47
699	Suspense (D)A	Belita-Barry Sullivan-E. Pallette	101	6/5/46	b3/20/46
606	Sweetheart of Sigma Chi (M)F	Elyse Knox-P. Regan-P. Brito	75	12/21/46	b11/30/46
607	Trap, The (My)F	Sidney Toler-Victor Sen Yung	69	11/30/46	b1/11/47
611	Vacation Days (D-M)F	F. Stewart-J. Preisser	66	1/25/47	b4/5/47
615	Violence (D)A	Nancy Coleman-M. O'Shea	72	4/12/47	b4/12/47
619	Wolf Call	John Carroll-Movita	62	6/7/47	Reissue
	COMING				
	A Guy Named Joe Palooka	Joe Kirkwood, Jr.-Elyse Knox		8/16/47	
	Dillinger	Lawrence Tierney-Anne Jeffreys			Reissue
	High Tide	Lee Tracy-D. Castle-A. Shaw			a5/31/47
621	Kilroy Was Here	J. Cooper-J. Coogan-W. McKay	68	7/15/47	a5/31/47
	Louisiana	Jimmie Davis-Margaret Lindsay			a5/31/47
	Mutiny in the Big House	Charles Bickford-Barton McLane			Reissue
622	News Hounds (C)F	L. Gorcey-H. Hall-B. Jordan	68	7/12/47	b6/21/47
	Robin Hood of Monterey	Gilbert Roland-Evelyn Brent		7/26/47	
	Westerns (Current)				
677	Code of the Saddle	J. M. Brown-R. Hatton	53	6/25/47	
671	Land of the Lawless (W)F	J. M. Brown-R. Hatton-J. Harrison	59	4/15/47	b5/31/47
672	Law Comes to Gunsight, The	J. M. Brown-R. Hatton	56	5/24/47	
564	Raiders of the South (W-M)F	J. H. Brown-Raymond Hatton	85	1/18/47	b2/22/47
683	Rainbow Over the Rockies (W-M)F	J. Wakely-"Lasses" White	56	2/6/47	b3/1/47
612	Silver Stallion	David Sharpe-Leroy Mason	59	12/14/46	Reissue
684	Six Gun Serenade	Jimmy Wakely-"Lasses" White	55	4/5/47	
682	Song of the Wasteland	J. Wakely-"Lasses" White	58	6/31/47	
681	Song of the Sierras (M-W)F	J. Wakely-"Lasses" White	56	12/28/46	b1/25/47
676	Trailing Danger	J. M. Brown-R. Hatton	58	3/29/47	
675	Valley of Fear (W)F	J. M. Brown-R. Hatton	57	2/15/47	b4/19/47
	Westerns (Coming)				
	Flashing Guns	J. Brown-R. Hatton			
	Song of the Winchester	J. Wakely-D. Taylor-B. Jones			

PARAMOUNT

Block No.					
	Current 1945-46				
	Jungle Princess, The	Dorothy Lamour-Ray Milland	84	9/1/46	Reissue
	Plainsman, The	Gary Cooper-Jean Arthur	113	9/1/46	Reissue
6	Searching Wind, The (D)A	R. Young-A. Richards-S. Sidney	105	8/9/46	b5/11/46
6	Strange Love of Martha Ivers, The (D)A	B. Stanwyck-V. Heflin-L. Scott	116	9/13/46	b3/16/46
6	Swamp Fire (D)A	Johnny Weissmuller-Viriginia Grey	69	9/6/46	b5/11/46
	CURRENT 1946-'47				
	Big Town	Philip Reed-Hillary Brooke	60	5/23/47	a2/9/47
	Blaze of Noon (D)A	A. Baxter-W. Holden-S. Tufts	90	5/2/47	b3/8/47
	Blue Skies *T (M)F	Bing Crosby-F. Astaire	104	12/27/46	b9/23/46
	Calcutta (My)A	A. Ladd-G. Russell-W. Bendix	83	5/10/47	b3/19/47
	California *T (WD)	Ray Milland-B. Stanwyck	93	2/21/47	b12/21/47
	Cross My Heart (C-M)F	Betty Hutton-Sonny Tufts	83	1/10/47	b11/23/46
	Danger Street (My)A	J. Withers-R. Lowery	66	6/20/47	b3/1/47
	Dear Ruth (C)A	J. Caulfield-W. Holden-E. Arnold	95	7/18/47	b5/31/47
	Easy Come, Easy Go (C)F	D. Lynn-S. Tufts-Virginia Field	78	3/7/47	b2/8/47
	Fear in The Night (D)A	DeForest Kelley-Kay Scott	72	4/18/47	b2/22/47
	Imperfect Lady (D)A	R. Milland-T. Wright-V. Field	97	4/25/47	b3/15/47
	Ladies Man (C-M)F	Eddie Bracken-Virginia Field	90	2/7/47	b1/11/47
	My Favorite Brunette (C)F	B. Hope-D. Lamour	87	4/4/47	b2/22/47
	Pefect Marriage, The (C-D)A	L. Young-D. Niven-V. Field	87	1/24/47	b11/23/46
	Seven Were Saved	Richard Denning-Catharine Craig	73	3/28/47	a5/25/46
	Suddenly It's Spring (C)A	F. MacMurray-P. Goddard	87	3/21/47	b2/15/47
	Two Years Before the Mast (D)A	Donlevy-Ladd-Bendix	98	11/22/46	b8/24/46
	COMING				
	Albuquerque	Randolph Scott-Barbara Britton			a3/15/47
	Big Clock, The (M)	R. Milland-M. O'Sullivan-C. Laughton			a5/17/47
	Big Town After Dark	Philip Reed-Hillary Brooke			
	Big Town Scandal	Phillip Reed-Hillary Brooke			

PARAMOUNT (Continued)

	COMING	Run Time Mins.	Rel. Date	See Issue of
Desert Fury *T	Lizabeth Scott-John Hodiak	95	8/15/47	
Dream Girl (C-D)	B. Hutton-M. Carey-V. Field			a6/7/47
Emperor Waltz, The *T	Bing Crosby-Joan Fontaine			a7/13/46
Golden Earrings	Marlene Dietrich-Ray Milland			a9/28/46
I Cover Big Town (My)A	P. Reed-H. Brooke	63	7/25/47	b3/1/47
I Walk Alone	B. Lancaster-Kirk Douglas			a3/1/47
Jungle Flight (D)F	Robert Lowery-Ann Savage	60		b3/1/47
My Own True Love	Phyllis Calvert-M. Douglas			
Night Has a Thousand Eyes, The	E. G. Robinson-J. Lund			
Perils of Pauline *T (CS)F	B. Hutton-J. Lund	92	7/4/47	b5/31/47
Road to Rio	B. Crosby-B. Hope-D. Lamour			a2/1/47
Saigon	Alan Ladd-Veronica Lake-Douglas Dick			a1/4/47
Shaggy *C	B. Joyce-G. Nokes-R. Shayne			
Trouble With Women, The (C)A	T. Wright-B. Donlevy-R. Milland	80	6/27/47	b5/24/47
Unconquered *T	Gary Cooper-Paulette Goddard			a9/28/46
Variety Girl	Mary Hatcher-DeForest Kelley	93	8/29/47	a11/23/46
Welcome Stranger (CD)F	B. Crosby-B. Fitzgerald	106		b5/3/47
Where There's Life	B. Hope-S. Hasso-W. Bendix			a5/25/46
Whispering Smith *T	A. Ladd-R. Preston-B. Marshall			a6/14/47
Wild Harvest	A. Ladd-D. Lamour-R. Preston			a11/2/46

PRC

CURRENT 1945-1946

Accomplice (My)A	Richard Arlen-Veda Ann Borg	68	9/29/46	b9/28/46
Big Fix, The (D)A	Noreen Nash-Shelia Ryan	61	4/19/47	b5/10/47
Blonde for a Day (C)F	H. Beaumont-Kathryn Adams	67	8/29/46	b8/3/46
Born to Speed (D)F	Johnny Sands-Terry Austin	65	1/12/47	b1/25/47
Down Missouri Way (M)F	Martha O'Driscoll-William Wright	74	8/15/46	b7/13/46
Her Sister's Secret (D)A	N. Coleman-P. Reed-M. Lindsay	83	9/23/46	b9/14/46
Secrets of a Sorority Girl (D)A	Mary Ware-Rick Vallin	58	8/1/46	b8/24/46
Strange Holiday (D)F	Claude Rains-Martin Kosleck	57	9/2/46	b10/27/45

CURRENT 1946-'47

Brute Man, The (H)A	Tom Neal-Jane Adams	58	10/1/46	b10/26/46
Corsican Brothers	D. Fairbanks Jr.-Tamiroff-Warrick	111	5/24/47	Reissue
Devil on Wheels, The (D)F	D. Hickman-J. Ford-J. Cardwell	67	3/2/47	b1/25/46
Don Ricardo Returns	Isabelita-Fred Coby		11/5/46	a9/21/46
Gas House Kids Go West	C. Williams-J. Shelton-A. Switzer		7/12/47	
Heartaches	H. Ryan-C. Wills		6/28/47	
International Lady	G. Brent-I. Massey-B. Rathbone	102	5/24/47	Reissue
Killer at Large (My)A	Anabel Shaw-Robert Lowery	63	5/31/47	b6/14/47
Kit Carson	D. Andrews-L. Bari-J. Hall	97	3/22/47	
Lady Chaser	Ann Savage-Robert Lowery	60	11/25/46	
Last of the Mohicans	R. Scott-B. Barnes-H. Wilcoxen	94	3/22/47	Reissue
Lighthouse	J. Lang-D. Castle-J. Litel	64	1/10/47	a10/19/46
Philo Vance Returns (My)F	W. Wright-R. Ames-I. Adrian	64	6/14/47	b4/26/47
Philo Vance's Gamble (My)A	Alan Curtis-Frank Jenks-Terry Austin	60	4/12/47	b4/26/47
Philo Vance Secret Mission	Alan Curtis-Sheila Ryan		3/20/47	
Return of Rin-Tin-Tin *V	D. Woods-B. Blake-C. Drake		2/20/47	
Stepchild (D)A	B. Joyce-D. Woods	70	6/7/47	b6/14/47
Three on a Ticket (My)F	Hugh Beaumont-Cheryl Walker	64	4/5/47	b4/5/47
Untamed Fury (D)A	Mikel Conrad-Gaylord Pendleton	61	3/22/47	b3/29/47
Wild West *C (W)F	Eddie Dean-Roscoe Ates	73	12/1/46	b11/30/46

COMING

Blonde Savage	L. Erickson-G. Sherwood			
Bury Me Dead (My)	M. Daniels-G. McClure-C. O'Donnell			a6/7/47
Gas House Kids in Hollywood	Alfalfa Switzer-Gas House Kids			
Man Wanted	Anabel Shaw-Robert Lowery			
Philo Vance's Peril	W. Wright-L. Balasco-R. Ames			b1/25/47
Silent Voice	Sheila Ryan-Edward Norris			a4/26/47
Tomorrow You Die	J. Ireland-S. Ryan-H. Beaumont			a6/21/47
Too Many Winners (M-My)	H. Beaumont-T. Marshall-R. Dunn	60		b6/7/47

Westerns (Current)

Border Feud (W)F	Lash LaRue-Al St. John	53	5/10/47	b5/24/47
Code of the Plains	Buster Crabbe-Al St. John	36	4/26/47	Reissue
Frontier Fighters	B. Crabbe-Al St. John-M. Manners	41	4/26/47	Reissue
Law of the Lash (W)F	Al LaRue-Al St. John	53	2/28/47	b3/1/47
Panhandle Trail	Buster Crabbe-Al St. John	40	4/26/47	Reissue
Prairie Rustlers (W)F	Buster Crabbe-Al St. John	54	11/7/45	b8/10/46
Raiders of Red Rock	B. Crabbe-Al St. John	38	4/26/47	
Range Beyond the Blue (W-M)F	Eddie Dean	53	3/17/47	
Shootin' Irons	Jim Newhill-Tex O'Brien	40	4/26/47	Reissue
Thundergap Outlaws	Tex O'Brien-Jim Newhill	38	4/26/47	Reissue
Wild Country (W)F	Eddie Dean	55	1/17/47	b2/1/47
Wild West	E. Dean-A. Ates	59	12/1/46	

Westerns (Coming)

Black Hills	Eddie Dean-Roscoe Ates			
Check Your Guns	E. Dean-R. Ates-N. Gates			
Ghost Town Renegades	Lash LaRue-Fuzzy St. John-J. Holt			
Gun Fighter	Lash LaRue-Al St. John-Mary Scott			a12/18/46
Pioneer Justice	Lash LaRue-Fuzzy St. John-J. Holt	56	6/28/47	
Return of the Lash	Lash LaRue-Al St. John			
Shadow Valley	Eddie Dean-Roscoe Ates			

RKO-RADIO

CURRENT 1946-'47

Block No.			Trade Shown		
5	A Likely Story (C)F	Bill Williams-Barbara Hale	88	May	b4/19/47
5	Banjo (C-D)F	S. Moffet-J. White-W. Reed	67	May	b4/19/47
4	Beat the Band (M)F	Frances Langford-Gene Krupa	67	Feb.	b3/1/47
Sp.	Best Years of Our Lives, The (D)A	D. Andrews-M. Loy-F. March	172	Dec.	b11/23/46
5	Born to Kill (D)A	C. Trevor-L. Tierney-W. Slezak	91	April	b4/19/47
2	Child of Divorce (D)A	Sharyn Moffett-Regis Toomey	62	Oct.	b10/19/46
4	Code of the West (W)F	J. Warren-J. Laurenz	57	Feb.	b2/22/47
3	Crack-Up (D)A	P. O'Brien-C. Trevor-H. Marshall	93	June	b6/15/46
2	Criminal Court (My)A	T. Conway-M. O'Driscoll	62	Aug.	b8/10/46
6	Desperate (G)A	Steve Brodie-Audrey Long	73		b5/17/47

Title	Company
L	
Ladies Man	Para.
Lady from Shanghai, The	Col.
Lady in the Lake	MGM
Lady Chaser	PRC
Last of the Mohicans	PRC
Last of the Redmen	Col.
Late George Apley	20th-Fox
Laughing Lady	Brit.
Laugh, Pagliacci	Misc.
Let 'Em Have It	Astor
Les Miserables	20th-Fox
Life With Father	WB
Lighthouse	PRC
Little Iodine	UA
Little Men	Astor
Little Miss Broadway	Col.
Little Mister Jim	MGM
Living in a Big Way	MGM
Locket, The	RKO
Lone Wolf in London	Col.
Lone Wolf in Mexico	Col.
Long Night	RKO
Lost Honeymoon	EL
Lost Moment's, The	Univ.
Louisiana	Mono.
Love and Learn	WB
Love from a Stranger	EL
Love Laughs at Andy Hardy	MGM
Love of Joanna Godden, The	Brit.
Love on the Dole	Misc.
Lured	UA
M	
Macbeth	Rep.
Macomber Affair	UA
Mad Wednesday	UA
Magic Bow	Univ.
Magic Town	RKO
Magnificent Doll	Univ.
Magnificent Obsession	Univ.
Magnificent Rogue	Rep.
Man About Town	RKO
Man from Colorado, The	Col.
Man Wanted	PRC
Man Within, The	Brit.
Marauders, The	UA
Margie	20th-Fox
Mary Hagen	WB
Mating of Millie	Col.
Meet Me at Dawn	20th-Fox
Memory of Love	RKO
Men of Two Worlds	Brit.
Merton of the Movies	MGM
Michigan Kid	Univ.
Mighty McGurk, The	MGM
Millerson Case, The	Col.
Millie's Daughter	Col.
Miracle of Monte Cassino	Misc.
Miracle on 34th St.	20th-Fox
Mr. Ace	UA
Mr. District Attorney	Col.
Mr. Hex	Mono.
Monsieur Verdoux	UA
Moss Rose	20th-Fox
Mourning Becomes Electra	RKO
Mother Wore Tights	20th-Fox
Mutiny in the Big House	Mono.
My Brother Talks to Horses	MGM
My Dog Shep	SGP
My Darling Clementine	20th-Fox
My Favorite Brunette	Para.
My Heart Goes Crazy	Univ.
My Own True Love	Para.
My Wild Irish Rose	WB
N	
Naked City	Univ.
Need for Each Other	WB
Never Say Goodbye	WB
New Orleans	UA
Newshounds	Mono.
Nicholas Nickelby	Brit.
Nightmare Alley	20th-Fox
Night Has a Thousand Eyes	Para.
Night Unto Night	WB
Nobody Lives Forever	WB
Nocturne	RKO
No Leave, No Love	MGM
Nora Prentiss	WB
North Star	FC
Northwest Outpost	Rep.
Notorious Gentleman	Univ.
Notorious Lone Wolf	Col.
O	
Odd Man Out	Univ.
Of Mice and Men	Favorite
Off to Buffalo	20th-Fox
Oh Say Can You Sing	Univ.
On an Island With You	MGM
One Hundred Men And A Girl	Univ.
One Million B.C.	Favorite
One Romantic Night	Astor
On the Old Spanish Trail	Rep.
Other Love	UA
Out California Way	Rep.
Out of the Blue	EL
Out of the Past	RKO
P	
Pacific Adventure	Colo.
Palmy Days	FC
Paradine Case	Selznick
Perfect Marriage	Para.
Perils of Pauline	Para.
Philo Vance's Gamble	PRC
Philo Vance Returns	PRC

Title	Company
Philo Vance's Peril	PRC
Philo Vance's Secret Mission	PRC
Piccadilly Incident	MGM
Pilgrim Lady	Rep.
Pirates, The	MGM
Pirates of Monterey	Univ.
Plainsman	Para.
Plainsman and the Lady	Rep.
Portrait of Jennie	SRO
Possessed	WB
Pretender, The	Rep.
Prince of Thieves	Col.
Prison Story	RKO
Private Affairs of Bel Ami	UA
Pursued	WB
Q	
Queen for the Night	Misc.
Queen of the Amazons	SGP
Queen of the Yukon	Mono.
Queen's Necklace, The	Misc.
R	
Rage in Heaven	MGM
Ramrod	UA
Razor's Edge	20th-Fox
Red House	UA
Red Pony, The	Rep.
Red Stallion	EL
Relentless	Col.
Renegade Girl	SGP
Repeat Performance	EL
Resistance	Misc.
Return of Monte Cristo	Col.
Return of Rin-Tin-Tin	PRC
Return of the Badmen	RKO
Return of the Scarlet Pimpernel	FC
Ride the Pink Horse	Univ.
Riding the California Trail	Mono.
Riff-Raff	RKO
Road to Rio	Para.
Road Show	Favorite
Robin Hood of Monterey	Mono.
Roll on Texas Moon	Rep.
Romance in High C	WB
Romance of Rosy Ridge, The	MGM
Root of All Evil	Brit.
Roses Are Red	20th-Fox
Roughshod	RKO
Rupert of Hentzau	SRO
Runaround	Univ.
S	
Saigon	Para.
San Demetrio, London	2th-Fox
San Quentin	RKO
St. Francis of Assisi	Misc.
Sarge Goes to College	Mono.
Scared to Death	SGP
Scarface	Astor
Scarlet Pimpernel, The	FC
School for Danger	Misc.
School for Secrets	Brit.
Scudda Hoo, Scudda Hay	20th-Fox
Sea Bandits	Favorite
Sea Hawk, The	WB
Sea of Grass	MGM
Sea Wolf, The	WB
Searching Wind	Para.
Second Chance	20th-Fox
Second Chorus	Astor
Secret Beyond the Door, The	U-I
Secret Heart, The	MGM
Secret Life of Walter Mitty	RKO
Secrets of Sorority Girl	PRC
Secrets of the Whistler	Col.
Senator Was Indiscreet	U-I
Seven Keys to Baldpate	RKO
Seven Were Saved	Para.
Shadow of a Woman	WB
Shadows Over Chinatown	Mono.
Shaggy	Para.
Shocking Miss Pilgrim	20th-Fox
Show-Off	MGM
Shoot to Kill	Screen Guild
Shop Girls of Paris	Misc.
Silent Voice	PRC
Silver Devil	Astor
Silver River	WB
Sinbad the Sailor	RKO
Singapore	Univ.
Singin' In the Corn	Col.
Sky Devils	Astor
Slave Girl	Univ.
Sleep, My Love	UA
Smash-Up	Univ.
So Dark the Night	Col.
So in Love	SRO
Something in the Wind	Univ.
Son of Rusty	Col.
Song of Love	MGM
Song of My Heart	Allied
Song of Scheherazade	Univ.
Song of the South	RKO
Song of the Thin Man	MGM
So Well Remembered	RKO
Spoilers of the North	Rep.
Sport of Kings	Col.
Springtime in the Sierras	Rep.
Stairway to Heaven	Univ.
Stallion Road	WB
Stampede	UA
Stella Dallas	FC
Step-Child	PRC
Stork Bites Man	UA
Strange Holiday	PRC
Strange Journey	20th-Fox
Strange Love of Martha Ivers	Para.
Strange Woman	UA
Stranger, The	RKO
Strawberry Roan	Col.
Suddenly It's Spring	Para.

RKO-RADIO (Continued)

Block No.			Run Time Mins.	Trade Shown	See Issue of
	CURRENT 1946-'47				
4	Devil Thumbs a Ride, The (D)A	Lawrence Tierney-N. Leslie	62	Feb.	b3/1/47
6	Dick Tracy's Dilemma (M)A	Ralph Byrd-Kay Christopher	60	June	b5/17/47
3	Dick Tracy vs. Cueball (D)F	Morgan Conway-Anne Jeffreys	62	Dec.	b11/9/46
3	Falcon's Adventure (D)F	Tom Conway-Madge Meredith	61	Dec.	b12/14/46
4	Farmer's Daughter, The (C-D)A	L. Young-J. Cotten-E. Barrymore	97	Feb.	b2/22/47
4	From This Day Forward (D)A	J. Fontaine-M. Stevens-A. Judge	95	Mar.	b3/2/46
2	Genius at Work (C)F	A. Carney-W. Brown-A. Jeffreys	61	July	b8/3/46
5	Honeymoon (C)F	S. Temple-F. Tone-G. Madison	74	June	b5/19/47
Sp.	It's a Wonderful Life (D)	J. Stewart-D. Reed-L. Barrymore	128	Dec.	b12/21/46
3	Locket, The (D)	Laraine Day-B. Aherne	86	Dec.	b12/21/46
Sp.	Long Night, The (D)A	Henry Fonda-Barbara Bel Geddes	96	May	b5/31/47
2	Nocturne (D)A	George Raft-Lynn Bari	85	Oct.	b10/19/46
Sp.	Notorious (My-D)A	Cary Grant-Ingrid Bergman	101	July	b7/27/46
3	San Quentin (D)A	L. Tierney-M. Carr-B. MacLane	66	Dec.	b12/7/46
Sp.	Sinbad the Sailor T (F)F	D. Fairbanks. Jr.-M. O'Hara	117	Jan.	b1/18/47
Sp.	Song of the South *T (D-M)F	Luana Patten-Bobby Driscoll	95	Nov.	b11/2/47
5	Tarzan and the Huntress (D)F	J. Weissmuller-B. Joyce	70	April	a3/22/47
6	They Won't Believe Me (D)A	Robert Young-Susan Hayward	95		b5/17/47
6	Thunder Mountain (W)F	T. Holt-R. Martin-M. Hyer	60		b5/17/47
4	Trail Street (W)F	R. Scott-R. Ryan-A. Jeffreys	83	Mar.	b2/1/47
3	Vacation in Reno (C)F	Jack Haley-Anne Jeffreys	60	Oct.	b10/12/46
6	Woman on the Beach, The (D)A	J. Bennett-R. Ryan-C. Bickford	71		m5/17/47
	COMING				
	Bachelor and the Bobby-Soxer (C)F	G. Grant-M. Ley-S. Temple	95		b6/7/47
Sp.	Bishop's Wife, The	G. Grant-T. Wright-D. Niven			
	Crossfire (D)A	R. Young-R. Mitchum-G. Grahame	85		b6/28/47
	Dick Tracy Meets Karloff	R. Byrd-B. Karloff-A. Gwynne			
	Fighting Father Dunne	P. O'Brien-M. Dell-D. Hickman			
Sp.	Fun and Fancy Free	E. Bergen-D. Shore			
	Fugitive, The	Henry Fonda-Dolores Del Rio			
	How Dear to My Heart *T	Luana Patten-Bobby Driscoll			
	If You Knew Susie	E. Cantor-J. Davis-A. Joslyn			
	Indian Summer	A. Knox-A. Sothern-G. Tobias			
	I Remember Mama	I. Dunne-B. Bel Geddes-O. Homolka			
Sp.	Magic Town	James Stewart-Jane Wyman			
	Man About Town	Maurice Chevalier			
	Memory of Love	D. Andrews-M. Oberon-E. Barrymore			
Sp.	Mourning Becomes Electra	R. Russell-K. Paxinou-R. Massey			
	Out of the Past	Robert Mitchum-Jane Greer			a2/1/47
	Return of the Badmen	Randolph Scott-Jacqueline White			
	Riff-Raff (My)A	Pat O'Brien-Anne Jeffries	80		b6/7/47
	Roughshod	R. Sterling-C. Jarman-G. Grahame			
	That's Life *T	D. Kaye-V. Mayo			
	Secret Life of Walter Mitty, The *T	D. Kaye-V. Mayo-F. Bainter			a9/7/46
	Seven Keys to Baldpate (M)A	Phillip Terry-Jacqueline White	68		b6/7/47
	So Well Remembered	M. Scott-J. Mills			
	Tycoon *T	John Wayne-Laraine Day			
	Under the Tonto Rim (W)F	T. Holt-N. Leslie-R. Martin	61		b6/7/47

REPUBLIC

Prod. No.			Run Time Mins.	Trade Shown	See Issue of
	Current 1945-46				
543	Heldorado (WM)F	Roy Rogers-Dale Evans-"Gabby" Hayes.	70	12/15/46	b12/23/46
5542	Home in Oklahoma (W-M)F	R. Rogers-G. Hayes-D. Evans	72	11/8/46	b11/2/46
5503	Out California Way *U (WM)F	Monte Hale-Adrian Booth	67	12/5/46	b12/14/46
532	Plainsman and the Lady (W)F	W. Elliott-V. Ralston-G. Patrick	82	11/15/46	b11/9/46
542	Roll on Texas Moon (W-M)F	R. Rogers-G. Hayes-Dale Evans	68	9/12/46	b9/14/46
533	That Brennan Girl (D)A	James Dunn-Mona Freeman	95	12/23/46	b11/16/46
	CURRENT 1946-'47				
603	Affairs of Geraldine (C-D)F	Jane Withers-Jimmy Lydon	68	11/18/46	b10/26/46
608	Angel and the Badman (W)F	J. Wayne-G. Russell-I. Rich	100	2/15/46	b2/15/46
641	Apache Rose *U (W-M)F	Roy Rogers-Dale Evans	75	2/15/46	b3/22/47
642	Belles of San Angelo *U (W)	R. Rogers-D. Evans	71	5/15/47	b5/24/47
607	Calendar Girl (M)F	J. Frazee-W. Marshall	88	1/31/47	b2/8/47
604	Fabulous Suzanne (C)	Barbara Britton-Rudy Vallee	71	12/15/46	b12/21/46
605	Ghost Goes Wild, The (C)F	James Ellison-Anne Gwynne	66	3/8/47	b4/5/47
610	Hit Parade of 1947 (M)	E. Albert-C. Moore-J. Edwards	90	3/22/47	b5/3/47
601	I've Always Loved You *T (DM)F	Catherine McLeod-Philip Dorn	117	12/2/46	b8/31/46
606	Magnificent Rogue, The (C-D)A	L. Robert-W. Douglas	74	2/15/47	b11/23/46
615	Northwest Outpost (O)F	Nelson Eddy-Ilona Massey	91	6/25/47	b5/10/47
602	Pilgrim Lady, The (C-D)A	Warren Douglas-Lynne Roberts	67	1/22/46	b1/25/47
612	Spoilers of the North (D)A	Paul Kelly-Evelyn Ankers	66	4/24/47	b5/10/47
609	That's My Gal *U (M)A	L. Roberts-D. Barry	66	5/15/47	b5/31/47
613	That's My Man (D)A	D. Ameche-C. McLeod	99	6/1/47	b5/12/47
616	Web of Danger (D)F	A. Mara-B. Kennedy	58	6/10/47	b6/21/47
614	Winter Wonderland (C-R)A	L. Roberts-C. Drake	71	5/17/47	b5/31/47
611	Yankee Fakir (C)F	D. Frawley-J. Woodbury-C. Bevans	71	4/1/47	b4/12/47
	COMING				
	Bill and Coo	George Burton's Birds			
	Blackmail	W. Marshall-A. Mara-S. Bachelor			
	Driftwood	Wood-Brennan-Warrick-Jagger			
	Exposed	Adele Mara-Robert Scott			
	Flame, The	John Carroll-Vera Ralston			
	Macbeth	Orson Welles-J. Nolan			
	On the Old Spanish Trail *U	R. Rogers-T. Guizar-J. Frazee			
	Pretender, The	A. Dekker-L. Stirling-C. Drake			
	Red Pony, The *T	M. Loy-R. Mitchum-L. Calhern			
	Fabulous Texan, The	W. Elliott-J. Carroll-C. McLeod			
646	Springtime in the Sierras *U	A. Rogers-J. Frazee-A. Devine	75	7/15/47	
619	The Trespasser (D)	J. Martin-W. Douglas	71	7/3/47	a5/24/47
	Wyoming	B. Elliott-V. Ralston			a3/8/47
	Westerns (Current)				
553	Cherokee Flash (W)F	Sunset Carson-Linda Stirling	55	12/13/46	a3/2/46
664	Homesteaders of Paradise Valley (W)F	Allan Lane-Bobby Blake	58	4/1/47	b4/12/47
5504	Last Frontier Uprising *U (W-M)F	Monte Hale-Adrian Booth	65	2/1/47	b4/12/47
	Oregon Trail Scouts (W)F	Allan Lane-Bobby Blake	58	5/15/47	b5/24/47
558	Rio Grande Raiders	Sunset Carson-Linda Stirling	56	9/9/46	
684	Saddle Pals (W)F	G. Autry-L. Roberts	72	6/15/47	b6/21/47
661	Santa Fe Uprising (W)F	Allan Lane-Bobby Blake	57	11/15/46	b4/25/47

REPUBLIC (Continued)

Prod. No.			Run Time Mins.	Rel. Date	See Issue of
	COMING				
681	Sioux City Sue (W)F	Gene Autry-Lynne Roberts	69	11/21/46	b11/30/46
662	Stagecoach to Denver (W)F	Allan Lane-Bobby Blake	56	12/23/46	b1/4/47
682	Trail to San Antone (W)F	Gene Autry-Peggy Stewart	57	4/1/47	b4/18/47
683	Twilight on the Rio Grande (W)F	G. Autry-S. Holloway-Cass County Boys	71	4/1/47	b4/19/47
663	Vigilantes of Boomtown (W)F	Allan Lane-Bobby Blake	56	2/15/47	m2/15/47
	Westerns (Coming)				
	Along the Oregon Trail *U	Monte Hale-Adrian Booth			
	Marshall of Cripple Creek	Allan Lane-Bobby Blake			
	Robin Hood of Texas	Gene Autry-Lynne Roberts-Adele Mara			
666	Rustlers of Devil's Canyon	Allan Lane-Bobby Blake	58	7/1/47	
	Under Colorado Skies *U	M. Hale-A. Booth			
	Wild Frontier, The	Allan "Rocky" Lane-Jack Holt			

SCREEN GUILD PRODUCTIONS

	CURRENT				
HC12	Bar 20 Justice	Wm. Boyd-R. Hayden-G. Hayes	65	7/19/47	Reissue
4614	Bells of San Fernando (D)F	Donald Woods-Gloria Warren	69	4/5/47	b4/5/47
4613	Buffalo Bill Rides Again (W)F	Richard Arlen-Jennifer Holt	66	4/19/47	b4/5/47
4616	Bush Pilot	R. Hudson-J. LaRue-A. Willis	60	6/7/47	
HC10	Cassidy of Bar 20	Wm. Boyd-H. Clark-R. Hayden	59	5/10/47	Reissue
HC11	Heart of Arizona	Wm. Boyd-G. Hayes-R. Hayden	68	6/14/47	Reissue
	Hollywood Barn Dance (C-D)F	E. Tubb-L. Talbott-H. Boyce	72	6/21/47	b6/7/47
4609	My Dog Shep	Flame (dog)-Tom Neal	60	12/1/46	
4610	North of the Border	R. Hayden-I. Cooper	46	10/1/46	a8/24/46
HC09	Partners of the Plains	Wm. Boyd-H. Clark-R. Hayden	71	4/26/47	Reissue
4611	Queen of the Amazons (D)A	Patricia Morison-Robert Lowery	62	1/15/47	b3/29/47
4612	Renegade Girl (D)F	Alan Curtis-Ann Savage-Jack Holt	65	12/25/46	b3/29/47
HC07	Rustlers Valley	Wm. Boyd-G. Hayes-R. Hayden	60	3/15/47	Reissue
4608	Scared to Death *C	B. Lugosi-J. Compton	65	5/3/47	
4615	Shoot to Kill (D)A	R. Wade-E. MacDonald-S. Walters	60	5/17/47	b4/12/47
HC08	Texas Trail	Wm. Boyd-R. Hayden-G. Hayes	59	4/12/47	Reissue
	COMING				
	Burning Cross, The	Hank Daniels-Virginia Patton			
	Case of the Baby Sitter, The	Tom Neal-A. Jenkins-P. Blake	40	7/26/47	
4621	Dragnet	M. Brian-H. Wilcoxon	71	8/16/47	
	Hat Box Mystery	T. Neale-A. Jenkins-V. Sale	40	7/12/47	
	Killer Dill (CD)A	Anne Gwynne-Frank Albertson	71	8/2/47	b5/17/47

SELZNICK RELEASING ORGANIZATION

	CURRENT				
	Duel in the Sun *T (WD)A	J. Jones-G. Peck-J. Cotten	138	4/17/47	b1/4/47
	COMING				
	Paradine Case, The	G. Peck-A. Todd-C. Laughton			
	Portrait of Jennie	J. Jones-J. Cotten			
	Rupert of Hentzau	Louis Jourdan-Valli			
	So in Love	Shirley Temple			

20TH-FOX

	CURRENT 1946-'47				
620	Behind Green Lights (D)A	Carole Landis-William Gargan	64	Feb.	b1/19/46
642	Bowery, The	Wallace Beery-Jackie Cooper	84	Oct.	Re-release
648	Dangerous Millions (D)F	Kent Taylor-Dona Drake	69	Dec.	b12/7/46
640	Home Sweet Homicide (MyC)F	P. Ann Garner-R. Scott	90	Oct.	b7/20/46
646	Margie *T (C-D)F	Jeanne Crain-Alan Young	93	Nov.	b10/19/46
645	My Darling Clementine (W-D)F	H. Fonda-L. Darnell-V. Mature	97	Nov.	b10/12/46
641	Sun Valley Serenade	Sonja Henie-John Payne	86	Sept.	Re-release
639	Three Little Girls in Blue *T (M)F	Hayer-Blaine-G. Montgomery	90	Oct.	b9/7/46
649	Wake Up and Dream *T (M)F	John Payne-June Haver	92	Dec.	b11/30/46
644	Wanted for Murder (D)A	Eric Portman-Dulcie Gray	91	Nov.	b4/13/46
	CURRENT 1947-'48				
709	Alexander's Ragtime Band	T. Power-A. Faye-D. Ameche	106	Mar.	Re-release
711	Backlash (My)A	R. Travis-J. Rogers-L. Blake	66	Mar.	b3/22/47
706	Boomerang (D)A	Dana Andrews-Jane Wyatt	88	Feb.	b1/25/47
707	Brasher Doubloon, The (My)A	G. Montgomery-Nancy Guild	72	Feb.	b2/8/47
710	Carnival in Costa Rica *T (M)F	D. Haymes-C. Holm-C. Romero	96	April	b3/29/47
715	Ghost and Mrs. Muir, The (D)A	G. Tierney-R. Harrison-G. Sanders	104	May	b5/24/47
713	Homestretch, The *T (D)A	Maureen O'Hara-Cornel Wilde	99	May	b4/26/47
716	Jewels of Brandenburg (D)A	Richard Travis-Micheline Cheirel	64	May	b4/12/47
712	Late George Apley, The (D)A	Ronald Colman-Peggy Cummins	98	April	b2/3/47
704	Les Miserables	Fredric March-Chas. Laughton	109	Jan.	Re-release
718	Miracle on 34th St. (C)F	J. Payne-M. O'Hara	96	June	b5/10/47
717	Moss Rose (M-D)A	V. Mature-P. Cummings-E. Barrymore	82	June	b5/24/47
701	Razor's Edge, The (D)A	T. Power-G. Tierney-J. Payne	146	Jan.	b11/23/46
714	San Demetrio, London (D)A	W. Fitzgerald-A. Young-R. Michael	76	April	b4/4/47
703	Shocking Miss Pilgrim *T	Betty Grable-Dick Haymes	85	Jan.	b1/4/47
705	Stanley & Livingstone	Spencer Tracy-Richard Green	101	Jan.	Re-release
708	Strange Journey (D)F	Paul Kelly-Osa Massen	67	Feb.	b9/14/46
702	13 Rue Madeleine (D)	James Cagney-Annabella	95	Jan.	b12/21/46
719	Western Union	Robert Young-Randolph Scott	95	June	Re-release
	COMING				
720	Bob, Son of Battle *T (D)F	P. A. Garner-L. McCallister	103	July	b6/7/47
	Captain from Castile *T	T. Power-J. Peters-C. Romero			
722	Crimson Key, The	Kent Taylor-Doris Dowling	76	July	
	Daisy Kenyon	J. Crawford-D. Andrews-H. Fonda			
	Forever Amber *T	L. Darnell-C. Wilde-G. Sanders			
	Foxes of Harrow, The	R. Harrison-M. O'Hara-R. Haydn			
	Gentleman's Agreement	G. Peck-D. McGuire-J. Garfield			
	Green Grass of Wyoming *T	P. Cummins-R. Arthur-C. Coburn			
	Invisible Wall, The	Don Castle-Virginia Christine			
	I Wonder Who's Kissing Her Now *T (M)F	June Haver-Mark Stevens	104		b6/14/47
721	Meet Me At Dawn (C-D)F	William Eythe-Hazel Court	99	July	
	Mother Wore Tights *T	B. Grable-D. Dailey-P. A. Garner			a11/16/46
	Nightmare Alley	T. Power-J. Blondell-Helen Walker			
	Off to Buffalo *T	N. Guild-D. Daily-C. Winninger			a6/14/47
	Roses Are Red	Don Castle-Peggy Knudsen			
	Scudda Hoo, Scudda Hay *T	J. Haver-L. McCallister-A. Revere			
	Second Chance	K. Taylor-Louise Currie-D. Hoey			a5/17/47

Title	*Company*
Susie Steps Out	UA
Summer Holiday	MGM
Sun Valley Serenade	20th-Fox
Suspense	Mono.
Swell Guy	Univ.
Sweet Genevieve	Col.
Sweetheart of Sigma Chi	Mono.
Swiss Family Robinson	Astor
Swordsman	Col.
T	
Take My Life	Brit.
Tap Roots	Univ.
Tarzan and the Huntress	RKO
Temptation	Univ.
Temptation Harbour	Brit.
Tenth Avenue Angel	MGM
Texas Manhunt	E-L
Texas Trail	SGP
That Brennan Girl	Rep.
That's Life	RKO
That's My Gal	Rep.
That's My Man	Rep.
That Way with Women	WB
The Brothers	Brit.
The Kissing Bandit	MGM
The Man I Love	WB
There Goes My Heart	Favorite
The Last Round-Up	Col.
The Patient Vanishes	FC
The Time, the Place & the Girl	WB
They Made Me a Killer	Para.
They Passed This Way	UA
They Won't Believe Me	RKO
Thief of Bagdad	FC
Thieves' Holiday	UA
13 Rue Madeleine	20th-Fox
Thirteenth Hour	Col.
This Happy Breed	Univ.
This Time for Keeps	MGM
Three Little Girls in Blue	20th-Fox
Three on a Ticket	PRC
Thunder in the City	Astor
Thunder in the Hills	Misc.
Thunder Mountain	RKO
Till the Clouds Roll By	MGM
Time of Your Life	UA
Time Out of Mind	Univ.
Tom Brown's Schooldays	Astor
Tomorrow You Die	PRC
Too Many Winners	PRC
Topper Returns	Favorite
Topper Takes a Trip	Favorite
Torment	Misc.
Trail Street	RKO
Trap, The	Mono.
Treasure of the Sierra Madre	WB
Trespasser, The	Rep.
Trouble With Women	Para.
Two Anonymous Letters	Misc.
Two Blondes and a Redhead	Col.
Two Guys From Texas	WB
Two Mrs. Carrols	WB
Two Years Before the Mast	Para.
Tycoon	RKO
U	
Unconquered	Para.
Undercover Maisie	MGM
Undercurrent	MGM
Under the Tonto Rim	RKO
Unexpected Guest	UA
Un faithful	WB
Unfinished Dance	MGM
Unholy Garden	FC
Unsuspected, The	Warner Bros.
Untamed Fury	PRC
Upturned Glass, The	Brit.
V	
Vacation Days	Mono.
Vacation in Reno	RKO
Variety Girl	Para.
Vendetta	UA
Verdict	WB
Vigiliantes Return	Univ.
Violence	Mono.
Virtuous	MGM
Voice of the Turtle	WB
Vow, The	Misc.
W	
Wake Up and Dream	20th-Fox
Wallflower	Warner Bros.
Wanted for Murder	20th-Fox
Web, The	Univ.
Web of Danger	Rep.
Welcome Stranger	Para.
Welldigger's Daughter	Misc.
Westerner, The	FC
Western Union	20th-Fox
When a Girl's Beautiful	Col.
Where There's Life	Para.
While the Sun Shines	Brit.
Whiplash	WB
Whispering Smith	Para.
White Cradle Inn	Brit.
Who Killed Doc Robin	UA
Wicked Lady	Univ.
Wild Bill Hickok Rides	WB
Wild Harvest	Para.
Wild West	PRC
Winter Wonderland	Rep.
Wistful Widow of Wagon Gap	U-I
Wolf Call	Mono.
Woman Chases Man	FC
Woman in White	WB
Woman on the Beach	RKO
Wyoming	Rep.
Y	
Yankee Fakir	Rep.
Yearling, The	MGM
Years Between	Univ.
You Can't Cheat an Honest Man	Univ.

TITLE CHANGES

"Dick Tracy vs. the Gruesome Gang" (RKO) now
DICK TRACY MEETS KARLOFF

"Backfire" (Republic) now
THE PRETENDER

"Sin of Harold Diddlebock" (UA) now
MAD WEDNESDAY

"Love at First Sight" (WB) now
NEED FOR EACH OTHER

NEW PICTURES STARTED LAST WEEK

MONOGRAM

Song of the Winchester—Principals: Jimmy Wakely, Dub Taylor, Beverly Jones. Director, Howard Bretherton.

ADVANCE DATA
On Forthcoming Product

IT HAD TO BE YOU (Col.) *Comedy-Drama. Principals*: Ginger Rogers, Cornel Wilde, Ron Randall. *Directors*, Don Hartman and Rudolph Mate. *Plot*: Three times a rich young girl has stood at the altar with a different man, and each time refused to go through with the marriage. She has dreamed of an Indian man who suddenly makes an appearance in the flesh, causing embarrassment to her family and her most recent fiance. The girl understands that this dream man is the one she has waited for, so when his real-life counterpart shows up, she marries him.

THE HAT BOX MYSTERY (Screen Guild) *Mystery. Principals*: Tom Neal, Pamela Blake, Allen Jenkins. *Director*, Maury Nunes. *Plot*: While her detective boss is out of town, the secretary of his agency becomes involved in a murder case and is arrested for the slaying of a prominent woman by firing a gun concealed in a hat box. Her boss returns, persuades the district attorney that there is more to the case, and together with the girl and his assistant they manage to trap the gange responsible for plotting the death of the socialite.

THE VOICE OF THE TURTLE (WB) *Comedy-Drama. Principals*: Ronald Reagan, Eleanor Parker, Eve Arden. *Director*, Irving Rapper. *Plot*: This is the story of a naive young actress with a penchant for falling in love with the wrong man. Determined to give up the entire idea of love, she meets an Army sergeant who promptly falls in love with her. He overrules her objections and convinces her that he wouldn't spurn her love if she showed it—which she does.

THE BISHOP'S WIFE (RKO) *Drama. Principals*: Cary Grant, David Niven, Loretta Young. *Director*, Henry Koster. *Plot*: A heavenly messenger is sent down to earth to answer the prayers of a harassed Bishop, who has been steadily growing apart from his wife. It isn't long until the angel has captivated everyone he meets, and has all the problems of the community worked out. But the Bishop, thinking his wife is in love with the angel, dismisses him from the house. He says goodbye and tells them no one will remember him once he's gone. A few minutes later, the Bishop and his wife know that they are more in love than ever before, and it is as though a miracle had happened to them. They've forgotten their angel-friend.

UNITED ARTISTS

Prod. No.	CURRENT 1946-'47		Run Time Mins.	Rel. Date	See Issue of
	Abie's Irish Rose (C)F	Joanne Dru-Michael Chekhov	96	12/27/46	b11/30/46
	Adventures of Don Coyote *C (W)F	F. Rafferty-M. Cramer	66	5/9/47	m5/3/47
	Carnegie Hall (D-M)A	M. Hunt-W. Prince-M. O'Driscoll	134		b3/1/47
	Chase, The (D)A	Robert Cummings-Michele Morgan	85	11/22/46	b10/19/46
	Copacabana (M-C)F	C. Miranda-A. Russell-G. Marx	92	5/30/47	b5/24/47
	Dangerous Venture (W)F	A. Clyde-W. Boyd-B. Alexander	59	5/23/47	a2/22/47
	Devil's Playground, The (W)F	William Boyd-Andy Clyde	65	11/15/46	b9/21/46
	Dishonored Lady (D)A	H. Lamarr-D. O'Keefe-J. Loder	89	5/19/47	b4/26/47
	Fabulous Dorseys, The (M)F	T. Dorsey-J. Dorsey-J. Blair	87	2/21/47	b3/1/47
	Fool's Gold (W)F	William Boyd-Andy Clyde	65	1/31/47	b10/12/46
	Fun on a Weekend (C)A	Priscilla Lane-Eddie Bracken	93	5/15/47	b4/12/47
	Little Iodine (C)F	J. Ann Marlowe-Marc Cramer	57	10/11/46	b9/14/46
	Macomber Affair, The (D)A	Gregory Peck-Joan Bennett	90	3/21/47	b1/25/47
	New Orleans (D-M)A	A. deCordova-D. Patrick	90	4/16/47	b5/3/47
	Private Affairs of Bel Ami, The (D)A	George Sanders-Angela Lansbury	115	3/7/47	b3/1/47
	Ramrod (W-D)A	J. McCrea-V. Lake-D. DeFore	94	5/2/47	b3/1/47
	Red House, The (My)A	Ed. G. Robinson-L. McCallister	98	2/7/47	b2/8/47
	Sin of Harold Diddlebock, The	H. Lloyd-R. Washburn-J. Conlin	89	4/4/47	a2/9/46
	Stork Bites Man	Jackie Cooper-Gene Roberts	74	6/21/47	a2/15/47
	Strange Woman, The (D)A	H. Lamarr-G. Sanders-L. Hayward	100	10/25/46	b11/2/46
	Susie Steps Out (C-D)F	David Bruce-Cleatus Caldwell	65	12/13/46	b11/23/46
	Unexpected Guest, The (W)F	Wm. Boyd-Andy Clyde	60	3/28/47	b12/14/46

COMING

	Atlantis	Maria Montez-Jean Pierre Aumont			a4/5/47
	A Miracle Can Happen	James Stewart-Henry Fonda			
	Arch of Triumph (D)	I. Bergman-C. Boyer			a5/3/47
	Body and Soul	John Garfield-Lillie Palmer			
	Christmas Eve	G. Raft-G. Brent-R. Scott-J. Blondell			a3/29/47
	Curly *C	Frances Rafferty-Larry Olsen			a5/25/46
	Dead Don't Dream, The (W)	W. Boyd-A. Clyde			
	Fabulous Joe	Walter Abel-Margot Grahame			
	Fanny By Gaslight	James Mason-Phyllis Calvert			
	Heaven Only Knows	Robert Cummings-Brian Donlevy			a1/4/47
	Henry the Fifth (D)F *T	L. Olivier-R. Asherson	134		b4/27/46
	Here Comes Trouble	William Tracy-Patti Morgan			a8/24/46
	Hoppy's Holiday (W)F	W. Boyd-Mary Ware	60	7/18/47	b5/10/47
	Intrigue	G. Raft-J. Havoc-D. Seymour			
	Lured (D)	G. Saunders-L. Ball	96	7/25/47	a5/10/47
	Mad Wednesday (D)F	H. Lloyd-R. Washburn-J. Conlin	89	4/8/47	b2/22/47
	Marauders, The	W. Boyd-R. Brooks-A. Clyde			
	Monsieur Verdoux (C-D)A	Charles Chaplin-Martha Raye	123		b4/19/47
	Other Love, The (D)A	B. Stanwyck-David Nivin	96	7/11/47	b4/5/47
	Sleep, My Love	C. Colbert-R. Cummings-D. Ameche			
	Stampede	John Wayne-Walter Brennan			
	Time of Your Life	J. Cagney-Wm. Bendix-J. Cagney			
	Vendetta (D)	Hillary Brooke-Faith Domergue			a5/10/47
	Without Honor	William Boyd-Andy Clyde			
	Who Killed Doc Robin?	E. Janssen-L. Olsen-D. Belding			a5/31/47

UNIVERSAL

CURRENT

	Brief Encounter (D)A	Celia Johnson-Trevor Howard	86		b5/3/47
612	Buck Privates Come Home (C)F	Bud Abbott-Lou Costello	77	April	b3/15/47
	Captive Heart, The (D)A	Michael Redgrave-Mervyn Johns	87		b4/13/47
601	Dark Mirror, The (My)A	O. DeHavilland-Lew Ayres	85	Oct.	b10/15/46
2791	Destry Rides Again	M. Dietrich-J. Stewart	94	Mar.	Reissue
613	Egg and I, The (C)F	Claudette Colbert-Fred MacMurray	108		b3/23/47
619	Great Expectations (D)F	J. Mills-Valerie Hobson	116	July	b12/21/46
607	I'll Be Yours (C-M)F	D. Durbin-T. Drake-W. Bendix	93	Jan.	b1/25/47
2794	I Stole a Million	G. Raft-C. Trevor-D. Foran	78	April	Reissue
616	Ivy (D)A	Joan Fontaine-Patric Knowles	99	June	b6/14/47
	Johnny Frenchman	Francoise Rosay-Patricia Roc	104		
602	Magnificent Doll (D)F	G. Rogers-D. Niven-B. Meredith	94	Nov.	b11/23/46
2795	Magnificent Obsession	Irene Dunne-Robert Taylor	101	May	Reissue
610	Michigan Kid *C (W)F	John Hall-Rita Johnson	69	Mar.	b2/15/47
1066	Notorious Gentleman, The (D)A	Rex Harrison-Lilli Palmer	106	Nov.	b2/16/46
617	Odd Man Out (D)A	James Mason-Robert Newton	116	June	b2/14/47
2796	One Hundred Men and a Girl	Deanna Durbin-L. Stokowski	84	May	Reissue
608	Song of Scheherazade *T (M)F	Y. DeCarlo-B. Donlevy-J. P. Aumont	106	Mar.	b2/1/47
609	Smash-Up, The Story of a Woman (D)A	S. Hayward-L. Bowman-E. Albert	102	Mar.	b2/8/47
611	Stairway to Heaven *T (D)A	David Niven-R. Massey	103	Mar.	b11/16/46
606	Swell Guy (D)A	Sonny Tufts-Ann Blyth	86	Jan.	b12/14/46
604	Temptation (D)A	M. Oberon-G. Brent-C. Korvin	98	Dec.	b12/14/46
	This Happy Breed *T (D)A	Robert Newton-Celia Johnson	110		b4/19/47
614	Time Out of Mind (D)A	P. Calvert-R. Hutton-E. Raines	88	May	b3/22/47
2793	You Can't Cheat an Honest Man	W. C. Fields-Edgar Bergen	73	April	Reissue
618	Vigilantes Return *C	Jon Hall-Margaret Lindsay	67	July	a7/13/46
615	Web, The (M)	V. Prince-E. Raines	87	June	b5/24/47
2792	When the Daltons Rode	R. Scott-K. Francis-B. Donlevy	81	Mar.	Reissue
605	Wicked Lady, The (D)A	M. Lockwood-J. Mason-P. Roc	98	Jan.	b1/12/47

COMING

	Black Bart, Highwayman *T	Y. De Carlo-D. Duryea			
	A Lady Surrenders (D)A	Margaret Lockwood-Stewart Granger	113		b10/12/46
	Black Narcissus *T (D)F	D. Kerr-Sabu	100		b5/3/47
	Brute Force (D)A	B. Lancaster-H. Cronyn-C. Bickford	98		b6/21/47
	Exile, The	D. Fairbanks, Jr.-M. Montez-P. Croset			a6/28/47
	For the Love of Mary	D. Durbin-J. Dall-D. O'Connor			a4/19/47
	I Know Where I'm Going (D)F	W. Hiller-R. Livesy-P. Brown	91		b1/5/46
	Imagination	Ronald Colman-Signe Hasso			
	Lost Moment, The	S. Hayward-R. Cummings-J. Loring			
	Magic Bow, The (D-M)F	Stewart Granger-Phyllis Calvert	106		b9/28/46
	My Heart Goes Crazy *T (M)F	Sid Field-Greta Gynt	120		b9/7/46
	Naked City, The (D)	B. Fitzgerald-D. Hart			
	Oh Say Can You Sing	Sheila Ryan-Fred Brady			a5/25/46
	Pirates of Monterey *T	Maria Montez-Rod Cameron-P. Reed			a5/25/46
	Ride the Pink Horse	R. Montgomery-W. Hendrix			
	Secret Beyond the Door (D)	J. Bennett-M. Redgrave-A. Revere			a5/17/47
	Senator Was Indiscreet, The	W. Powell-E. Raines			
	Singapore (D)	F. MacMurray-A. Gardner-P. Dorn			a6/7/47

UNIVERSAL (Continued)

Prod. No.	COMING	Run Time Mins.	Rel. Date	See Issue of
	Slave Girl *T	Yvonne deCarlo-George Brent			a8/17/46
	Something in the Wind	D. Burbin-J. Hall-D. O'Connor			
	Tap Roots	Van Heflin-Susan Hayward			
	Wistful Widow of Wagon Gap	B. Abbott-L. Costello-M. Main			
	Years Between, The	M. Redgrave-V. Hobson-F. Robson			

WARNER BROS.

	CURRENT 1946-'47			
613	Beast With Five Fingers, The (H)	Robert Alda-Andrea King	88	2/8/47	b12/21/46
622	Cheyenne (W-D)F	Dennis Morgan-Jane Wyman	100	6/14/47	b4/26/47
605	Deception (D)A	B. Davis-P. Henreid-C. Rains	112	10/26/46	b10/19/46
612	Humoresque (D)A	J. Crawford-J. Garfield-O. Levant	126	1/25/47	b12/23/46
608	Kings Row	A. Sheridan-R. Cummings-R. Reagan	127	12/7/46	Reissue
620	Love and Learn (C-M)A	J. Carson-R. Hutton-M. Vickers-J. Paige	83	5/3/47	b3/29/47
606	Never Say Goodbye (C)F	Errol Flynn-Eleanor Parker	96	11/9/46	b10/26/46
614	Nora Prentiss (D)A	A. Sheridan-K. Smith-R. Alda	113	2/22/47	b2/8/47
604	Nobody Lives Forever (D)A	J. Garfield-G. Fitzgerald	100	10/12/46	b9/28/46
624	Possessed (D)A	J. Crawford-Van Heflin-R. Massey	108	7/28/47	b5/31/47
615	Pursued	Teresa Wright-Robert Mitchum	101	3/2/47	
616	The Sea Hawk	Errol Flynn-Claude Rains	109	4/26/47	Reissue
619	The Sea Wolf	E. G. Robinson-I. Lupino-J. Garfield	87	4/25/47	Reissue
602	Shadow of a Woman (D)A	Andrea King-Helmut Dantine	78	9/14/46	b8/17/46
617	Stallion Road (D)A	R. Reagan-A. Smith-Z. Scott	97	4/12/47	b3/2/47
616	That Way With Women (C)F	S. Greenstreet-M. Vickers-D. Clark	85	3/29/47	b2/15/47
611	The Man I Love (D)A	Ida Lupino-Robert Alda	97	1/11/47	b12/28/46
610	The Time, the Place and the Girl *T (CM)F	D. Morgan-J. Carson-J. Wyman	108	12/28/46	b12/14/46
621	Two Mrs. Carrolls, The (D)A	H. Bogart-B. Stanwyck-A. Smith	99	5/24/47	b4/5/47
607	Verdict, The (D)A	S. Greenstreet-P. Lorre-J. Lorring	86	11/23/46	b11/9/46
609	Wild Bill Hickok Rides	C. Bennett-B. Cabot-W. William	72	12/7/46	Reissue
		COMING			
624	Cry Wolf	Errol Flynn-Barbara Stanwyck	108	7/26/47	a9/7/46
	Dark Passage (D)	H. Bogart-L. Bacall-B. Bennett			a5/17/47
	Deep Valley	Dane Clark-Ida Lupino-Wayne Morris			a4/5/47
	Escape Me Never	E. Flynn-I. Lupino-G. Young			a3/8/46
	Ever the Beginning	L. Palmer-S. Wanamaker-A. Tamiroff			
	Life With Father *T	I. Dunne-W. Powell-E. Taylor			a9/14/46
	Mary Hagen	S. Temple-R. Reagan-R. Calhoun			
	My Wild Irish Rose *T	D. Morgan-A. King-A. Dahl			
	Need for Each Other	J. Reynolds-R. Hutton			
	Night Unto Night (D)	Ronald Reagan-Viveca Lindfors			a5/10/47
	Romance in High C *T	Jack Carson-Doris Day-Janis Paige			
	Silver River	E. Flynn-A. Sheridan-T. Mitchell			
	Treasure of the Sierra Madre	H. Bogart-W. Huston-T. Holt			
	Two Guys From Texas *T	J. Carson-D. Morgan-D. Malone			
623	Unfaithful, The (D)A	A. Sheridan-Z. Scott-L. Ayers	110	7/5/47	b5/31/47
	Unsuspected, The (D)	C. Rains-J. Caulfield-A. Totter			a6/14/47
	Voice of the Turtle	R. Reagan-E. Parker-E. Arden			
	Wallflower	Robert Hutton- Joyce Reynolds			
	Whiplash	D. Clark-A. Smith-S. Z. Sakall			
	Woman in White, The	A. Smith-E. Parker-S. Greenstreet			a4/26/47

BRITISH PRODUCT (U. S. Distribution Not Set)

	A Man About the House (D)A	Margaret Johnson-Dulcie Gray	97	Lon. Films	b6/28/47
	Beware of Pity (D)A	Lilli Palmer-Albert Lieven	105	Rank	b6/29/46
	Carnival (D)A	Sally Gray-Michael Wilding	93	Rank	b10/26/46
	Courtneys of Curzon St. (D-M)	Anna Neagle-Michael Wilding	120	London	b4/19/47
	Dancing With Crime (D)A	Richard Attenborough-Shelia Sim	82	Para.	b6/28/47
	Dear Murderer (D)A	E. Portman-G. Gynt-D. Price	94	Rank	b6/7/47
	Frieda (D)A	Mai Zetterling-David Farrar	98	Rank	b6/28/47
	Green Fingers (D)A	Robert Beaty-Carol Raye	85	ABPC	b10/26/46
	Hue and Cry (D)F	Alastair Sim-Valerie White	82	Rank	b2/22/47
	Hungry Hill (D)A	Margaret Lockwood-Dennis Price	109	Rank	b1/18/47
	Laughing Lady *T (M)F	Anne Zeigler-Webster Booth	90	ABPC	b10/26/46
	Loves of Joanna Godden, The (D)A	G. Withers-J. Macallum	85		b6/21/47
	The Man Within *T (D)A	Michael Redgrave-Jean Kent	85	Rank	b4/12/47
	Men of Two Worlds *T (D)A	Phyllis Calvert-Eric Portman	109	Rank	b7/27/46
	Nicholas Nickelby (D)F	Cedric Hardwicke-Sally Howes	105	Rank	b3/22/47
	Root of All Evil (D)A	Phyllis Calvert-Michael Rennie	110	Rank	b2/22/47
	School for Secrets (D)F	Ralph Richardson-Pamela Matthews	108	Rank	b11/16/46
	Take My Life (D)F	Hugh Williams-Greta Gynt	79	Rank	b5/17/47
	Temptation Harbour (D)A	Robert Newton-Simone Simon	110	ABPC	b3/29/47
	The Brothers (D)A	Patricia Roc-Will Fyffe-M. Reed	98	Rank	b5/24/47
	Upturned Glass, The (D)A	J. Mason-Rosamond John	86	Univ. Int.	b6/28/47
	While the Sun Shines (C)A	Barbara White-Ronald Howard	89	ABPC	b2/8/47
	White Cradle Inn (D)F	M. Carroll-I. Hunter-M. Rennie	83	London	b3/29/47

MISCELLANEOUS

	A Dairy for Timothy (Doc)F	Documentary	40	Eng. Films	b12/28/46
	Angel and Sinner (D)A	Micheline Preslie-Louis Salou	86	A.F.E.	b3/1/47
	A Yank in Rome (D)F	Valentina Cortese-Leo Dale	97	Film Rights	b3/22/47
	Barber of Seville (Opera)	F. Tagliavini-T. Gobbi	110	Excelsior	b4/19/47
	Before Him All Rome Trembled (D-M)A	Anna Magnani-Gina Sinimberghi	105	Superfilm	b3/1/47
	Bellman, The (D)A	Lucien Coedel-Fernand Ledoux	95	Mage	b4/5/47
	Carmen (D)A	Viviane Romance-Jean Marais	101	Superfilm	b12/7/46
	Citizen Saint (B)F	J. Prouty-L. MacMartin	65	Elliott	b5/3/47
	Clandestine (D)A	Constant Remy-Suzy Carrier	89	W. Hem.	b1/18/47
	Colonel Chabert (D)A	Raimu-M. Bell	93	Siritzky	b6/21/47
	Devil's Hand, The (D)A	Pierre Fresnay-Josseline Gael	80		b11/16/46
	Francis the First (C)A	Ferandel-Mona Goya	90	Vog Films	b1/25/47
	Girl and the Devil, The (D)A	Gunn Wallgren-Strig Jarrell	87	Scandia	b5/17/27
	Ivan the Terrible (D)A	N. Cherkassov-L. Tselikovskaya	96	Artkino	b3/15/47
	King's Jester, The (D-M)A	M. Simon-R. Brazzi	94	Superfilm	b6/21/47
	Laugh, Pagliacci (D-M)F	Alida Valli-Beniamino Gigli	82	Continental	b5/10/47
	Miracle of Monte Cassino (R-B)F	Fosco Giachetti-Nino Pavese	90	Simpex	b5/31/47
	Queen for a Night (O)A	Gurlie Lemon Bernhard-G. Bjoerling	89	Saga Films	b1/4/47
	Queen's Necklace, The (D)A	Viviane Romance-Marion Dorian	105	Siritzky	b5/10/47
	St. Francis of Assisi (D)F	Jose Luis Jimenez-Alicia DePhillips	119	Simpex	b4/5/47
	School for Danger (Doc)F	Capt. H. Ree-J. Nearne	60	Eng. Films	b2/22/47
	Shop Girls of Paris (D)A	M. Simon-A. Prejean	90	Mage	b6/21/47
	Swing, Cowboy, Swing (W-M)F	C. Shrun-D. Weston-A. Lee	57	Westernair	b9/7/46
	Thunder in the Hills (D)A	J. Prucha-J. Kacer-V. Nasova	78	Gen. Film	b5/10/47
	Torment (D)A	Alf Kjellin-Mai Jetterling	95	Oxford	b4/19/47
	Two Anonymous Letters (D)A	C. Calamai-A. Checchi	83	Film Rights	b5/3/47
	Vow, The (D)A	M. Gelovani	103	Artkino	b6/21/47
	Welldigger's Daughter, The (C)A	Raimu-Fernandel	122	Siritzky	b10/5/46

ADVANCE DATA

(Continued from Preceding Page)

THE PIRATE (MGM) *Technicolor. Principals:* Judy Garland, Gene Kelly. *Director,* Vincente Minnelli. *Plot:* On an island in the Caribbean a young girl is about to be married to the new mayor, middle-aged, fat and bald—but rich. Along comes a handsome young actor who impersonates a gold pirate in order to win the girl. By a ruse, he forces the mayor to admit that he, himself is the outlaw pirate.

INDIAN SUMMER (RKO) *Drama. Principals:* Alexander Knox, Ann Sothern. *Director,* Boris Ingster. *Plot:* A middle-aged, family-dominated Judge leaves home and takes a fling at romance when he realizes how little his family seems to care for him. He falls for a young girl, decides to go home, get free, and return to her. When he asks for a divorce he finds his wife is understanding for the first time in years. He is then plunged into a law case that brings him national fame. The girl convinces him that his fling is over and, with resignation, he agrees.

NATIONAL REVIEWING COMMITTEES' CLASSIFICATIONS

LIVING IN A BIG WAY (MGM)
FAMILY—National Board of Review.
CLASS B—National Legion of Decency. (Objection: Reflects the acceptability of divorce).

DEAR RUTH (Paramount)
FAMILY—National Board of Review.
CLASS A—SEC. II—National Legion of Decency.
FAMILY—General Federation of Women's Clubs.

A LADY SURENDERS (Universal)
FAMILY—National Board of Review.
CLASS A—SEC. II—National Legion of Decency.

POSSESSED (Warner Bros.)
MATURE—National Board of Review.
CLASS A—SEC. II—National Legion of Decency.
ADULT—General Federation of Women's Clubs.

The authorities quoted in this column are as follows:

GENERAL FEDERATION OF WOMEN'S CLUBS. The motion picture committee is headed by Mrs. Arretus F. Burt, chairman, of St. Louis. Two reviewing committees are maintained—Mrs. Mary Lilly, New York, Eastern Committee chairman; Mrs. John Sterns Thayer, Los Angeles, Western Committee chairman. Designations used; FAMILY—8 years and up; MATURE FAMILY—14 years and up; ADULTS—Senior High School Students and Adult; **—indicates picture is rated as "Exceptional."

NATIONAL BOARD OF REVIEW: Founded in 1909 "to represent the interest of the motion picture public." The reviewing committee consists of some 300 men and women of all ages, "representing a cross-section of public taste." Designations used: FAMILY—14 years of age and up (recommendations for age groups under 14 are by Schools M. P. Committee of the National Board); MATURE—18 years old up; *—indicates picture "especially worth seeing."

NATIONAL LEGION OF DECENCY: Committee of International Federation of Catholic Alumnae reviews pictures and publishes its classifications for guidance of members of the Legion—composed of those members of the Catholic Church who join the Legion. Designations used: Class A—Section I — Unobjectionable for General Patronage; Class A—Section II—Unobjectionable for Adults; Class B—Objectionable in Part; Class C—Condemned.

SHORTS Booking GUIDE

Short subjects are listed by series under headings of companies distributing them. Numerals in parenthesis following series title indicate number of releases in that group announced for, or sold for, the season. Numerals at left of titles is production or release number. Films reviewed are indicated by reviewers' ratings following titles. Third column gives running time of the subject and final column refers to date on which review of the subject was published.

COLUMBIA 1946-'47

ALL-STAR COMEDIES (10)

6431	Society Mugs	Fair	16	..12/28/46
6432	So's Your Antenna	Juvenile	17	..11/18/46
6433	Slappily Married	Nonsense	16½	..12/ 7/46
6434	Moron Than Off	Fair	18	.. 2/ 8/47
6435	Andy Plays Hookey	Fair	18	.. 3/15/47
6436	Meet Mr. Mischief	Good	17½	.. 5/10/47
6437	Scooper Dooper	Funny	18	.. 5/10/47
6438	The Good Bad Egg		17	
6439	Bride and Gloom		16	
6440	Two Jills and a Jack		18	

ASSORTED 2-REEL COMEDIES (6)

6421	Pardon My Terror		16½	
6422	Honeymoon Blues	Dull	17	..11/16/46
6423	Reno-vated		17	
6424	Hot Heir	Funny	18	.. 4/ 5/47
6425	Cupid Goes Nuts			
6426	Nervous Shakedown		15½	

THREE STOOGES COMEDIES (10)

6401	G. I. Wanna Home		15½	
6402	Rhythm and Weep	Fair	17½	..11/ 2/46
6403	Three Little Pirates	Funny	18	..3/15/47
6404	Half-Wit's Holiday	Funny	17½	.. 3/29/47
6405	Fright Night	Funny	17	.. 5/10/47
6406	Out West	Funny	17½	.. 5/10/47
6407	Hold That Lion		16½	

COLOR RHAPSODIES—Technicolor (10)

6501	Loco Lobo	Cute	6	..12/ 7/46
6502	Cockatoos for Two		6	
6503	Big House Blues		7	
6504	Mother Huba-Huba-Hubbard		6	
6505	Up'n Atom		6	

COLOR PHANTASIES (12)

6701	Fowl Brawl	Funny	6	.. 4/ 5/47
6702	The Uncultured Vulture	Funny	5½	.. 5/10/47
6703	Wacky Quacky		6	
6704	Leave Us Chase It		6½	
6705	Tooth or Consequences		6½	

COMMUNITY SINGS (10)

6651	No. 1 (Leibert) The Gypsy		9½	
6652	No. 2 (Bakers) It's a Pity to Say Goodnight	Entertaining	10	..11/ 2/46
6653	No. 3 (Leibert) Surrender	Good	9½	..11/16/46
6654	No. 4 (Baker) Pretending		9½	
6655	No. 5 (Liebert) Rumors Are Flying	Singable	10	.. 3/15/47
6656	No. 6 (Baker) Ole Buttermilk Sky	Good	10	.. 5/10/47
6657	No. 7 (Leibert) The Coffee Song & Open the Door Richard	Good	9½	.. 5/10/47
6658	No. 8 (Baker) I'll Close My Eyes		10½	
6659	No. 9 (Leibert) For Sentimental Reasons		10½	
6660	No. 10 Managua, Nicaragua			

THRILLS OF MUSIC (8)

6951	Jerry Wald & Orch.		10	
6952	Machito & Orch.	Good	10½	..11/16/46
6953	Les Elgart & Orch.	Fair	10	.. 1/25/47
6954	Ray McKinley & Orch.		9½	
6955	Shorty Sherock & Orch.	Good	8½	.. 5/ 3/47
6956	Buddy Morrow & Orch.		9½	
6957	George Towne & Orch.		10	
6958	Ray Anthony & Orch.		10½	

SCREEN SNAPSHOTS (12)

6851	No. 1 (Radio Characters)		10	
6852	No. 2 (Looking Down on Hollywood	Good	10	..11/16/46
6853	No. 3 (Rodeo)	Very Good	10	.. 2/ 8/47
6854	No. 4 (Skolsky Party)		9½	
6855	No. 5 (Movie Columnists)	Interesting	9	.. 3/15/47
6856	No. 6 (Behind the Mike)	Fair	9	.. 3/29/47
6857	No. 7 (Holiday in Las Vegas)		10	
6858	No. 8 My Pal Ringeye (Smiley Burnette)		10	

SCREEN SNAPSHOTS (Series 26) 1 Reel

6859	Famous Hollywood Mothers		10	
6860	So This Is 'Ollywood		9	

SPORTS REELS (12)

6801	Army Football Champions	Excellent	11	..11/ 2/46
6802	Ten Pin Magic	Fair	10	..11/16/46
6803	Hi-Li	Interesting	9½	..12/28/46
6804	Best In Show (Dogs)		9	
6805	Polo	Interesting	9	.. 5/10/47
6806	Cue Tricks		9	
6807	Tennis Wizards		9	

COLUMBIA (Continued)

6808	Goffy Golf		8	
6809	Grappling Groaners		9	
6810	Badminton			

SERIALS

6120	Son of the Guardsmen	15 Chaps. 26		..10/26/46
6140	Jack Armstrong	15 Chap. 20-25	.. 3/ 1/47	
6160	The Vigilante	15 Chaps.		

METRO-GOLDWYN-MAYER 1946-'47

MGM TECHNICOLOR CARTOONS (16)

W-831	Henpecked Hoboes			
W-834	Hound Hunters		7	
W-836	Red Hot Rangers		8	.. 5/31/47

TOM & JERRY (Technicolor) CARTOONS

W-832	Cat Fishin'		8	
W-833	Part Time Pal		8	
W-835	Cat Concerto	Excellent	7	.. 5/10/47

PETE SMITH SPECIALTIES (10)

S-851	Football Thrills of 1945		10	
S-852	Sure Cures	Excellent	10	..10/ 5/46
S-853	I Love My Husband But			
S-854	Playing By Ear			
S-855	Athletiquiz			
S-856	Diamond Demon	Amazing	10	.. 3/ 1/46
S-857	Early Sports Quiz		9	
S-858	I Love My Wife But		9	
S-859	Neighbor Pests			

TWO REEL SPECIALS (4)

A-801	Luckiest Guy in the World			

PASSING PARADE (6)

K-871	A Really Important Person			

TRAVELTALKS

T-811	Glimpses of California			
T-812	Calling on Costa Rica		10	
T-813	Around the World in California		9	.....5/17/47

MGM SPECIALS

A-802	Give Us The Earth			.....6/21/47

PARAMOUNT 1946-'47

NOVELTOONS—Technicolor (65)

P6-1	Spree for All	Good Start	7	..10/26/46
P6-2	The Stupidstitious Cat	Funny	7	.. 5/10/47
P6-3	The Enchanted Square	Very Good	10	.. 5/10/47
P6-4	Madhattan Island			
P6-5	Much Ado About Mutton			
P6-6	The Wee Men			
P6-7	The Mild West			
P6-8	Naughty But Mice			

PACEMAKERS (6)

K6-1	Brooklyn I Love You	Superb	10	..10/26/46
K6-2	Love in Tune	Different	9½	..11/16/46
K6-3	Radio, Take It Away	Swell Satire	11	.. 3/ 1/47
K6-4	Try and Catch Me		9	
K6-5	Brains Can Be Beautiful		10	
K6-6	Everybody Talks About It			

POPULAR SCIENCE—Magnacolor (6)

J6-1	No. 1	Average	11	..11/16/46
J6-2	The Sponge Divers	Fair	11	.. 1/25/46
J6-3	Air-Borne Pastures	Good	11	.. 2/ 8/47
J6-4	Marine Miracles	Fascinating	10	.. 5/ 3/47
J6-5	Moon Rockets		10	
J6-6	20th Century Vikings			

SPORTLIGHTS (10)

R6-1	Race Horses Are Born	Good	9	..10/26/46
R6-2	Dive-Hi Champs	Good	10	..11/16/46
R6-3	Queen of the Court	Very Good	10	.. 1/25/46
R6-4	Like Father—Like Son	Interesting	10	.. 1/25/46
R6-5	Jumping Jacks	Excellent	9½	.. 3/15/47
R6-6	Selling the Sun	Excellent	10	.. 2/ 8/47
R6-7	Under White Sails		9	
R6-8	Iced Lightning	Good	10	.. 5/10/47
R6-9	Making the Varsity			
R6-10	Running the Hounds			
R6-3	Queens of the Courts	Very Good	10	.. 1/25/46
R6-9	Making the Varsity		10	
R6-9	Making the Varsity		10	
R6-10	Diamond Gals			

UNUSUAL OCCUPATIONS—Magnacolor (6)

L6-1	No. 1	Average	10	..11/16/46
L6-2	Swedish Glass Makers	Interesting	10	.. 2/ 5/47
L6-3	G.I. Hobbies		11	
L6-4	The Stunt Girl		11	
L6-5	Artic Artisan			

SPEAKING OF ANIMALS (6)

Y6-1	Stork Crazy	Very Good	10	.. 1/25/47
Y6-2	Pooch Parade	Good	10	.. 1/25/47

PARAMOUNT (Continued)

Y6-3	Country Life		9	
Y6-4	They're Not So Dumb		8	
Y6-5	In Love		10	
Y6-6	As Our Friends			

MUSICAL PARADES (6)

FF6-1	Sweet and Low		18	
FF6-2	Champaigne for Two		20	
FF6-3	Smooth Sailing			
FF6-4	Paris in the Spring			

GEORGE PAL PUPPETOONS—Technicolor (6)

U6-1	Wilbur the Lion	Excellent	10	.. 5/ 3/47
U6-2	Tubby the Tuba		10	

POPEYE (6)

E6-1	Abusement Park		7	
E6-2	I'll Be Ski-ing Ya		8	
E6-3	Popeye and the Pirates			
E6-4	Royal Four Flusher			

TWO REEL SPECIAL

57	Two Decades of History		22½	

LITTLE LULU

D6-1	Loose in the Caboose	Funny	8	.. 5/10/47
D6-2	Cad and Caddie			
D6-3	A Bout With a Trout			

RKO RADIO 1946-'47

EDGAR KENNEDY (6)

73401	I'll Build It Myself	Hilarious	15	..10/26/46
73402	Do Or Diet	Good	18	.. 3/15/47
73403	Social Terrors		18	
73404	Heading for Trouble		18	

FLICKER FLASHBACKS (8)

74201	No. 1	Excellent	9	..10/25/46
74202	No. 2	Good	9	..11/16/46
74203	No. 3		8	
74204	No. 4		10	
74205	No. 5	Good	8	.. 5/10/47
74206	No. 6		9	
74207	No. 7		9	

RAY WHITLEY MUSICALS (4)

73501	Bar Buckaroo		16	
73502	Cupid Rides the Range		16	
73503	Bandits and Ballads		17	
73504	A Buckaroo Broadcast		18	

SPORTSCOPES (13)

74301	Skating Lady	Smooth	8	..10/26/46
74302	Hail Notre Dame		9	
74303	Bowling Fever	Fair	8	..12/26/46
74304	Kentucky Basketeers	Excellent	8	.. 1/25/48
74305	College Climbers		8	
74306	Ski Champion	Excellent	8	.. 3/15/47
74307	Ice Skippers		8	
74308	Wild Turkey		8	
74309	Racing Sleuth		8	
74310	Summer Tale		8	
74311	Ski Belles		8	

THIS IS AMERICA (13)

73101	Beauty for Sale	Interesting	17	..12/ 7/46
73102	Germany Today	Informative	16	.. 1/25/48
73103	A Nation Is Born		20	
73104	Campus Boom	Timely	16	.. 3/15/47
73105	San Francisco—Pacific Gateway	Excellent	16	.. 3/22/47
73106	Forgotten Island		18	
73107	Bio Party		17	
73108	I Am An Alcoholic		18	
73109	Passport to Nowhere		19	

MUSICAL FEATURETTES (4)

73201	Melody Time	Very Good	18	1/25/47
73202	Follow That Music		18	
73203	Let's Make Rhythm		20	

SPECIAL

73901	Football Highlights of 1946		28	

LEON ERROL

73701	Borrowed Blonde	Fair	15	.. 3/29/47
73702	Wife Tames Wolf	Fair	17	.. 5/10/47
73703	In Room 303		17	
73704	Hired Husband		19	

WALT DISNEY

64116	Rescue Dog	Hilarious	7	.. 5/10/47
64117	Straight Shooters		6	
64117	Straight Shooters		7	
64118	Sleepy Time Donald		7	
74101	Figaro and Frankie		7	
74102	Clown of the Jungle		6	

20th CENTURY-FOX 1946-'47

MOVIETONE ADVENTURES (12)

7201	Fantasy of Siam	Excellent	8	.. 2/ 8/47
7202	Royalty of the Range	Interesting	9	.. 3/29/47
7203	Harvest of the Sea	Interesting	9	.. 3/29/47

(Color)

7251	Sons of Courage		8	
7252	Jamaica	Excellent	8	..10/26/46

20th CENTURY-FOX (Continued)

7253	Historic Capetown	Excellent	8	9/21/46
7254	Girls and Gags		8	
7255	The Cape of Good Hope	Interesting	8	5/10/47
7256	Zululand	Interesting	8	3/29/47
7257	Gardens of the Sea			
7258	Romance of the Fjords			
7259	Sweden			

SPORTS REVIEWS—Technicolor (6)

7301	Football Fanfare	Good	8	3/14/46
7302	Style of the Stars	Good	10	3/29/47
7303	Tanbark Champion			

(Technicolor)

7351	Winter Holiday	Good	8	9/21/46
7352	Summer Trails	Beautiful	8	1/25/46
7353	Playtime's Journey		8	

TERRYTOONS—Technicolor (20)

7501	Winning the West	Good	7	9 14/46
7502	The Tortoise Wins Again	Good	7	8/17/46
7503	The Eltetronic Mouse Trap	Very Good	7	2/ 8/47
7504	The Jail Break	Fine	7	10/ 5/46
7505	The Snow Man		7	
7506	The Housing Problem	Funny	7	9/21/46
7507	The Crockpot King	Wonderful	7	1/25/46
7508	The Uninvited Pests		7	
7509	Mighty Mouse and the Hep Cat	Very Good	7	1/25/47
7510	Beanstalk Jack		7	
7511	Crying Wolf		7	
7512	McDougal's Rest Farm	Very Funny	7	3/28/47
7513	Dead End Cats		7	
7514	Happy Go Lucky		7	
7515	Mexican Baseball		7	
7516	Aladdin's Lamp		7	
7517	Cat Trouble		7	
7518	Sky Is Falling		7	
7519	The Intruder		7	
7520	Mighty Mouse Meets Deadeye Dick		7	

MARCH OF TIME (13)

1	Is Everybody Happy		18	
2	World Food Problem	Excellent	17	10/ 5/44
3	The Soviets' Neighbor	Revealing	18	11/ 2/46
4	The American Cop	Good	18	12/8/46
5	Nobody's Children	Excellent	17	12/28/46
6	Germany—Handle With Care	Excellent	18	2/ 8/47
7	Fashion Means Business	Excelent	17½	3/ 1/47
8	The Teachers' Crisis			
9	Storm Over Britain			
10	The Russians Nobody Knows			
11	Your Doctors—1947		19	
12	New Trains for Old?		18	

DRIBBLE PUSS PARADE

7901	Monkey-Tone News	Amusing	8	2/ 8/47
7951	Fisherman's Nightmare	Entertaining	8	3/15/47

UNITED ARTISTS 1946-'47

DAFFY DITTIES

	Choo Choo Amigo	Excellent	8	8/ 7/46
	The Lady Said No		8	
	Pepito's Serenade		7½	

MUSICOLORS (7)

	Toccata and Fugue	Intriguing	10	10/26/46

WORLD TODAY

	Wonder Eye		10	

UNIVERSAL 1946-'47

NAME BAND MUSICALS (13)

2301	Frontier Frolic	Good	15	12/28/46
2302	Champaigne Music	Good	15	1/25/47
2303	Tumbleweed Tempos	Very Good	15	12/28/47
2304	Moonlight Melodies	Excellent	15	12/28/46
2305	Tex Beneke & the Glenn Miller Orch.		15	
2306	Melody Maestro		15	
2307	Tommy Tucker Orch.		15	
2308	Charlie Barnet Orch.		15	
2309	Charlie Spivac Orch.		15	
2310	Jitterumba		15	
2311	Record Party			7/2/47

SING AND BE HAPPY (8)

2381	A Bit of Blarney	Good	11	10/12/46
2382	The Singing Barbers		10	
2383	Let's Sing a College Song		10	
2384	Let's Sing a Western Song		10	

TECHNICOLOR CARTUNES (13)

2321	Fair Weather Fiends	Funny	7	12/28/46
2322	The Wacky Weed	Good	7	12/28/46
2323	Musical Moments		7	
2324	Smoked Hams	Good	7	5/10/47
2325	Coo-Coo Bird		7	
2326	Overture to William Tell		7	
2327	Well Oiled			

THE ANSWER MAN (8)

2391	No. 1	Interesting	10	10/26/46
2392	Nature's Atom Bomb	Interesting	10	12/28/46
2393	The Jungle Gangster	Good	9	5/10/47
2394	Red Fury	Interesting	8	5/10/47
2395	Storm Warning			

UNIVERSAL (Continued)

VARIETY VIEWS (8)

2341	Bear Facts		9	
2342	Pelican Pranks			
2343	Wild West Chimp	Funny	9	5/10/47
2344	Rhumba Holiday	Good	9	5/10/47
2345	Patio Museum			6/23/47
2346	Bronco Babes			6/23/47

JUVENILE JURY SERIES (8)

2361	Juvenile Jury No. 1		10	
2362	Juvenile Jury No. 2	Poor	10	5/10/47
2363	Juvenile Jury No. 3			5/26/47
2364	Juvenile Jury No. 4			6/2/47

SERIALS (1)

	Mysterious Mr. M			

VITAPHONE-WARNER BROS. 1946-'47

BLUE RIBBON CARTOONS—Technicolor (18)

3301	Fox Pop		7	
3302	Wacky Worm		7	
3303	You're an Education		7	
3304	Have You Got Any Castles		7	
3305	Pigs is Pigs		7	
3306	Cat's Tale		7	
3307	Goofy Groceries		7	
3308	Doggone Modern		7	
3309	Sneezing Weasel		7	
3310	Rhapsody in Rivets		7	

FEATURETTES (6)

3102	Minstrel Days		20	
3103	Alice In Movieland		20	
3104	Dog in the Orchard		20	
3105	Keystone Hotel		18	
3106	Remember When		20	

MELODY MASTERS (6)

3601	Desi Arnaz & Orch.		18	
3602	Melody of Youth	Very Good	10	3/ 1/47
3603	Big Time Review	Fair	10	3/29/47
3604	Stan Kenton & Orch.	Fair	10	4/ 5/47
3605	Vaudeville Revue		10	
3606	Zero Girl		10	

MERRIE MELODIES—Technicolor (20)

2701	Kitty Kornered	All Right	7	7/28/46
2702	Hollywood Daffy	Very Good	7	8/ 3/46
2703	Eager Beaver	Very Good	7	8/14/46
2704	Great Piggy Bank Robbery	Good	7	9/14/46
2705	Bacall to Arms	Novel	7	9/14/46
2706	Of Thee I Sting	Very Good	7	9/ 7/46
2707	Walky Talky Hawky	Excellent	7	9/ 7/46
2708	Fair and Wormer	Fast	7	10/12/46
2709	Mousemerized Cat	Fair	7	11/18/46
2710	Mouse Menace	Good	7	12/28/46
2711	Roughly Squeaking		7	
2712	One Meat Brawl	Funny	7	5/ 3/47
2713	Goofy Gophers	Very Funny	7	5/10/47
2714	Gay Anties	Good	7	5/10/47
2715	Scent-imental Over You		7	
2716	Birth of a Notion		7	
2717	Tweetie Pie		7	
2719	Hobo Bobo		7	
2720	Along Came Daffy		7	
3701	Inki at the Circus		7	
3702	Growing Pains		7	
3703	Pest in the House		7	
3704	Foxy Duckling		7	

BUGS BUNNY SPECIALS—Technicolor

2718	Rabbit Transit		7	
2721	Hair Raising Hare		7	
2722	Acrobatty Bunny		7	
2723	Rackateer Rabbit		7	
2724	Big Snooze		7	
2725	Rhapsody Rabbit		7	
2726	Hare Grows in Manhattan		7	
3719	Easter Yeggs		7	

SPORTS PARADE—Technicolor (13)

3501	King of the Everglades		10	
3502	Lazy Hunter	Good	10	11/16/46
3503	Battle of Champs	Excellent	10	5/ 3/47
3504	American Sports Album	Interesting	10	4/ 5/47
3505	Let's Go Swimming	Good	10	3/ 1/47
3506	Arrow Magic		10	
3507	Harness Racing		10	
3508	Flying Sportsman in Jamaica		10	
3509	A Day at Hollywood Park		10	
3510	Tennis Town		10	
3511	Sportsman's Playground		10	
3512	Carnival of Sports		10	

TECHNICOLOR ADVENTURES (6)

3801	Star Spangled City	Excellent	10	11/16/46
3802	Rubber River	Fair	10	12/28/46
3803	Kingdom of the Wild		10	
3804	Circus Horse		10	
3505	Glamour Town		10	
3806	Branding Irons		10	

TECHNICOLOR SPECIALS (8)

3001	Cinderella's Feller		20	
3002	The Last Bomb	Tremendous	20	9/21/46
3003	A Boy and His Dog		20	
3004	Saddle Up		16	
3005	Song of a Nation		20	
3006	Hollywood Wonderland		20	
3007	Romance and Dance		20	

VITAPHONE VARIETIES (6)

3401	So You Want to Keep Your Hair	Fair	10	12/28/46
3402	So You Want to Play the Horses	Funny	10	11/ 2/46
3403	So You Think You're a Nervous Wreck	Fair	10	3/29/47
3404	So You're Going to be a Father		10	
3405	So You Want to Be in Pictures		10	
3406	So You're Going on Vacation		10	

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Merle Oberon Signed

Merle Oberon has been signed by RKO Radio to star in "Berlin Express," which will be filmed this summer in Europe by Producer Bert Granet, with Jacques Tourneur directing.

Universal Buys 'Harvey'

Universal-International this week announced it has purchased "Harvey," the Broadway hit play and Pulitzer Prize Winner.

"The Picture good enough to sell itself has not yet been made."

Martin Quigley

Publisher-Quigley Publications



Get back to SHOWMANSHIP!



You said a *Mouthful*...brother Martin!...The picture good enough to sell *itself* HASN'T been made... BUT...the SHOWMEN, *good enough* to *sell* the *picture*, KNOW that it CAN be done...with SHOWMANSHIP...in the NEWSPAPERS...on the RADIO...in the LOBBY... on the SCREEN...with BILL-POSTING...EXPLOITATION ...and all the other *go-gettem* tricks of SHOWMANSHIP ...that make people WANT to go to the MOVIES!

Martin Quigley is *Right*, fellas!...*More* SHOWMANSHIP...will make this a *Bigger* and *Better* industry...for YOU and your BOX OFFICE! Don't wait for a slump to hit you over the HEAD...Join The PRIZE BABY...NOW!...Get Back To SHOWMANSHIP!

NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

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SHOWMEN'S TRADE REVIEW

THE SERVICE PAPER OF THE MOTION PICTURE INDUSTRY

REVIEWED IN THIS ISSUE

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Vol. 47 No. 2

JULY 12, 1947

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CHARLES E. 'CHICK' LEWIS
Editor and Publisher

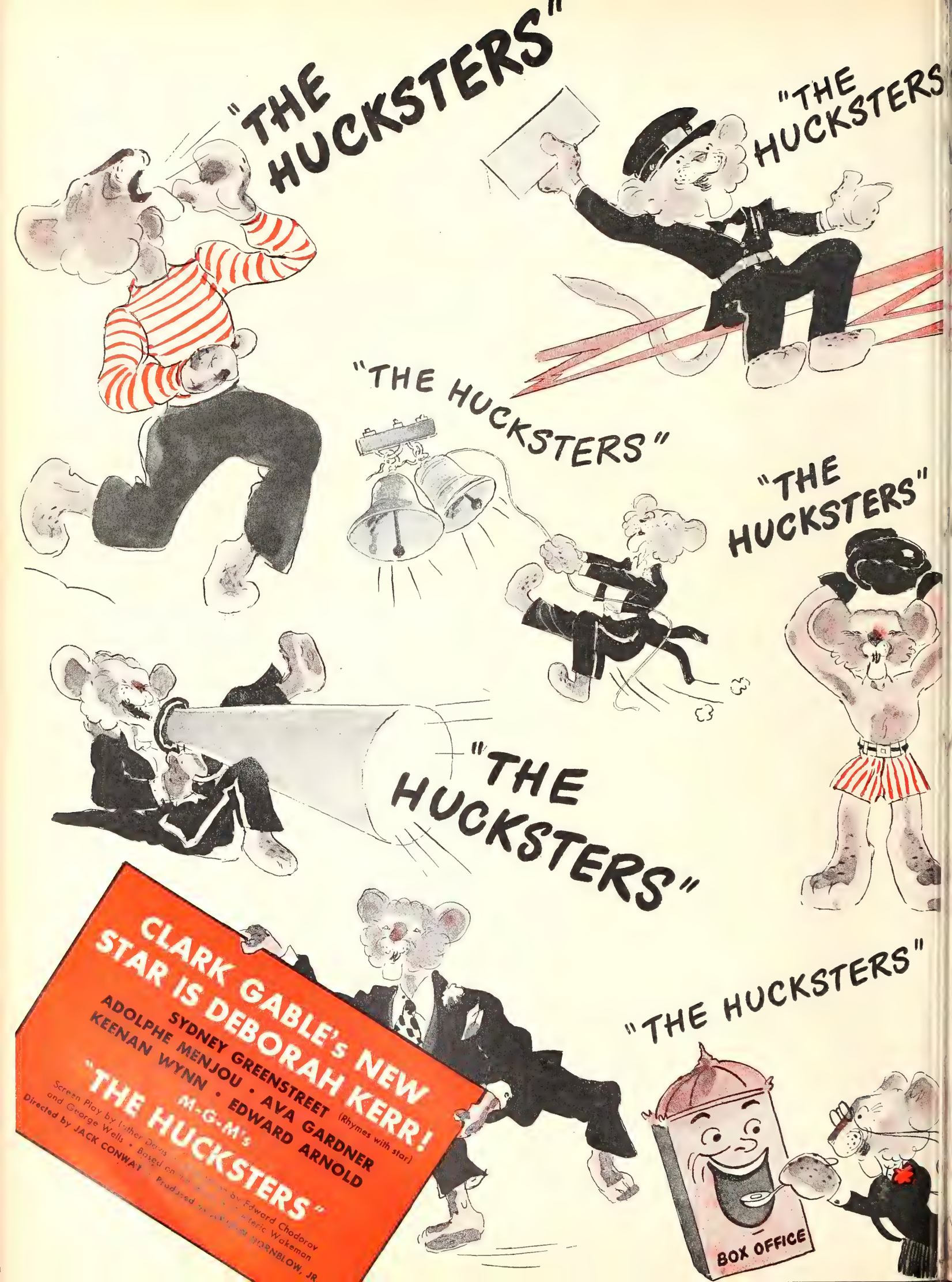
MPTOA HEAD OK'S ATA MERGER

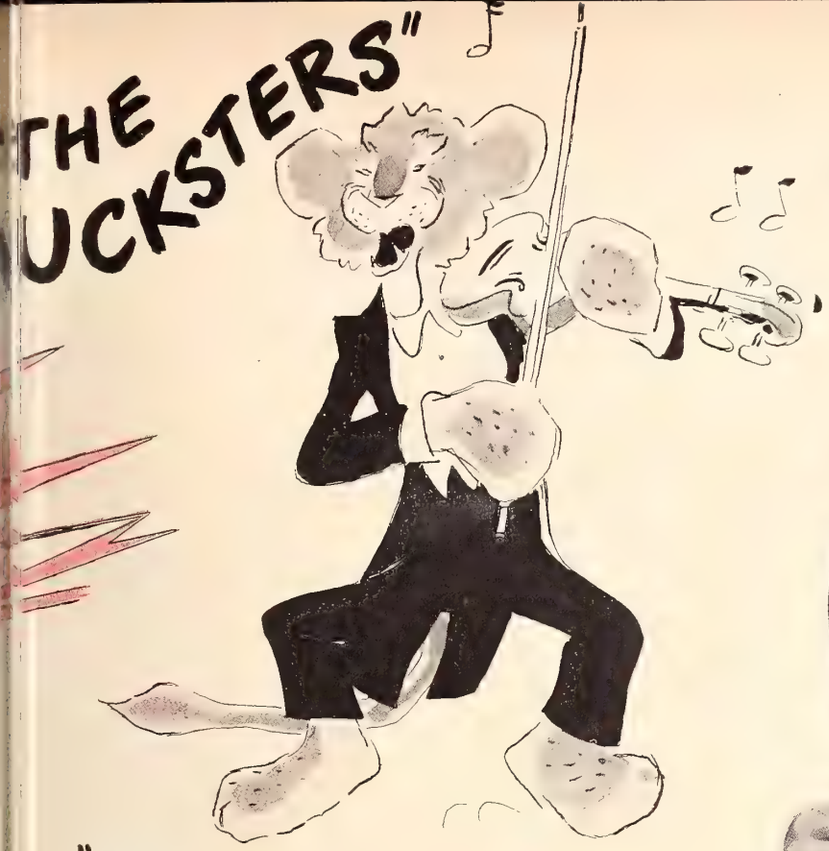
CSU ASKS $43,000,000 DAMAGES

DAY-DATE RELEASE BEST—MULVEY

UNGER SEES BOX-OFFICE UPTURN

RKO Sets 36 Features for '47-'48 Rele


"THE HUCKSTERS"
"THE HUCKSTERS"
"THE HUCKSTERS"
"THE HUCKSTERS"
"THE HUCKSTERS"
"THE HUCKSTERS"
CLARK GABLE'S NEW STAR IS DEBORAH KERR!
SYDNEY GREENSTREET (Rhymes with star)
ADOLPHE MENJOU • AVA GARDNER
KEENAN WYNN • EDWARD ARNOLD
M-G-M's
"THE HUCKSTERS"
Screen Play by Luther Davis
and George Wells • Based on the
Directed by JACK CONWAY
BOX OFFICE









Dear Clark Gable and Deborah Kerr:

We're off to a flying start in hundreds of theatres simultaneously!

We're telling the nation about M-G-M's "THE HUCKSTERS" in one of the year's biggest promotions!

Everybody's talking about it! The reviews predict a golden harvest! It's in the press! It's in the air! Your wonderful picture is destined to be the hit of the year throughout this happy land! Congratulations!

Leo of M-G-M

"A NATURAL in the full meaning of the term . . . Scored unmistakable HIT at the preview."
—M. P. HERALD

"One of the most JOYFUL and REFRESHING comedies in many months . . . A theatre playing it will have to post a smallpox sign to keep from doing capacity business."
—BOXOFFICE

"Broad farce slated for strong reception . . . Will BRIGHTEN BOXOFFICES in all situations."
—VARIETY

"SOMETHING SPECIAL in the comedy line . . . A natural for all types of audiences and localities."
—M. P. DAILY

"Should turn out to be one of the TOP COMEDIES of the season . . . A film that the entire family must see."
—SHOWMEN'S TRADE REVIEW

"HAPPY DAYS at the boxoffice . . . entertaining comedy should get the dough."
—THE EXHIBITOR

"BIG-TIME ENTERTAINMENT . . . Bound to evoke favorable reaction . . . Hefty boxoffice appeal."
—THE INDEPENDENT

"A happy, giddy show for TOP GROSSES."
—FILM BULLETIN

"A made-to-order MONEY PICTURE."
—HOLLYWOOD REPORTER

"Will line funseekers up at the wickets FOR BLOCKS."
—DAILY VARIETY



BIG NATIONAL AD CAMPAIGN

Full coverage in Life—Look—Saturday Evening Post—Collier's—Ladies' Home Journal—Cosmopolitan—American—Redbook—True Story—Seventeen and Fan Magazines . . . Color Comic Sections of 107 important Sunday newspapers . . . TOTAL CIRCULATION, 121,337,596.

ngs that Doorbell...! THE LAUGHS

NG OUT FROM COAST TO COAST!!!



KO
SENTS

CARY MYRNA SHIRLEY

GRANT · LOY · TEMPLE

IN

Bachelor and the Bobby-Soxer

RUDY VALLEE · RAY COLLINS · HARRY DAVENPORT · JOHNNY SANDS

A DORE SCHARY PRODUCTION · Directed by IRVING REIS · Original Story and Screenplay by Sidney Sheldon

RKO RADIO PICTURES

TY MUSIC HALL ATTRACTION!



ANN SHERIDAN

LEW AYRES

ZACHARY SCOTT

it's so easy to cry "Shame!"

THE UNFAITHFUL

IF SHE WERE YOURS COULD YOU FORGIVE?

THE NEW WARNER BROS. SENSATION!

EVE ARDEN STEVEN GERAY · Directed by VINCENT SHERMAN · Produced by JERRY WALD

ORIGINAL SCREEN PLAY BY DAVID GOODIS AND JAMES GUNN · MUSIC BY MAX STEINER

AGAIN WARNER GREATNESS! THE STANDOUT ATTRACTION NOW FROM THE ATLANTIC TO THE PACIFIC!

THE EDITORIAL PAGE

WANTED . . . COURAGE AND GUTS

This industry is passing through one of its more sinine stages right now and it had better stop flounder-ng and take stock before imaginary fears turn into ealities—realities induced by short-sighted policy and complete loss of courage and confidence.

It is a sad but true that the quality of the product or the first six months of the current year was far from mpressive. As a direct result there was a falling off in ttendance in many situations around the country.

But when the rare good picture came along, even the adly affected spots did an about face and finished up vith war-time or near war-time grosses.

The outlook for the last six months is certainly en-ouraging from the product point of view, but so far as he theatremen are concerned these pictures are strictly umors. They could never guess good product was com-ng along by the tempo of the distributors' trade adver-ising, that powerful medium through which the theatres f the country can be apprised of what is in store for hem.

Even top-ranking companies have stuck their heads n the sand the while they hope that, without any en-ouragement from them, their forthcoming pictures vill return a healthy profit.

Is it because these companies have lost confidence in heir own product?

We do not think so. It is our opinion that some of our olicy-makers have grown too rich and content to be nterprising and vigorous, and, worse yet, have lost the nagical touch, which is the ability to sense a good show nd to shout about it so that all in the industry could nthuse along with them and reap a good profit. Some eople like to call it guts. Others say "leadership." We hink it is just plain smart business sense. But where is it?

Take a look at the releases scheduled for the fall and arly winter. You'll find a flock of honeys that will spell op grosses in return for smart showmanship. But the ndustry in general has not captured that feeling of con-dence because the companies that will release many of hese top box-office pictures are keeping mighty quiet bout them.

This industry didn't grow to its present proportions hrough such thinking or such lacklustre showmanship. . few years ago any company with a great picture com-ng up would have framed an impressive trade adver-sing campaign and made certain that when their sales-en were ready to go out and sell that picture, an nformed and eager market would be waiting for them.

The company, which for years was the bellwether . . the leader in progressive salesmanship, showmanship and trade advertising, suddenly decided to slash its trade advertising budget to a low that puts it in the same class as some third-rate company. Now if someone can prove that such a policy is smart for show business, we'll eat their last year's hat.

How is aggressive showmanship and confidence going to return to this business if the top men of some of the top companies adhere to such a policy when they are on the threshold of a new season with a goodly supply of fine pictures?

Many theatremen write and ask us what's happening in this business. They feel that the run of poor product will continue until such time as the advertising from the leading companies gives indication that good pictures are ready for the theatres. We try to alibi and tell them that some of the companies were merely holding back during the seasonal slack period and would be back again shouting their wares as strong or stronger than ever before.

But we doubt if we were kidding them or ourselves. The, so-called, economy wave is playing hell with the whole business and destroying its most important assets: confidence and showmanship.

Come on, big shots, get out of the doldrums and snap back into the stride that made your companies the great enterprises they are. If you've got some good pictures coming up, tell the industry about them . . . and in strong, advertising language. If, on the other hand, you have a parade of turkeys in the offing, then sussshhh and keep your head in the sand. Of course, when you finally pull it out you may find the rest of the companies so far ahead of you that you won't be able to see them with a telescope.

If it really is economy you are after, better try some other angles and not kill off your best medium for maintaining or improving your standing in the industry. Turn to the production costs where with a lot less effort and certainly with less danger to your company, you can save a hundred-fold more than you can on your trade advertising.

But whatever you do . . . better start doing it soon, because as things stand right now your fear complex and shortsighted policy is scaring hell out of the rest of the business in the big towns and in the sticks as well.

Talk about theatres getting back to showmanship? For goodness sake, it is the picture companies that have to get back to it. Because if they do, the rest of the industry, especially the theatre branch, will quickly follow suit . . . but in spades.

—"CHICK" LEWIS

WHAT'S NEWS

In the Film Industry This Week

DISTRIBUTION—Si Fabian of Fabian Theatres didn't buy United Artists this week. After a period of huffing and puffing and "off again, on again" rumors, he and Mary Pickford Wednesday issued a joint statement that the sale was off due to "certain unsurmountable legal hurdles which make the proposed deal impractical." Whether that meant that Owner Mary Pickford couldn't get together with Fabian or whether Owner Charles Chaplin wouldn't sell, or whether Would-be Owner Fabian did a bit of thinking and wondered whether his entry into distribution might not affect his other interests, had the industry talking. But the best bet seemed to be that Miss Pickford got cold on the sale when she found out that it might cost her plenty in taxes. Meanwhile the United Artists presidency rumors were off again with West Coast Vice-President George Bagnall the latest candidate for the presidency which will be made vacant when Lawyer Ed Raftery retires.

Meanwhile Samuel Goldwyn was in the news again, this time as his President James Mulvey came out with a statement which indicated that Goldwyn might be thinking of day-and-date bookings on his pictures in the future. Mulvey denounced the present run and clearance system as antiquated, predicted a coming era of simultaneous releases, was outspoken in favor of specially-raised admissions for special pictures and denounced the theory that motion pictures could be sold at a level admission like packaged goods.

United Artists, holding a regional meet in New York, heard General Sales Manager J. J. Unger declare that the decline in box-office receipts was leveling off and that August would see an upturn. From Milwaukee 20th-Fox President Spyros Skouras said business would probably be off from five to seven and a half per cent, which with increased operating costs might mean a total drop of 10 per cent in profits when compared to the figures of 1946. But, he added, business in 1946 was so profitable that even with a 10 per cent drop it would still be substantial.

RKO Production Vice-President Dore Schary, in New York for the RKO sales meet, pointed out in reply to exhibitor complaints that the reason there was a backlog in Hollywood was because Hollywood had kept on producing pictures at a "normal" rate during the presumably abnormal war years and that because of extended runs this product had to be put on the shelf to wait its turn for showing. Schary declared a big backlog was not "healthy for any company." RKO, meanwhile, announced a minimum of 36 features—three less than the current maximum—for the coming year with 85 shorts and the usual 104 issues of the newsreel.

In Germany, the Motion Picture Export Association which was to have opened up its own distribution offices on July 1, was still feuding with the Military Government and thought that from the present outlook it would not get going till August.

* * *

EXHIBITION—Motion Picture Theatre Owners of America President Fred Wehrenberg will back the move to merge MPTOA with the American Theatres Association he told Showmen's Trade Review in St. Louis this week. Otherwise the exhibition front was fairly quiet with the biggest news coming from California where United Artists Theatres has started a survey for sites to build theatres under a $14,000,000 expansion plan.

* * *

INDUSTRY IN THE COURTHOUSE—It was bound to come. With the industry having exhibitors filing suits against distributors and distributors filing suits against exhibitors, it was only a question of time till something new would be added. This week in federal court at Los Angeles, it was. The Conference of Studio Unions, which has been on a nine-month ineffective jurisdictional strike, went into court and solemnly charged Paramount, RKO, Warner Bros., Columbia, Samuel Goldwyn, Republic, Universal, Hal Roach with conspiracy in restraint of trade along with the International Alliance of Theatrical Stage Employes and the Association of Motion Picture Producers. Basis of the charge is an allegation that the studios and the IATSE conspired to give the IATSE all the employment which resulted in a "lockout" of the CSU, with resulting damages. These damages the CSU estimates, when tripled under the anti-trust law, would amount to $43,000,000. Among the individual defendants named in the suit are such diverse people as IATSE President Richard Walsh, Eric Johnston and ex-convict Willie Bioff.

In Chicago the defendants in the Jackson Park Theatre case asked the United States Circuit Court of Appeals for a rehearing on Federal Judge Michael Igoe's injunction, claiming error in its support of the run limitation and the dual bill prohibition clauses; in Spokane, Columbia, Paramount, 20th Century-Fox filed suits alleging percentage fraud against B. W. Struppler.

* * *

GENERAL—United Artists Publicity Manager Tom Waller will move over to the Motion Picture Association office in New York Aug. 4 to take over the publicity spot vacated by Veteran Glen Allvine who resigned to enter motion picture production.

The Screen Actors Guild contract looks ready for closing with Hollywood producers. The guild is understood to have cut its 15-hour rest period demand between work calls to 12 hours, reduced its week end rest period from 39 hours to 36 hours and cut its minimum from $100 to $55 daily. Players earning less than $600 a week will get paid for wardrobe and make-up time which up to now had only been paid to smaller-salaried actors.

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TRADE SLANTS

GUS EYSSELL
defines
"A Music Hall Picture"

as reported by
TOM KENNEDY

Picking pictures for the world's most famous theatre may be entirely different than booking for the average movie house, but it doesn't seem so when you hear Radio City Music Hall's President and Managing Director Gus Eyssell define what's known in the trade as "a Music Hall picture."



Gus Eyssell

We asked him why he booked certain films which, when the returns were in, proved Gus was right and caused parties who first guessed he was wrong to second-guess that the pitcure was a natural for the Hall.

A prime example of this was the recent choice of the British import, "Great Expectations."

When that was announced there was a lot of head-wagging by the sideline bookers, whose guesses as to reasons behind the deal ranged from a "stop-gap date" to "good politics." The picture's cast was comprised of English players practically unheard of in the U. S.; there was no color photography or other production angle to ballyhoo; Dickens was rated as dead as Old Marley himself, so far as modern devotees of the reading room, the stage or the screen are concerned.

Actually, Eyssell booked "Great Expectations" out of the can.

"The print arrived in the U. S. at noon one day," he told us. "By four P.M. we were looking at it." And some 116 minutes later Eyssell was thinking aloud: "there's no draw in the cast; the author and the title mean little and nothing, respectively; it's taking a big chance, but the picture has such quality, such depth of appeal that it would be a disservice to our patrons not to show it."

So the choice was made, and "Great Expectations" exceeded fondest anticipations by running five weeks at the Music Hall.

As for "politics" having had anything to do with it. Eyssell says, "there was no pressure of any kind."

The five weeks' run matched that for "The Yearling," which Eyssell cites as a perfect example of what might be termed "a Music Hall Picture." Others he mentions: "Anna and the King of Siam," "The Bells of St. Mary's," "The Green Years," "The Jolson Story," and "Mrs. Miniver" and "Random Harvest," of course.

Aren't those and others that played the Hall the same pictures that rank among the big grossers in all classes of theatres, Eyssell asks. And he reminds that "The Jolson Story," as the most recent example which has played through its runs in all territories, is among the all-time big attractions everywhere.

"A picture for The Music Hall," says Eyssell, "must have quality, it must be clean, it should have breadth of appeal, and, of course, it must be entertaining."

In what way does that prescription differ from the correct formula for booking pictures at any theatre?

We're asking you.

End of Runs, Clearance Is Predicted by Mulvey

Attacking the theory that motion pictures are like packaged goods to be sold at identical prices regardless of varying quality, Samuel Goldwyn President James Mulvey Tuesday predicted at the RKO sales meet that the present system of runs and clearance would be eliminated in favor of simultaneous releases.

"I think it is our duty," he said, "to recognize that the whole public is entitled to see our pictures just as soon as possible, rather than to wait for the courts or public opinion to force us into that position."

He added that the public would rather pay higher prices for better pictures than "lower prices for an equal number of hours of boredom."

"The producer who makes a good picture," Mulvey continued, "and the exhibitor who books it, should not be shackled by a policy which because it seeks some happy medium actually puts a premium on mediocrity. When one picture gets a 'free ride' on the strength of another, when policy is deliberately designed to 'average out' overall costs and receipts . . . you can rest assured that incentive fades away and mediocrity takes its place."

Mulvey also called on exhibitors for a "revival of showmanship," declaring:

"It is a sad commentary on the state of showmanship among exhibitors that many of them think the only way to meet a decline in patronage is to cut admission prices. There is no trick to getting more people into the theatre by lowering prices . . . there is also little profit in it. Exhibitors seem to spend more time on their candy displays than in selling their pictures."

N. Y. County Taxes Film Rentals

New York state's Erie County, which contains the Buffalo exchange area, this week took advantage of the state's new enabling act which allows it to establish use taxes and slapped a levy of one per cent on film rentals.

The county action, first such reported, does not apply to admissions, but is based on the right to tax sales. The county, if it wishes, can also enact an admission tax. At present the tax applies to approximately 60 Buffalo and Erie county theatres.

Exhibitors were undecided as to whether they had to absorb this new one per cent tax or whether some manner could be found to pass it on to the consumer. Several meetings were planned on the matter.

CSU Sues Studios, IATSE For $43,000,000 Damages

Unique Action Based on Alleged Trade Restraint in Coast Jurisdiction Strike

In a move which legal circles said was unique if not unprecedented, the Conference of Studio Unions Monday filed a $43,000,000 damage suit under the anti-trust laws in the federal court at Los Angeles against nine major producers, the International Alliance of Theatrical Stage Employes, the Association of Motion Picture Producers and several organizations and individuals.

In its petition the CSU, which has been on a jurisdictional strike since September, claims that the defendant producers—Paramount, 20th Century-Fox, Warner Bros., RKO, Columbia, Samuel Goldwyn, Republic, Universal, Hal Roach—had conspired with the IATSE to crush the CSU.

The conspiracy covered an alleged agreement on the part of the studios to use only IATSE help and to produce fewer pictures than normally while the IATSE had assertedly agreed to charge independent producers higher wage scales and to furnish them with inferior workmen.

Claims Loss

As a result of these alleged acts, the CSU claims its members suffered losses which when tripled under the punitive provisions of the Sherman Act, totaled $43,000,000.

Actually the CSU claimed losses were the result of the nine months' strike which resulted over a jurisdictional fight with the IATSE as to whether the carpenters union or the IATSE should erect sets. But the CSU claims the strike was a result of a "lockout" move.

The plaintiffs, in addition to the CSU, an organization embracing studio unions belonging to the AFL, are: United Brotherhood of Carpenters, Local 946; Brotherhood of Painters, Decorators and Paperhangers, Local 852, 644, 1489, 1412; International Association of Machinists, Local 1185; International Moulders and Foundry Workers, Local 374; Sheet Metal Workers, Local 108; Henry J. Kistern, a member of Painters Local 644, asking for individual damages as a test case for the union's other members.

Individual Defendants

Individual defendants are:

Richard F. Walsh, president of the IATSE, an AFL-chartered union of stage and motion picture technicians extending from stagehands and cameramen to costumers. Walsh is abroad

(*Continued on Page* 12)

Wehrenberg Will Support Move to Merge ATA, MPTOA at Meeting

Motion Picture Theatre Owners of America President Fred Wehrenberg this week told SHOWMEN'S TRADE REVIEW in St. Louis that he would throw his full support behind the move to merge the MPTOA with the American Theatres Association.



Fred Wehrenberg

Wehrenberg will attend the meetings in New York on July 18-19 when representatives of both organizations will discuss the contemplated merger.

Though the MPTOA chieftain had originally refused to have any part of ATA when that organization was formed and had declined a seat on its board, he has persistently urged one national exhibitor organization and pushed a move to establish an all-industry Forum. The Forum plans were postponed in view of the anti-trust suit decree which threw out industry arbitration.

"I have always believed that we should have one strong national organization of motion picture exhibitors," Wehrenberg said in discussing the consolidation of MPTOA and ATA. "I have so expressed myself on numeous occasions. The many advantages of a national association to speak for all exhibitors, whether they be independents or affiliated exhibitors, are too obvious to need much argument to convince any reasonable person who understands the varied problems of theatre owners on that score.

"All exhibitors have the same legislative problems, the same taxation problems and all alike are adversely affected by censorship laws or other curbs.

"Likewise one national exhibitors' organization could function most effectively through the all-industry Motion Picture Forum that I have

(*Continued on Page* 12)

Unger Sees the Recession Spending Itself in August

Declaring that the American motion picture box-office at present is doing 50 per cent more business than it did in the early forties, United Artists General Sales Manager J. J. Unger Tuesday told a meeting of district and home office personnel that the presently-noted recession would spend itself in August and that an improvement would be noted thereafter.

Unger, who described motion pictures as the world's most economical form of entertainment said:

"I speak for the film industry when I take cognizance of a recession that is manifesting itself generally throughout our business. It is my opinion and that of many leaders of this industry that this recession will begin to diminish in August and that conditions for all of us will improve thereafter."

The meeting opened with a trans-Atlantic telephone hookup in which Distribution Vice-President Gradwell L. Sears greeted those present over a loudspeaker. The meeting closed Thursday.

Among those present were: Walter Gould, manager of the foreign department; Harry D. Buckley, head of domestic operations; Paul N. Lazarus, Jr., advertising and publicity director; Paul N. Lazarus, Sr., contract manager; and District Managers Clayton Eastman, Jack Ellis, Mark N. Silver, Fred M. Jack, Moe Dudelson, Rud Lohrenz, C. W. Allen, W. E. Callaway, Charles S. Chaplin.

36 Features and 85 Shorts In RKO's Lineup for 1947-8

A schedule which plans a minimum release for 1947-48 of 36 features out of 58 story properties plus a program of 85 shorts and 104 newsreel issues, was announced in New York this week by RKO at its national sales convention.

Announcement of the minimum features for the coming season, which are approximately three less than the maximum for the current year, was made by Executive Vice-President Ned Depinet, who told the sales meet that the pictures were "sure-fire properties" with "entertainment and box-office values" based on timely subjects.

Short Subject Sales Manager Harry Michalson announced the shorts program which is headed by an entirely new series—four two-reel "My Pal" subjects with the dog actor Flame.

In addition there will be 18 Walt Disney shorts; six Edgar Kennedy and Six Leon Errol two-reelers; 13 "This is Americas," 13 "Sportscopes," seven "Flicker Flashbacks." The newsreel will continue to be issued twice a week. A series of revivals brings the short subject program above last year's mark. The serials include six Disneys, four two-reel Ray Whitley westerns, seven "Jamboree" musicals.

Mochrie Presides

The convention, which was presided over by Sales Vice-President Robert Mochrie, heard a series of speakers who ranged from President N. Peter Rathvon to Production Vice-President Dore Schary and Advertising and Publicity Director S. Barret McCormick.

McCormick discussed the new stream-lined press books while Schary spoke of production, saying:

"We want to make respectable pictures about a very respectable world."

Rathvon, speaking briefly on Tuesday discussed the difficulty of getting film rentals out of foreign countries. He pointed to RKO's list of 20 completed pictures as the "largest in the company's history" and declared that an "outstanding accomplishment of the year" was the appointment of Dore Schary as production chief.

"RKO studios," Rathvon declared, "have never been in better hands."

Much time at the various meetings was devoted to viewing forthcoming product and to discussion of lineups.

RKO future production will come from the hands of its own units plus 10 production affiliates—Samuel Goldwyn Productions, Walt Disney Productions, Rainbow Productions (Leo McCarey), Jesse L. Lasky-Walter MacEwen, Robert Riskin Productions, Argosy Pictures and Arko, Inc. (John Ford, Merian C. Cooper), Independent Artists (Frederick Brisson), Robert and Raymond Hakim, Sol Lesser Productions.

World Wide

Its pictures include features made over a wide geographic front which extends from Mexico, where "The Pearl" was made, across the ocean to France which produced "Man About Town," into Germany where parts of "Berlin Express" are to be made, across the channel to London and then back to New York where Frederick Ullman is to make "The Window." In Hollywood Disney will produce a full-length film, "Fun and Fancy Free," in Technicolor and reissue "Bambi."



N. Peter Rathvon



Robert Mochrie

Directors that the company can draw on include:

Anatole Litvak, William A. Wellman, Norman Z. McLeod, Henry Koster, Irving Pichel, William Wyler, Richard Wallace, Irving Reis, John Cromwell, Norman Foster, Jacques Tourneur, Nicholas Ray, Mark Robson, Shepard Traube, Edwin L. Marin.

A partial list of the stars follow:

Cary Grant, Loretta Young, David Niven, Gary Cooper, Ann Sheridan, Frank Sinatra, Maurice Chevalier, Myrna Loy, Rosalind Russell, Barbara Bel Geddes, Laraine Day, Joseph Cotten, Ethel Barrymore, Irene Dunne, Merle Oberon, Dolores Del Rio, Dana Andrews, Henry Fonda, James Stewart, Danny Kaye, Dinah Shore, Eddie Cantor, Joan Davis, Edgar Bergen, Tim Holt, George Raft, Pat O'Brien, William Bendix, Dick Powell, Virginia Mayo, Jane Wyman, John Wayne, Randolph Scott, Boris Karloff, Robert Ryan, Jane Greer, Robert Young, Vincent Price, Robert Mitchum, John Mills, Martha Scott, Johnny Weissmuller, Raymond Massey, Melvyn Douglas, Fred MacMurray, Alexander Knox, Fredric March, Ann Sothern, Shirley Temple, Valli, Teresa Wright.

Among the titles which Depinet announced were:

Features before cameras—"I Remember Mama," "Return of the Badmen," "Your Red Wagon," "Roughshod," "Tarzan and the Mermaids," "Mourning Becomes Electra," "Memory of Love," "The Setup," "The Boy With Green Hair."

Features in preparation—"The Robe," "Ivanhoe," "Lewis and Clark," "The Pittsburgh Escapade," "The White Tower," "The Captain Was a Lady," "Simon Bolivar," "Mortgage on Life," "Education of the Heart," 'Beyond All Doubt."

Winners in Depinet Drive

Top winners of the Ned Depinet drive this year were announced as: Sioux Falls exchange, first place; Minneapolis, second place; Denver, third place.

'Road Show' Beer

Taverns with television have learned something from the motion picture business, RKO Television President Ralph Austrian declared this week.

"When a very special event such as a championship bout is on the air," he declared, "the price of drinks in many places is raised to a 'road show' basis—10-cent beers become a quarter. Not all showmen are in the motion picture business."

Austrian calculated that for every television receiver installed there is a minimum of five people looking at it.

20th-Fox Regional Sales Meets Wind Up Next Week

Twentieth Century-Fox will wind up its series of regional sales meetings in Washington next week when the mideast division meets under Division Manager Howard Minsky.

Previous meetings were held this week in New Orleans under Division Manager Harry Ballance and in Chicago under Division Manager J. H. Lorentz. Earlier meetings had been held in New York and in Los Angeles.

Executives attending the Washington meet will be: President Spyros Skouras; General Sales Manager Andrew W. Smith; Assistant General Manager William C. Gehring; Short Subject Sales Manager Peter Levathes; Exhibitor Relations Director Sam Shain and Smith's assistant, Martin Moskowitz.

Goldwyn's 'Walter Mitty' Opens at Astor Aug. 12

Sam Goldwyn's "The Secret Life of Walter Mitty" will open at the New York Astor on Aug. 12, following "The Best Years of Our Lives" as the result of a new lease which Goldwyn President James Mulvey negotiated for the showcase which carries the Goldwyn use of the house from Aug. 12 for 18 more months.

Goldwyn also announced a special distribution deal with MGM for South Africa on "Best Years," "Wonder Man," "Kid from Brooklyn," and "The Princess and the Pirate." RKO will continue distribution elsewhere abroad.

'Louisiana' World Premiere

World premiere of Monogram's "Louisiana" will be held in Shreveport, La., from Oct. 6-13, it was announced this week.

Product Backlog Due to Extended Runs—Schary

Hollywood's major studios developed a backlog of product because they continued normal production at a time when extended runs were bottlenecking the flow of films and not from any desire to hold out pictures when they were needed, RKO Production Vice-President Dore Schary told SHOWMEN'S TRADE REVIEW in New York this week.

Schary's remark came when he was apprised of the remarks North Central Allied Executive Director Stanley Kane had made. Kane had said that the major companies were hoisted with their own petard because they had held back pictures when the exhibitors needed them thereby creating an artificial shortage and thereby putting themselves in the position now of having to sell pictures made at high cost in a market which was declining.

Kane told his members to let distribution "hold the bag" on high-cost films, stating: "If they look funny it's a comic picture they produced themselves."

Schary pointed out that costs of production today were "certainly as high, if not higher" than they were two years ago.

Producers, he said, were not anxious to have film on the shelf.

"They want to get their money," he said. "A big backlog isn't healthy for any company."

Monogram August Releases

Monogram this week set the following August release dates: Aug. 2, "Robin Hood of Monterey," a Cisco Kid feature; Aug. 9, "News Hounds," a Bowery Boys; Aug. 16, "Flashing Gun," Aug. 23, "Song of the Winchester."

Allied Artists Sets Releases

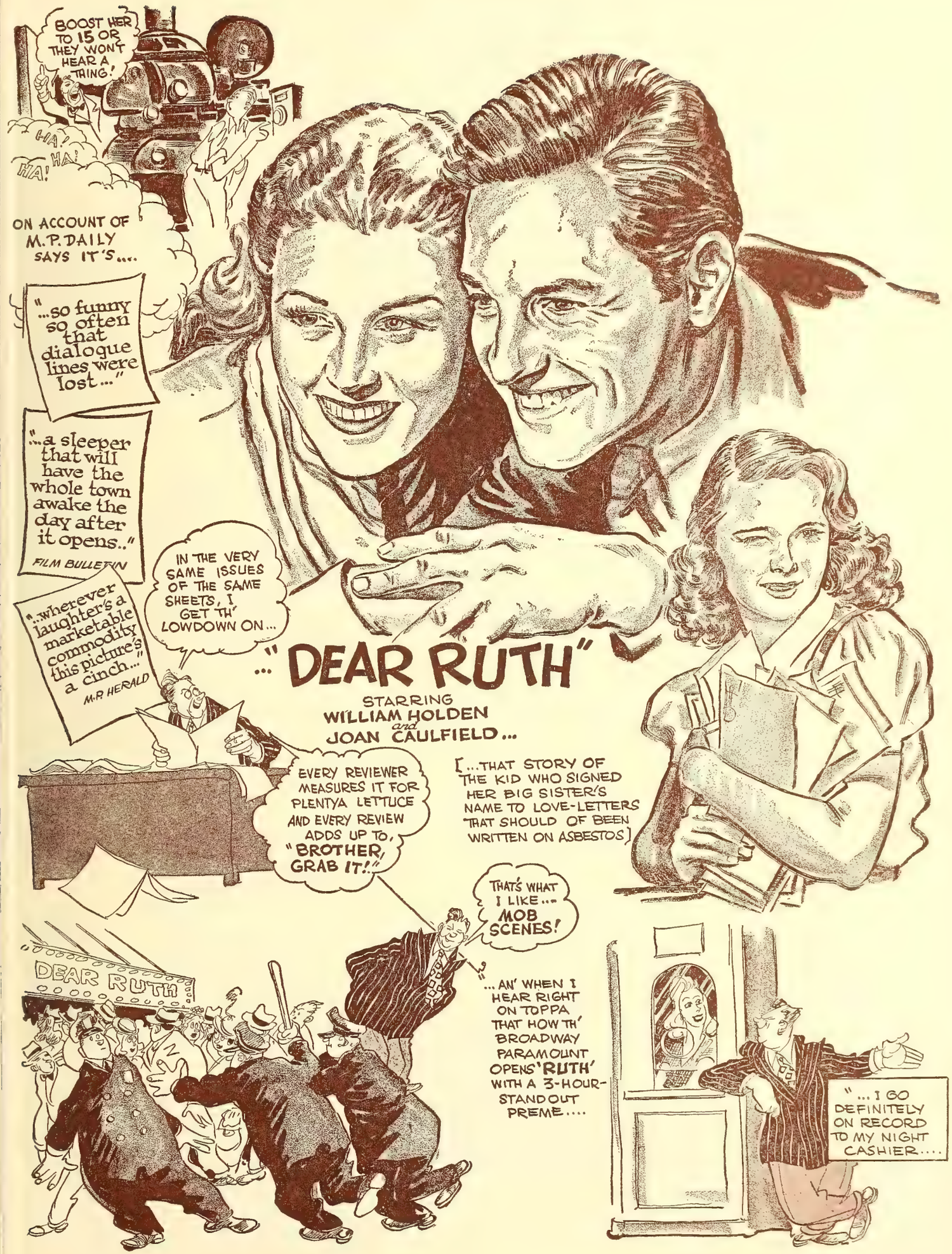
Allied Artists this week announced that release for "Black Gold" had been set for Sept. 6 while "The Gangsters" would be set for Nov. 22.



"WELCOME STRANGER" STARS **BING CROSBY, JOAN CAULFIELD, BARRY FITZGERALD** WITH WANDA HENDRIX, FRANK FAYLEN, ELIZABETH PATTERSON, ROBERT SHAYNE, LARRY YOUNG, PERCY KILBRIDE. DIRECTED BY ELLIOTT NUGENT. PRODUCED BY SOL C. SIEGEL. SCREEN PLAY BY ARTHUR SHEEKMAN. ADAPTATION BY ARTHUR SHEEKMAN AND N. RICHARD NASH. STORY BY FRANK BUTLER. LYRICS BY JOHNNY BURKE. MUSIC BY JAMES VAN HEUSEN.



"THE PERILS OF PAULINE" IN TECHNICOLOR STARS **BETTY HUTTON** AND **JOHN LUND** WITH BILLY DE WOLFE, WILLIAM DEMAREST, CONSTANCE COLLIER, FRANK FAYLEN. DIRECTED BY GEORGE MARSHALL. PRODUCED BY SOL C. SIEGEL. SCREEN PLAY BY P. J. WOLFSON AND FRANK BUTLER.



"DEAR RUTH" STARS **WILLIAM HOLDEN, JOAN CAULFIELD** WITH **BILLY DE WOLFE, EDWARD ARNOLD, MONA FREEMAN,** MARY PHILIPS, VIRGINIA WELLES, KENNY O'MORRISON. PRODUCED BY PAUL JONES. DIRECTED BY WILLIAM D. RUSSELL. SCREEN PLAY BY ARTHUR SHEEKMAN. BASED ON THE PLAY BY NORMAN KRASNA.


BABY!
WHEN YOU FIGURE ALL THREE OF THOSE SHOWS ARE COMING BANG... BANG.. BANG! IN A SINGLE MONTH!
... AND THE VERY NEXT MONTH THEY'RE TURNIN' LOOSE THAT TECHNICOLOR "DESERT FURY" AND THAT 40-STAR "VARIETY GIRL"...
NO WONDER FORTUNE MAGAZINE COMES RIGHT OUT FLAT-FOOTED AN' SAYS....
FORTUNE
"PARAMOUNT IS THE NUMBER 1 U.S. MOTION PICTURE COMPANY"

UA Theatres Expansion Program of $14,000,000

United Artists Theatres Corporation this week was studying a $14,000,000 theatre expansion and building program for the California area which, if completed, would give it a total of 75 theatres in that state.

The company is preceding the plan with a study of sites where there have been population increases or where theatres are lacking. Special care is being taken to prevent overseating. The plan contemplates purchase of 40 sites in northern and southern California at an estimated cost of $4,000,000 with another $10,000,000 for construction and equipment.

United Artists Theatres present holdings are said to be: 130 theatres in the New York area; three in Baltimore, one in Louisville, two in Columbus and two in Pittsburgh jointly with Loew's, one in Chicago, one in Detroit, 40 in California, some of which are operated with Fox West Coast. The joint operations presumably will have to be changed in view of the anti-trust decree. The company is also reportedly interested in the Robb and Rowley chain of 80 theatres in Texas.

Four Percentage Suits Filed Against Struppler

Four suits alleging fraud on percentage pictures were filed in the federal district court at Spokane Tuesday against P. W. Struppler, said to operate the Cordova Theatre at Pullman, Wash., by Columbia, Paramount, 20th Century-Fox and Loew's (MGM).

The suits, first such filed in the Seattle territory, assert the defendants submitted records required by the plaintiffs for audit which "did not fully reflect the receipts from percentage pictures."

Tom Waller Will Succeed Allvine As MPA Publicist

Tom Waller, eastern publicity manager for United Artists, will leave that post at the end of July to take over the position of New York publicity representative for the Motion Picture Association, replacing Glen Allvine, resigned.

Waller takes up his new duties on Aug. 4. Allvine, who has held the MPA publicity spot for the past five years, leaves Aug. 1 to return to producing in Hollywood.

'All Wet'

St. Louis theatregoers were a bit hot this week about the Fox Movietone News shots which they say gave a mistaken impression that St. Louis was under water as a result of the Mississippi flood. Chief blame was put on Lowell Thomas' comment which when an authentic picture of an industrial plant in the lower ground area of St. Louis was cut off by water said:

"Hundreds and hundreds of blocks in St. Louis are under water." Then when the scene shifted to show a gang of men working on a levee, Thomas commented:

"If this levee should break, there would be even greater danger in St. Louis," ignoring the fact that the city is largely on high land and safe from flood.

One St. Louisian said that Thomas' comment was 'All wet."

ATA, MPTOA Present Tax Cut Plan

Two formal proposals for a reduction of the federal amusement admission tax were submitted to the House Ways and Means Committee in Washington this week jointly by the American Theatres Association and the Motion Picture Theatre Owners of America.



A. J. Brylawski



Ted Gamble

The first proposal calls for no tax on children's admissions and a 10 per cent tax on adult seats. This plan is estimated to bring the government anywhere from $203,210,905 at normal business levels or $162,568,724 if business shows a 12-month drop of 20 per cent. (The exhibitor spokesman points out that if taxes are reduced the number of people going to theatres would increase somewhat so that 65 per cent of the former tax return would be available.)

The second proposal calls for a flat 10 per cent tax on all admissions which would yield a maximum of $216,468,008 or $172,174,406 if there were a 12-month recession.

The proposals were jointly presented by ATA Board Chairman Ted Gamble and MPTOA Vice-President A. Julian Brylawski.

Regan—He Exhibits But Doesn't Exploit

Ladies and gentlemen, meet Danny Regan. He's a showman who doesn't use exploitation. He's making money. And he's the exception which proves the rule as you'll see after you get your second wind and if you continue to read this.

For Regan, who has been in the fascinating business known as exhibiting since 1938 and always at the same stand is no starry-eyed idealist who believes the public is a super-sensitive soul which smokes out the better things in entertainment and then comes up to his box-office and graciously pays its admission without being urged, cajoled or bemused by the big drum beats of exploitation.

He's a hard-sensed young business man, as one must be who used to be in the bakery business which at one time knew what two-for-ones were in bread and had quite a problem with returned loaves. He studies his situation, profits by experience and makes decisions. The decisions incidentally are not hard and fast. They're subject to change as the situation warrants. Right now Regan, who lives in Queens and operates a theatre in the Bronx, which is part of Greater New York, thinks he doesn't need exploitation. What's more, right now he's sure he doesn't need current pictures. But that's another story and let us cease this rambling and get down to the hard facts.

Regan runs the Concourse, a modern, clean, well-decorated approximately 600-seater on Fordham Road, which is a giant shopping center for a densely populated section of what amounts to a city outside of a city. For while the outlanders think of Times Square and the island of Manhattan as being the first and last word about New York and probably only know about Brooklyn because it has a ball team of sorts, New York is actually a series of cities which are pretty independent of each other and which develop a fierce community pride.

Little City

The Bronx, besides having such obvious things as a zoo and a botanical garden, boasts of a university, some pretty fine restaurants and department stores and a lot of things which go to make up a city, including a population.

Right in the middle of this population stands Regan's Concourse. The only sour note in this idyllic symphony of what should be excellent business is that right square in the same area are Regan's opposition—Loew's, RKO's, the Skouras chain of two houses, and two others. This makes product available to the Concourse approxmiately six weeks after it plays the Loew or RKO chains.

Regan tried out several plans. He used to advertise liberally, keep a mailing list and plug away. It got results, he had to acknowledge. But the cost sort of ate up the results, he explains.

Then he tried booking foreign films backed again by exploitation. They did a good business for a while, then dropped off. Next Regan tried Jewish pictures for after all in the Bronx this should be a natural. It was, but again the exploitation out-balanced the results.

Reissues

So Regan started to book reissues four days a week and on the weekend split bought after Loew's. He dropped all his advertising excepting for space in the *Bronx Home News* and a neighborhood sheet. He didn't even concentrate on building fronts. His house bears the standard stuff in its display frames. The marquee looks like that of his opposition, though it might be a bit brighter.

But . . .

Regan emphasizes his air conditioning in a neighborhood where not all of his opposition theatres have it. .

Regan emphasizes courtesy on the part of his help. His theatre is new-looking, clean, comfortable. He doesn't encourage the attendance of children.

Some time ago he did and went in for children's matinees. But then the Skouras circuit went in for them in a big way and he dropped out, figuring that probably the caring for children was a pretty big problem and he could concentrate on adults.

And he wants to make it plain that under ordinary circumstances he'd believe in exploitation. Once in a while he even goes back to it. When he played "The Jolson Story" he did a bit of splashing, held it two weeks in a house that usually plays two weekly changes and by virtue of plugging away brought his second week's business to within $200 of the first week's. Which little mathematical fact may present an exploitation moral in itself.

CSU Sues Studios and IATSE for $43,000,000

(*Continued from Page* 9)

at present. His West Coast Representative Roy Brewer is also a defendant.

Eric Johnston, president of the Association of Motion Picture Producers, a unit of the Motion Picture Association to which the defendant producers belong and an organization which sought to settle the strike. Johnston is also abroad. His two aides—Edward Cheyfitz of Hollywood and Joyce O'Hara of Washington—are also defendants, as is William Bioff, paroled convict, ex-IATSE head, jailed for extortion at one time.

Johnston's New York office had no comment on the suit. But from the west coast, the IATSE's Roy Brewer raised an angry denial to the charge made in the CSU petition that Bioff had emerged from his retirement and was directing the IATSE in its west coast activities.

Denies Bioff

Brewer termed the charge "absolutely and completely false." In New York IATSE offices pointed out that Bioff was prevented from taking any part in the IATSE affairs by a union law and that President Richard F. Walsh in the past had said he would resign at once if Bioff were ever shown to be mixing in the union's affairs. It was Bioff's extortion against the film industry which sent him to the penitentiary. The terms of his parole reportedly forbid his taking part in any union activity.

In New York industry sources were careful not to comment but seemed to think the suit would not be sustained. One source believed it might have been precipitated by the Taft-Hartley bill which is thought to put the CSU strike in a peculiar position.

Wehrenberg Will Support ATA, MPTOA Merger

(*Continued from Page* 9)

heretofore suggested to iron out, without recourse to the courts and expensive litigation, the purely industry problems growing out of the relations of the exhibitors with distributors and producers and other groups in the motion picture business.

"It makes no difference under what name you call it—the Forum or anything else—an industry-wide body representing all elements in the business would be a fine thing for everyone in the industry. Likewise one strong national exhibitors' body would be good for all exhibitors."

Defeats Candy Bill

Wisconsin's legislature, one of only two state groups still in session, has defeated a bill which would have forced removal of candy concessions from theatres. According to reports received here, no other measures aimed at the film industry remain before the legislature, which is expected to adjourn within the next two weeks. Total of 42 legislatures have adjourned thus far, with only Alabama and Wisconsin remaining in session.

NEWSREEL CLIPS

Heart Without Flowers

The old truism that whenever there is misery or suffering show business is there to help is again being proved in the wake of the Mississippi flood with exchanges offering film, theatres donating time for benefits.

Probably the best illustration of what is an industry-wide attitude is illustrated by the wire Motion Picture Theatre Owners of America President **Fred Wehrenberg** received from MGM's **Bill Rodgers.**

"We here have read with deep concern of the devastating floods in your area, Fred," Rodgers wired. "Undoubtedly some of our customers are affected. I would appreciate it if you would get to them the word that we have advised our St. Louis office of our deep concern and have asked them to be of what assistance the emergency justifies."

It's the Heat?

This week's laugh is at the expense of some over -conscientious auditors of a certain circuit who, when they go into a house for a check, in the manner of all auditors, immediately put a seal on all property they expect to check.

So they walked into this house, sealed the manager's desk so he couldn't get at his cigars, sealed the safe, sealed the stock room, and going back stage found three locked doors. Now locked doors to an auditor mean something which must be guarded, and since it must be guarded, ergo, it must be something which needs checking. So they sealed the doors and went home for dinner.

All went well till that night when the house manager, who probably had bought other cigars from that time, gets a call from backstage. It was his maintenance man calling.

"Say," he asked. "Can I break that seal on Door No. 3. I gotta go."

The auditors had sealed a backstage toilet.

Film on Wheels

Chesapeake and Ohio's twice-a-night showings of moving pictures aboard its trains have been playing to packed houses on the first show at least, the company reports this week. The shows are now run off in a new type of dining car whose tables are so arranged that they may be cleared quickly to provide an auditorium for the films, which are projected by a union projectionist from two 16-mm. projection machines housed in a sound proof booth at the rear of the car. Average attendance is over 2,000 passengers a week.

Foreign

Lack of air conditioning isn't worrying theatres in Bucharest, Hungary, too much the Motion Picture Export Association finds. Smart exhibitors knowing you can't beat the heat, have opened open-air houses in proximity to their main theatres, hoping thereby to take up the summer slack. To date eight such open air operations were going strong.

United Artists is going to take over four pictures made by **Angel Luis Mentasis,** head of Argentina's Sono Film for distribution in Brazil with Portuguese titles. They are: "La Maja de los Cantares," "Albeniz," "Adio, Pampa Mia," "Celos." **Douglas J. Granville,** who managed for Warner Bros. in Chile has been promoted to supervise India, Burma, Siam, French Indo China, Malaya and Singapore, succeeding **Michael Shathin,** resigned. **Leo Cohen** has added "Club de Femmes" to the French films he distributes in the United States. **William Pizor,** foreign distribution general sales manager for Screen Guild, is out in Hollywood for conferences.

Marcello Girosi of Vanderbilt Films cables from Europe that he has the screen version of Donizetti's opera "Elisir D'Amore" which stars Ferrucio Tagliavini which will be set for United States Release soon.

Names

Enterprise Vice-President **George Schaefer** is one executive who thinks roadshows are needed on big pictures to bring in the costs and flatly says that when "Arch of Triumph" gets into world premieres in New York and Los Angeles around Oct. 15, it will be on that basis. PRC General Manager **Ralph H. Clark,** who found out from the doctors he'd have to rest for a longer while than he thought, quit his job this week. Twentieth-Fox Exploitation Manager **Rodney Bush** is back home again after a Chicago business trip and New Dynamo Editor **Roger Ferri** is off to Hollywood to see what's going on. **Maurice N. Wolf,** assistant to **H. M. Richey** at MGM is back from his jump to Boston; Republic Executive Vice-President **James R. Grainger,** who doesn't stay still long, is off again for Hollywood; Allied Artists and Monogram President **Steve Broidy** is in Oklahoma City to fix conferences for the companies' national sales convention, while Board Chairman **W. Ray Johnston** is on his way home from Europe.

Financial

Universal announced consolidated net profit for the 13 weeks ending May 3 of $1,335,875 after all charges were made, as compared with $1,641,899 for the corresponding period last year. For 26 weeks ending May 3, 1947, net was $2,092,418 compared to $2,576,405 for the preceding year. Republic's net for 13 weeks ending April 26, 1947 was $519,305.63 before provisions for federal taxes.

Calendar

JULY:

16, World premiere of Allied Artists "Black Gold," Oklahoma City.

AUG.

12-14, Southeastern Theatre Owners Ass'n, Miami, Fla.

Quotes

"The message of the screen reaches approximately 235,000,000 persons throughout the world in 86,640 theatres. There is a heavy responsibility upon . . . motion pictures. . . . Therefore a motion picture should not only afford entertainment, but be of educational value. . . . It can portray fairly and honestly the American way of life and can be a powerful influence in the lives of the millions in other countries who are either denied access to our way of life or who have never had the opportunity of experiencing it." **Louis B. Mayer.**

SELLING THE PICTURE

Blachschlager Policy Scores

A firm believer in careful and thorough exploitation that fits the picture, Mitchell Blachschlager, manager of the State Theatre in Middletown, Ohio, is still going strong after 30 years in the business, many of them as a distributor and then as an exhibitor. He put his ideas into practice at the Rand Theatre in Lynchburg, Ohio, and then carried them over to the State in Middletown, which he still manages, and to the Roxy in Lockland, which he later acquired. Besides enlarging his advertising and his theatre fronts at the Rand, Blachschlager initiated Gift Night and had the farmers crowding in from miles around. When he started distributing photos of Roy Rogers, he found his 350-seat house could not hold the youngsters who desired admission.

Action pictures and westerns appeal most strongly to his clientele. When the Charles Starrett westerns weren't doing too well and the Sunset Carsons were packing them in, he queried patrons to determine the reason. He found that the youngsters did not like the way Starrett handles his guns, while Carson's handling of firearms was tops. Blachschlager studies his patrons' entertainment tastes, then books the types of pictures they go for.

Radio Aids 'Copacabana'; Coast Campaign Reported

Radio exploitation is being used frequently for the campaign on United Artists' "Copacabana," produced by Sam Coslow.

On "Queen for a Day," continuous plugs were achieved coast to coast, with Coslow contributing as a prize for the Queen, a personally supervised screen test and a promise of screen appearance in his next picture.

For "Heart's Desire," continuous coast-to-coast plugs for Coslow and the picture were achieved in a letter-writing contest asking the listening audience to tell the reason behind their heart's desire to fly to New York to attend the premiere of "Copacabana" and visit prominent night clubs.

On the program "Hollywood Tour," a lunch was arranged at the studio with Coslow in the executive dining room, and a special screening of "Copacabana." For "Bride and Groom," Coslow sent Gloria Jean for a tieup with the program and a plug for "Copacabana."

Meanwhile the campaign for the musical's engagement at the Orpheum Theatre in San Francisco got underway when Manager Al Dunn hooked up the recording machine at the theatre to play the film's score prior to the playdate.

10-Minute Trailer on 'Something in the Wind'

To help launch its campaign on the "new screen personality" of Deanna Durbin, as seen in "Something in the Wind," Universal-International has prepared a 10-minute trailer which is available for showing to exhibitors and U-I sales and branch personnel at all its exchanges.

Miss Durbin plays a disc jockey in the picture and her songs are all in the popular vein.

'Arch' Video Trailer

Enterprise will utilize television advertising to merchandise "Arch of Triumph" by shooting a special trailer suited to the video medium and availing it to every station in the country. Ingrid Bergman, Charles Boyer, Charles Laughton and Louis Calhern, the film's top stars, will appear in the 450-foot trailer. Shooting starts the middle of July.

Blumenstock Calls Staff Meet on Premiere Plans

Mort Blumenstock, vice-president in charge of advertising and publicity for Warner Bros., this week called a special meeting, to be held August 7-8 at the company's home office, of members of the distribution and theatre advertising and publicity staffs for completion of plans for the world premiere of "Life With Father" at Skowhegan, Me., on August 14.



Mort Blumenstock

Discussions will embrace complete details of the early engagements to be played through August and September of the Warner Technicolor production of the record-run Broadway play.

Among home office executives participating will be Harry Goldberg, Gil Golden, Larry Golob and William W. Brumberg. Distribution department field representatives attending will include George Bannan, Lucia Perrigo, Frank Casey, Ira Epstein, George Fishman, Glenn Ireton, Art Moger, Herb Pickman, Richard Stephens, Don Walker and J. D. Woodard. Theatre ad men present will be Marcel Brazee, E. C. Callow, Dan Finn, George Kelly, Al Kvool, Frank La Falce, Frank McCarthy, Charles Smakwitz, J. Knox Strachan, James Totman and John McManus.

'Cynthia' Bus Placards

Manager H. S. Mortin of Loew's State, Syracuse, N. Y., obtained good publicity for his booking of MGM's "Cynthia" throughout the Syracuse area by placarding the bus lines.

Training and Morale

Following a screening of "Miracle on 34th Street" for the executive heads of Dallas department stores, the exclusive Neiman-Marcus shop placed an order with Forrest Thompson, manager of the Majestic Theatre, for 1,850 tickets for the store's employes, claiming the picture to be an excellent medium for training and morale purposes.

Bobby-Soxers' Debate 2-City 'Framed' Stunt

Four bobby-soxers from high school students in the Norfolk and Portsmouth area in Virginia debating the claims of Glenn Ford, star of Columbia's "Framed," and Larry Parks, who dethroned Ford as the bobby-soxers' "Man of the Year," formed the highlight of the campaign for "Framed" put on by Stan Vickhouse and Pauline Baker for the Newport and Colley theatres, Norfolk, and M. Diggs for the Commodore in the neighboring city of Portsmouth.

The four girls were divided into two teams who debated the relative claims of the two stars in a special appearance on radio station WSAP's "Afternoon Mailbag" program, with Jack Laurence acting as emcee. The four bobby-soxers were given passes to the film. Playdate plugs were interspersed in the air show.

A letter-writing contest in which the writers explained the popularity of Ford or Parks was put on by the sponsors of the air show. The person writing the best letter was awarded a solid gold ring with the writer's birthstone. Judges were the station's officials. Ring was promoted from a jewelry store.

A photographic studio tied in on the promotion through 2,000 four-page heralds sent to its mailing list offering free passes to the first 20 customers daily who took advantage of its special offer for photos during the playdate.

'Red Stallion' Premiere To Cover 100 First Runs

A day-and-date world premiere covering at least 100 first-run theatres in major key cities is planned by Eagle-Lion for "Red Stallion," Vice-President and General Sales Manager A. W. Schwalberg announced this week in New Orleans, where he was setting final premiere plans with Paramount-Richards President E. V. Richards, Jr., and Interstate Circuit Vice-President and General Manager Robert J. O'Donnell.

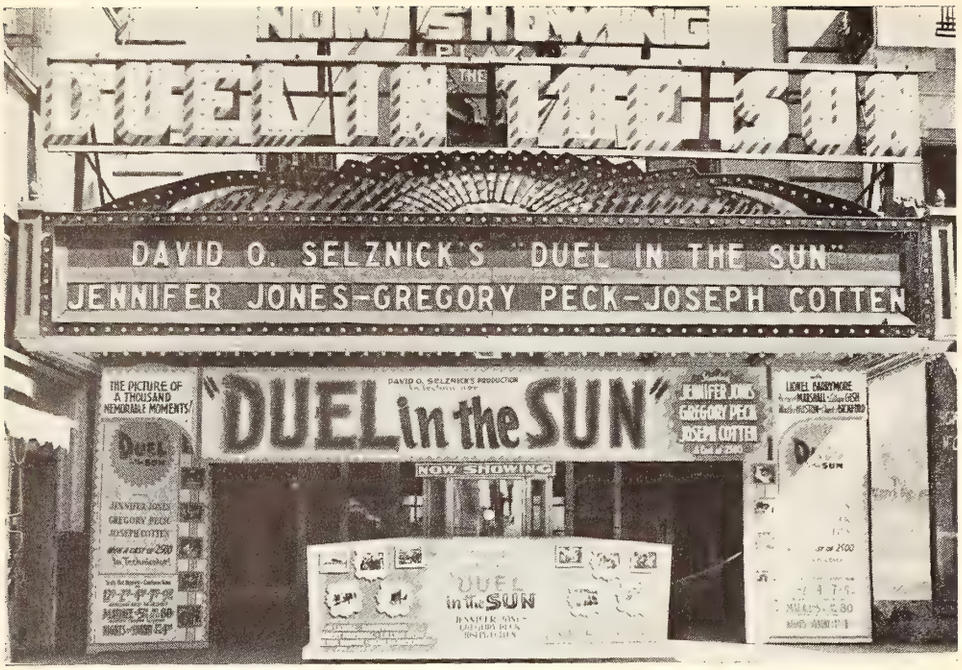
Premiere date, Schwalberg said, will probably be around mid-August.

'Kilroy' World Premiere

World premiere of the Dick Irving Hyland-Sid Luft production, "Kilroy Was Here," was to be held at the Scott Theatre, Odessa, Texas on July 12. Jackie Cooper, who co-stars with Jackie Coogan in the Monogram release, was scheduled to make a personal appearance in conjunction with the opening. Odessa is the home town of William Moss, associate producer on the film, who with Luft will attend opening with Cooper.

Premiere in London

"So Well Remembered," produced jointly by RKO and J. Arthur Rank, had its world premiere at the Leicester Square Theatre, London, last Thursday evening. Top-ranking civic and industry figures were in attendance, together with Patricia Roc, who is co-featured in the film with John Mills and Martha Scott.



ATTRACTIVE AND RESPLENDENT FRONT arranged by John Paxton of the Plaza Theatre, El Paso, Texas, for the engagement of David O. Selznick's "Duel in the Sun." Paxton evidently believes that repetition is the spice of advertising, since the title of the picture and its stars are repeated six times in the displays. Color added to the effectiveness of the front.

'Great Waltz' Passes for Sweetheart Sundae Sales

Louisville drug stores entered the "sweetheart sundae" contest which spearheaded the campaign for MGM's reissue of "The Great Waltz" at Loew's Theatre in that city. Two passes to see the picture were offered to the waitress in each store who sold the greatest number of sweetheart sundaes. The contest was in effect for six days.

Each store which entered the contest was given window streamers and back bar posters announcing that it was featuring the sweetheart sundae in honor of MGM's musical picture, giving theatre and playdate. All stores were furnished with imprinted paper napkins advertising the sundaes and the picture. Result was a jump in attendance.

Plan Campaign for Song

Deep Valley, composed by Max Steiner as the theme for Warner Bros.' forthcoming production, "Deep Valley," starring Ida Lupino, Dane Clark and Wayne Morris, has been fashioned into a ballad with lyrics by Charles Tobias, and will be published by the Remick Music Corporation with a special promotional campaign scheduled to coincide with the picture's release.

Gets Civic Support

Judge Lewis Drucker, chairman of the Alcoholics committee of the Cleveland Welfare Commission, headed a group of civic leaders who previewed Walter Wanger's "Smash-Up," story of a feminine alcoholic, prior to its opening at the Allen Theatre in that city. Judge Drucker pledged support of his committee as well as the cooperation of the Parent-Teachers Associations, Alcoholics Anonymous, Inc., and the Cleveland probation department in drafting an educational campaign. Howard Higley is manager of the Allen.

Razor Blade Makers in 'Razor's Edge' Tieups

Razor blades for theatre patrons resulted from tieups made by managers of Century Theatres with manufacturers of safety razor blades. Allen Grant, manager of the Brooklyn Patio Theatre, and his assistant Al Cohn, in cooperation with the home office staff, obtained 4,000 blades from the Marlin Razor Blade Company. The blades were placed in individual envelopes imprinted with copy on the picture, theatre and playdates, and distributed in advance among patrons.

Manager Al Wasserman of the Farragut, Brooklyn, made his own tieup with the Pelham blade company, obtaining 1,000 blades which he pasted on cards containing this copy: "For your keen entertainment pleasure, Century's Farragut presents 'The Razor's Edge'" followed by: "For shaving comfort, try the attached Pelham blade. It's the perfect razor edge."

Contests on 'Locket'

During the engagement of RKO's "The Locket" at RKO Brooklyn and Queens theatres, five of the houses—the Flushing, Dyker, Kenmore, Orpheum and Strand, Far Rockaway—were scenes of "Locket" contests. By means of keys obtained at the theatres or from cooperating merchants, persons attempted to open lockets on display in the lobbies. Those who were successful received cash and other valuable prizes. It was not necessary to buy tickets to try keys for the prizes.

'Mr. Trombone,' 'Mr. Sax'

Management of the Plaza Theatre in Windsor, Conn., hit upon this line at the top of his advertising for United Artists "The Fabulous Dorseys"; "Mr. Trombone, Mr. Sax in . . ." followed by title of picture, theatre and playdate. As one Dorsey in the film plays a trombone, the other a saxophone, the line attracted no little attention.—HFD.

Informative Campaign on 'Torment' in Hollywood

Because the players in the Swedish-made picture, "Torment," were entirely unknown to American audiences, and believing that a different exploitation approach was needed in Hollywood from that used in New York, Barry Bernard, publicity director for the film capital's Laurel Theatre, used the informative approach in his campaign by letting his clientele know about the dramatic and adolescent nature of the film.

New York ads were discarded and an entirely new selling approach was worked out with Ed Kingsley, owner of the picture, who was then in Los Angeles. Catchlines in the ads, illustrated by reproducing stills, stressed the drama in the film. "A study in sadism! The first, sordid, beautiful, shattering impact of sex on the adolescent, appeared at the top of one large ad. "A startling experience in adolescent love . . . a realistic drama of first passion!" was the caption used in another.

Swedish Smorgasbord

Continuing his informative campaign, Bernard placed an eight-column "picturized review" of the picture in the Hollywood *Citizen News* the day before the opening, illustrated with scene stills, with an outline of the drama in the action. The boy-star in the picture, Alf Kellin, had been placed under contract by David O. Selznick on the strength of his work, so Bernard persuaded Selznick office to help on the campaign through furnishing new stills of the boy which were presented to members of the press at a big advance screening. A Swedish smorgasboard, with Swedish aquavita or Scotch was served to those present.

Deviating from the theatre's previous policy, a large number of spot radio announcements were given "Torment." Newspapers used stills of the players and dramatic scenes. Specially prepared lobby cards were placed six weeks in advance. New trailers for the screens of the Laurel and the Esquire were prepared and used 10 days before the picture opened. Newspaper columnists were generous in their plugs fos the film.

A special screening for various women's organizations at which questionnaires on their reactions were distributed, resulted in much valuable advance publicity.

The two leading Swedish newspapers in the area carried the special "Torment" ads, stories and scene mats, as did the two leading college papers in Los Angeles, whose editors were invited to one of the advance screenings. The Swedish consul was invited to the opening, as were many other people of importance.

For Sweethearts Only

Suddenly it's spring and a young man's—and young woman's—fancy lightly turns to thoughts of love, and what is more natural than Manager Robert A. Hynes of the Criterion Theatre, Oklahoma City, should become Cupid's emissary when he had Paramount's "Suddenly It's Spring" coming to his theatre? Young lovers like to visit a city's parks—and too often find the benches preempted by their elders—so Manager Hynes placed cards reading: "Reserved for sweethearts because 'Suddenly It's Spring'—now at Criterion" on the benches in three of the city's recreational parks during the run of the picture.

Food Markets Lower Egg Prices to Exploit 'Egg'

When a theatre manager, in furtherance of his exploitation campaign for a forthcoming picture, can induce food merchants to tie up on the campaign through the lowering of prices on a daily food commodity he's near tops in his professional activities. It can be done, for Manager William Osborne of Warners' Granada Theatre in Santa Barbara, Calif., and Manager Harry Schlinker of the Warner Theatre in San Pedro did just that. Tieups were practically identical in theme and in handling and both were for the same picture, Universal-International's "The Egg and I."

Jordano Brothers in Santa Barbara paid for two three-column, 10-inch ads in the Santa Barbara *News-Press,* one with a large cut of Fred MacMurray and the other an ad cut showing both MacMurray and Claudette Colbert, with copy reading: "'The Egg and I' with Fred MacMurray and Claudette Colbert, the best show in town now showing Granada Theatre, with second feature now appearing at all Jordano stores, countryside Grade A eggs, 64 cents a dozen." The eggs were sold at from three to five cents below prevailing prices.

In San Pedro Manager Schlinker's tieup was with Ben's delicatessen which advertised both attractions in the San Pedro *News-Pilot* with somewhat similar copy.

In addition to exploiting the picture both managers won goodwill from housekeepers through lowered egg prices—a real community service.

Lobby Sound Effects Plug 'Sea Hawk' and 'Sea Wolf'

A special touch of ingenuity in setting up his lobby display on the Warner Bros. combination sea bill, "The Sea Hawk" and "The Sea Wolf," was employed by Manager James E. Scott of the Roxy Theatre, Atlanta.

He obtained transcriptions of sea and wind noises from RCA Victor, then got hold of an automatic record player and placed it behind the big lobby display so that everyone entering and leaving the theatre had his attention drawn to the sign by the sound effects emanating from behind the frames.

The stunt was very effective in stopping the customers and making them pause to look over the lobby display.



STAR VALUE is emphasized in this elaborate lobby display set up by Elmer Pickard, manager of the Stanley-Warner Boyd Theatre, Philadelphia, in advance of his showing of MGM's "Sea of Grass."



NATURAL. When you play a musical, you expect to get music store cooperation, and that's just what Manager Lou Cohn did when MGM's "No Leave, No Love" played at Loew's Poli, Hartford, Conn. Now this picture may not be an out-and-out musical—perhaps we should call it a comedy with music—but the fact that songs are featured in the film by Xavier Cugat and Guy Lombardo make music tieups a natural. Here's the window Cohn promoted.

Plays Up Local Angle In Exploiting 'Goodbye'

Patti Brady, a Queens girl who has a role in "Never Say Goodbye" served as a means for exploiting the picture at Century's 43rd Street Theatre, Long Island City, N. Y. The house seats but 597 persons and has a small lobby, so Manager Sid Baker can't use large-scale lobby promotion.

He had a 40-inch circular poster prepared for display in the theatre which bore this copy: "Come on in an' see me 'n Errol (Flynn) 'n Eleanor (Parker) in 'Never Say Goodbye', starring Sunnyside's own Patti Brady," plus playdate. Two 8x10 stills of Patti, Flynn and Miss Parker were featured in the display. It was a simple stunt that proved effective.

'Gone With Wind' Repeat Premiere in Atlanta

Premiere history was remade recently in Atlanta, Ga., when David O. Selznick's "Gone With the Wind" returned to Loew's Theatre for a repeat performance. When the doors opened at 9:00 a.m., nearly a thousand people, notably teen-agers, were in line, indicating that a new generation of moviegoers is out to see for itself if the picture is as good as its parents and the press agents said.

Original premiere of the MGM release was at the same theatre on December 15, 1939.

Church Goodwill Builder

When Morris County, New Jersey, religious leaders held a meeting recently in Morristown, Reade Theatres' City Manager Guy Hevia took advantage of the opportunity to further strengthen churchly goodwill for the Reade theatres there by screening for them a "Go to Church" trailer. He also told the clergy of the circuit's plans for further cooperation with them.

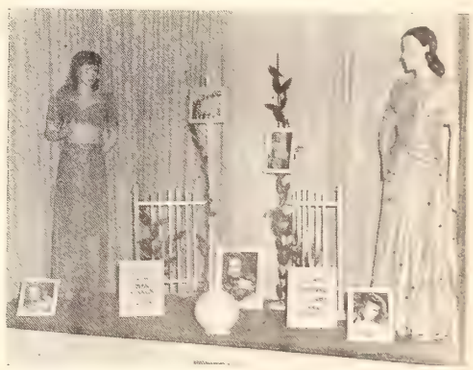
Baltimore, Boston Hotel Pages Boost 'O'Clock'

A stunt to exploit Columbia's "Johnny O'Clock" that should prove effective in almost any town is to arrange with hotels to have page boys go through the lobbies paging Mr. Johnny O'Clock. Already it has been done with success by Manager Leonard Smelter of the Hippodrome in Boston and by Managers Allen and Newman of the Majestic and Trans-Lux theatres in Boston.

In Baltimore telephone operators put in calls for Mr. Johnny O'Clock in hotel lobbies, bus stations and other crowded spots throughout the city. In Boston page boys in four of the city's leading hotels—the Touraine, Statler, Avery and Bradford—by arrangement with the management, went through the lobbies and dining rooms paging the hero of the film for a number of days in advance.

Manager Smelter and his assistant, Ted Routson, in Baltimore, arranged a tieup with the *Home News* and a jewelry store whose window display featured a wrist watch with its face covered by adhesive tape and called the "Johnny O'Clock" watch. Contestants were to guess at what time the watch had been stopped, the winner to receive the watch as a prize. Another jewelry store gave the picture a window display, tieing in with the film's title and carrying an eye-catching streamer spotted across the window. A millinery store gave a window to the "Johnny O'Clock" berets worn by Evelyn Keyes. Sporting goods and drug stores also carried window displays. Radio stations WITH and WBAL plugged the film.

In Boston Messrs. Allen and Newman arranged for one of the races on the opening day of racing at Suffolk Downs Race track to be called the "Johnny O'Clock" handicap, with picture, theatre and playdate credit being carried over its p.a. system, which got breaks on the sports and entertainment pages of the newspapers. Auto stickers—10,000 of them—were placed on parked cars throughout the city. Copy read: "Don't park here too long—it's time to see 'Johnny O'Clock'," etc. A tieup with Capitol Records resulted in over 100 silk-screen window cards, based on Capital's recording of I Never Knew, used in the film's background score, in as many of the city's music stores. The Majestic hung a large banner on the picture across Tremont Street.



DIGNIFIED AND ATTRACTIVE is the above window display of the original costumes worn by Maureen O'Hara in RKO's "Sinbad, the Sailor" exhibited by the Rose Gown Shop in Santa Barbara, Calif., four days in advance of the picture's opening at Warners' Granada Theatre. Note action stills attached to the gate posts. Credit Manager William Osborne for the display.

THEATRE MANAGEMENT



The Brass Tacks of Efficient Picture Theatre Management*

THE CHEATS ARE BACK, WATCH OUT!

By Jack Jackson

Now that flush times are just around the corner (that corner we passed a few months ago) we of the theatre are again being placed on the "sucker list" of the "queer pushers," short change artists, counterfeiters and others of their ilk. Theatres, because of the easily determind rush periods, hold an "A" rating with the slick chaps who manipulate the handling of Uncle Sam's coin and currency to their personal advantage. Ticket slickers are also becoming more prevalent and the extremes of effort some folks will travel to evade the price of a theatre ticket makes a piker of the fellow who spent the first forty years of his life seeking the road of least resistance.

Among the newer—in my experience—tricks that are being tried, successfully in most instances, on theatre cashiers are these:

During the earlier moments of the rush period a run-of-the-mill woman gets into the line of customers and offers the cashier a $20 bill. She receives her change and enters the theatre. Some time later, when the rush is really strong, along comes a man who buys a ticket with a one dollar bill. A few customers back is another man who approaches the cashier and offers another $20 bill. The two are widely separated in the line and both enter the theatre. But the one who offered the one dollar bill complains to the doorman that he didn't get his right change and asks permission to return to the ticket window where he politely calls the cashier's attention to the fact that she gave him the wrong change. Of course at this point the manager is called and the argument gets hot. The customer insists that he gave the cashier a $20 bill and that he can identify the bill because of certain markings—sometimes an initial and at others a figure such as bank cashiers often mark on the top bill of an unwrapped stack. The cashier explains that she did get a $20 bill in the past few moments but that this is not the man who proffered it and that she gave the correct change. When the cash drawer is examined the bill which the now irate customer claims as the one he tendered stands out like a bandaged thumb on a pickaninny. By this time quite a scene is taking place and the "victim" has a whole crowd of sympathizers helping him clamor for "his" correct change.

Customer Asks That Police Be Called

When the manager still refuses to give up the disputed money the customer asks that the police be called and presents his case to the law enforcer along with the evidence of the "friendly" patrons who have witnessed the supposedly entire transaction. If the cop happens to be friendly to the theatre the settlement can be deferred until after closing. The transaction usually turns out as a theatre loss even if the "artist" goes his way during the waiting intervals because so many customers have witnessed what appears like a refusal of the management to rectify a flagrant mistake by the cashier. In many instances the "victim" is reimbursed and goes his merry way jingling some 19 dollars of theatre money in his pocket.

The theatre always loses, either in customer confidence or in cash.

When the trick was recently tried in one of the theatres under my jurisdiction we happened to get a lucky break. The manager had "robbed" the box-office shortly after the marked $20 bill offered by that run-of-the-mill customer had enterd the theatre. When the "victim" requested that the cashier's till be checked for the bill he so readily remembered as tendering and carrying the identifying marks were missing. The policeman was friendly with the manager and accompanied the complainant to the treasurer's office where the bill was found in an envelope plainly marked as having been removed from the box-office some 20 minutes before the "victim" bought his ticket. This "broke the case" for the law enforcer who, after a period of questioning, forced the details of the scheme and arrested the "victim" along with his accomplice.

Kinda clever isn't it?

If you want to protect yourself against this brand of box-office pillage have your cashier notify you of the receipt of all bills of large denomination and get them in the treasurer's office properly marked as to time of receipt.

The other instance was a pair of "peelers" who were successful but lost their ill-gotten gain when they had to run for it after approaching another cashier who had been notified

(*Continued on Page* 18)

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Local News Coverage Is Asset for Iowa Manager

Does Wilton Junction, Iowa, have a bubble gum chewing tourney? Do the ladies of that community (just as a gag, mind you), hold a crazy hat contest? Well, when it does the news-shattering events find themselves on the screen of the Wilton Theatre due to the enterprise of Manager Ken Wagner, who has developed a private hobby into a community asset which pays off at his box-office.

Wagner's interest in motion picture photography led to his establishing The Home Town News, a reel which he produces monthly to cover community activities. The entire production job—from shooting through editing and writing titles—is done by Wagner, who not only is using it as a business builder but turns over clips on various subjects to interested organizations who can make them part of their records.

Wagner got into show business through a childhood interest in drawing which led to a job with an advertising firm handling show accounts. His drawing ability later led to titling and his future plans are to make a moving picture of Wilton Junction, using only children.

Canada's Saturday Shows For Children Successful

Canada has more than two years' experience with special Saturday shows for children and to date the vote would seem to indicate they were a success.

Started first as "meetings" of the Odeon Movie Club in May, 1945, and patterned after the J. Arthur Rank move in Britain, the movement spread to some 60 Odeon Theatres. It was later picked up by Famous Players with a Movie club for young Canadians. Both clubs use membership cards, contests, sing fests, amateur vaudeville and prize stunts.

Odeon's clubs, which are headed by Tom Boywer of Toronto, insist that the clubs are not operated for profit but for community good will principally to offset the argument that motion pictures are not good for children. Famous Players takes the same line.

A number of other Canadian Theatres have also developed the Saturday morning special show idea, some in cooperation with radio stations or with retail store sponsorship through prices and competitive stunts.

A few more, especially Odeon in British Columbia, have broadened their activities into the field of sports.

Flowers for Lobby

Manager Gerry Wollaston of the State in Harrisburg, Pa., always has a vase of fresh flowers in the lobby because of a tieup with a local florist who supplies the flowers in exchange for a small ad.—HAR.

Clean Winter Uniforms

Winter uniforms are expensive. Before storing them away until needed next fall, be sure they have been properly cleaned and pressed.

Vibrant new version of the story that warmed a million hearts!



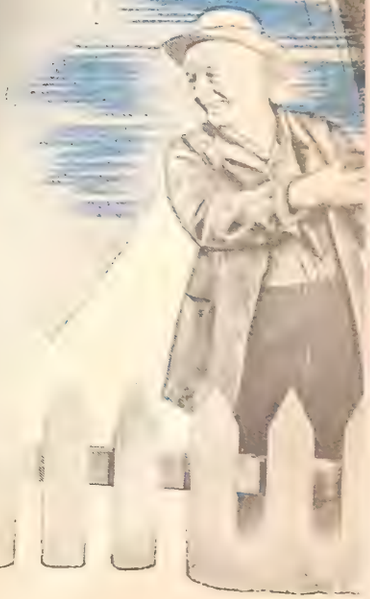
All new... and all stirring!

Based upon the novel by GENE STRATTON PORTER

COLUMBIA PICTURES presents

Keeper OF THE Bees





MICHAEL DUANE · GLORIA HENRY
HARRY DAVENPORT · JANE DARWELL
JO ANN MARLOWE

Screenplay by Lawrence E. Watkin and Malcolm Stuart Boylan

Directed by JOHN STURGES · Produced by JOHN HAGGOTT

Beware of Ticket Slickers, Warns Jackson

(*Continued from Page* 16)

after the first phony was discovered. "Peelers" are pretty difficult to handle during rush hours. Their scheme is to peel a one dollar bill and a ten dollar bill. They paste the front half of the ten to the back half of the one and reverse the process to make two tens when the bills are tendered with the 10 dollar surface topside. It frequently happens that the fraud is not discovered until the bills go to the bank. At other times it offers a difficult problem in balancing the cash because of the tendency to turn the bills over when re-counting. The only sure protection against "peelers" is to instruct the cashiers to turn both sides of a bill before placing it—still in full sight of the customer—while she makes the proper change.

We can expect again frequent visits from the pair who always seem to get into an argument as to who pays the admissions—after one has presented a bill of more than normal denomination and gotten his change laid before him. When the argument is finally settled—and while the cashier's attention is diverted to the play of words and the always necessary playful pushing of first one then the other away from the window—one has smoothly retrieved the bills tendered in change for his large bill. The other pays and the first usually gets a "repeat" payment of the currency he has already pocketed.

I think that even the novice cashiers are too smart to fall for the "envelope to a sick mother" gag so we won't go into that one here. However, I would caution all cashiers to refuse to change bills of large denomination for strangers. The slicker looking for change is far more dangerous than the one buying a ticket. He is usually a smooth and engaging talker who gets the cashier overly interested in his manufactured dilemma and manages to get several dollars more than is coming to him.

There is still another currency trick that is now being worked. This one consists of tearing the numerals off different corners or three or four five dollar bills and pasting them—sometimes crudely with scotch tape—on a one dollar bill. The not-so-careful cashier usually redeems these bills at their "manufactured value" at the expense of theatre revenue. For some reason or other our money handlers are not as suspicious of fives as of bills of larger denomination and are consequently caught off guard more frequently.

Coinage closely resembling the genuine Uncle Sam variety is beginning to find its way into the tills again. Some of these are excellent replicas and give even the experts some trouble in detection. Unless your ticket window is already equipped with a sounding tray or slab it would be advisable to arrange for the placement of such a unit without further delay.

I don't know why but I've yet to hear of a counterfeit coin that possessed sound effects to compare with originals. Most of the fictitious coinage also lacks the "bounce" of the genuine and can be detected easily.

Counterfeit Gain Seen

Counterfeit currency can also be expected to gain in circulation. It always does when the originals become scarce. Federal authorities advise that the best means of detection is in the fuzziness of the art work. However, it seems such identification would be difficult if the passer were smart enough to give the "phony" a thorough massaging and roughing up before attempting its exchange for real money. The texture of the paper is the best test on one dollar bills because anything near a reasonable facsimile of the Treasury's silk-fibered paper is almost impossible. As I see it the big danger is from the fellows who actually purchase original one dollar bills and, by chemical treatment, efface original figures and substitute larger numerals. The Federal officers tell me that most of these chaps are in a hurry and—knowing the general carelessness of money handlers—omit the details of changing the art to conform to the original engraving.

So it seems to me that the conduct of a cashier's school where everybody charged with the handling of money around the theatre would be required to study and memorize the portraits of celebrated statesmen appearing on the various genuine bills would be a protective measure well worth while.

In this school the sound or feel of original coins as compared to counterfeit could also be studied.

Two Stubs Make a Ticket

So far the ticket cheaters are contenting themselves with picking up two used stubs from the floor or lobby and pasting them together to make a very crude whole ticket. Receptacles have shown up as many as four or these on one checking. While this is evidence of carelessness on the part of the doormen it must be admitted that most of the present-day door attendants have had no previous experience in detecting ticket frauds. A little education will eliminate this. There is a marked difference in the "feel" of a ticket fresh from the machine and one that has been handled and the experienced—or schooled—doorman will get that "feel" the instant the ticket reaches his fingers.

If your house hasn't been "snapped" by one or more of the crooked gentry who consider the theatre as one of the safest places to ply their nefarious trade just consider yourself lucky—not immune—and get busy at the job of schooling and instructing your staffs in the interesting and money-saving arts of fraud prevention.

Exhibitors Carrying Fight to Public On Increased Admissions Controversy

The ever-widening rift between the producer-distributors and exhibitors over increased admission prices is now being carried to the public, with news of the controversy breaking into print.

This was indicated in Charleston, Ill., recently when the management of the Charleston Theatre Co., through on "open letter" to the public, blamed the producer for increased admissions during the local engagement of "The Best Years of Our Lives" (see cut).

And in Dallas, Texas, one day last month Columnist John Rosenfield of the Dallas *Morning News* presented the exhibitor's side of the controversy when he pointed out, in one of his Passing Show columns, ("Who's to Blame for Roadshow Movie Prices? . . . Not Theatre"), that "the exhibitor carries a heavy burden of sins but the hiked admission prices is not one of them."

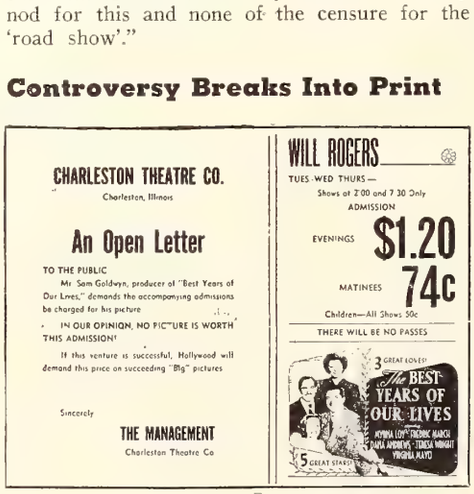
Declaring that "in all fairness, this should be understood by the public," Rosenfield reminded his readers that "the local theatre normally fights to the last ditch to hold admission prices at the established figure, wins about three falls out of five for your benefit as well as his."

Rosenfield explained that when a producer-distributor invests from $4,500,000 to $6,000,000 in a picture he feels, first, that he has something extraordinary and, second, knows that only advanced prices can recover most of the money quickly. Consequently, he continued, "every effort is made to force theatres to play 'The Best Years of Our Lives' or 'Duel in the Sun' at 'roadshow' prices." Some theatres successfully hold out for a normal run, but "with 'Best Years,' 'Duel in the Sun' or 'Henry V' it was a matter of accepting 'roadshow' dates or none at all."

Quoting R. J. O'Donnell, Interstate circuit's vice-president and general manager, to the effect that "we are definitely opposed to roadshow motion pictures" and that "we yield to importunities on the very biggest pictures only because we feel an obligation to our cities," Rosenfield made it clear that whereas other large cities of the east and middle west had increased prices during the war years "by 30 per cent or more," the normal Interstate admission prices had changed almost not at all since 1930, except for slight differences caused by the federal admission tax and the addition of a penny here and there to arrive at a round figure.

"The upshot of the argument," he concluded, "is that pictures like 'Best Years,' 'Duel' and 'Henry V' play on the producer-distributor's terms or wait one or two years. Otherwise, movie admission prices have not advanced during a period when everything else has gone higher and higher and still higher. We think the theatres in this territory deserve a friendly nod for this and none of the censure for the 'road show'."

Controversy Breaks Into Print


CHARLESTON THEATRE CO.
Charleston, Illinois

An Open Letter

TO THE PUBLIC

Mr. Sam Goldwyn, producer of "Best Years of Our Lives," demands the accompanying admissions be charged for his picture

IN OUR OPINION, NO PICTURE IS WORTH THIS ADMISSION!

If this venture is successful, Hollywood will demand this price on succeeding "Big" pictures

Sincerely

THE MANAGEMENT
Charleston Theatre Co

WILL ROGERS
TUES.-WED.-THURS.—
Shows at 2:00 and 7:30 Only
ADMISSION
EVENINGS $1.20
MATINEES 74c
Children—All Shows 50c
THERE WILL BE NO PASSES

3 GREAT LOVES!
The BEST YEARS OF OUR LIVES
5 GREAT STARS!

The Charleston Theatre Company management carried a protest over increased admissions for "The Best Years of Our Lives" to the public via an advertisement, reproduced above, from the Charleston Courier, for the Will Rogers Theatre, Charleston, Ill.

Watch Volume

Are the projectionists or sound checker spoiling sound quality by running volume too high?

REGIONAL NEWSREEL

NEW HAVEN

Connecticut premiere of Paramount's "Variety Girl," sponsored by Tent 31, Variety Club of Connecticut, will be at the Paramount Theatre, New Haven, on the night of August 28. Proceeds will go into the club's charity fund. Harry F. Shaw, division manager of the Loew Poli New England Theatres, is chairman of committee arranging for special talent, with Harry Rosenblatt, MGM branch manager, chairman of ticket committee. Abe Mattes will chairman the souvenir program committee and Lou Brown of the Loew Poli N.E. Theatres will handle the publicity.

20th Century-Fox Division Manager Ray Moon is spending several days with Ben Simon, local branch manager. George Worcester of the 20th Century-Fox office, who celebrated his 91st birthday on June 30, is visiting New York and the home office.

Lou Brown, director of advertising of the Loew Poli N.E. Theatres, accompanied by his wife and daughter, are vacationing at Virginia Beach, Va. Trio will also stop off in Baltimore and Washington. Morris Rosenthal, manager of Loew's Poli and Mrs. Rosenthal, are back from auto vacation trip to Kansas City, Kansas.

Al Shea who runs the legitimate shows at the Loew Poli Lyric, Bridgeport, is here for conferences with Harry F. Shaw, Loew Poli N.E. division manager.

Phil Oliver, manager of the Roxy, Bridgeport, is giving his daughter, Loretta Mary Oliver, a big party on her 18th birthday.

Lawrence Pastore, Sr., projectionist at the Warner Theatre, is hospitalized.

With Mollie Stickles, manager of the Loew Poli Palace, Meriden, on vacation, Ruth Bolton from the main office in New Haven is doing the relief manager job.

July 30 will find members of the 20th Century-Fox Family Club holding their annual outing at Double Beach, Conn.

Eve Cooperstack, booker at Universal, is among film row vacationers, also Grace Brunelli, Columbia booker, and Alice Brodner of the Warner office taking a cruise trip to Bermuda and Nassau. Mrs. Martin Multer of PRC will spend her vacation in town putting the feminine touches on her first apartment. Lee Alderman of Warners, is vacationing at Totem Lodge.

CHICAGO

Because of the failure of the Chicago hotels to take care of the 20th Century-Fox divisional sales meeting, the conference was held at the Schroeder Hotel in Milwaukee last Monday. Among those from Chicago who attended were District Manager Tom Gilliam, Exchange Manager Joe Neger, Sales Manager A. Van Dyke, Office Manager Will Graham, six salesmen and Homer Edmonds and Max Bonair of the booking department. Representatives from Detroit, Omaha, Milwaukee, Minneapolis and Des Moines exchanges also attended.

The Chicago Film Censor board examined 108 films of 27,000 feet during June. Thirty-nine cuts were made and nine pictures restricted for adult showing only. Three films were rejected, Dezel's "Escort Girl," Film Classics' "The Patient Vanishes" and the Mexican production, "The Perverted Woman."

A number of Chicago film executives attended the opening of the Butterfield Michigan Theatre in South Haven, Mich., last week.

Armored truck drivers who collect money from theatres and other businesses and who are members of AFL Teamsters' Union 725, have accepted a 23-cents-an-hour wage increase, with a 42-hour week, and will not strike.

The Balaban and Katz Loop Garrick Theatre has resumed the showing of twin bills after a single policy for several months. First double bill was Columbia's "Gunfighters" and "The Corpse Came C.O.D."

Louis H. Harrison, prominent in Chicago theatre activities, was elected president of the B'nai B'rith district grand lodge 6 at last week's meeting in St. Paul. Harrison was three times president of the Covenant Club of Chicago and was formerly Lincoln Park Commissioner.

Summer admission prices are now in effect at Lake Geneva, Wis., and are 10 cents higher than spring prices. Matinee price is 44 cents with children's admissions at 14 cents at all times.

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Honor Gross, Peppiatt

A memorial in honor of the late Sam Gross and Cecil Peppiatt of 20th Century-Fox who lost their lives in the recent Virginia airplane crash, will be established by Tent No. 13 of the Philadelphia Variety Club. The memorial will be a $50,000 fund to establish two scholarships yearly for the next 10 years for deserving students. Ben Amsterdam, head of Atlantic Theatres, and Earle Sweigert. Paramount division manager, where chosen chairmen of the memorial committee.

PORTLAND

During the balance of 1947 there promises to be a greatly increased impetus in construction and finishing of new theatres in the Pacific Northwest, especially in the Inland Empire area near Spokane, where several suburban and drive-in theatres have been announced.

Universal Film Exchange in Portland reports the purchase of a 100 x 100 property at N.W. 18th and Johnson Street. Building is "contemplated in the near future" according to Ray O. Wilson, the firm's branch manager.

The Fox Theatre, one of a chain owned by Grieme & Fisken of Wenatchee, at Omak, Wash., is being completely remodeled, according to Ike Rogers. It will be reopened early this fall. The theatre has been idle since 1940.

Harry Scott, of RKO Radio Pictures, will complete the filming of "Rachel" near Eugene, Ore. Loretta Young will be the star and Norman Foster the director.

A theatre holdup at Venetian Theatre, Albany, Oregon, resulted in a haul of $300. Manager Raymond Porter said the thief forced him to open a safe, then he tied and gagged him, and hit him over the head with a pistol.

Gamble Theatre Enterprises of Portland, Ore., has pruchased the Liberty Theatre in Spokane, Wash., from the Evergreen circuit, and it will be under the supervision of Ron Gamble, one of the five Gamble brothers. It is the 19th theatre in the Gamble circuit, and acquisition of the Avalon in Bellingham, Wash., is the 20th. In 1940 the circuit had seven houses. The brothers are now building two drive-ins in the Portland area—one in Salem and one in Eugene, while another has been approved for Coos Bay, all three in Oregon. Two more drive-ins are on the drafting board, but announcement of their location is being withheld for the present.

Robert J. Wells has been named PRC salesman in the Seattle branch under Branch Manager Wallace Rucker.

Walter Wessling, 65, booker, former manager of the Portland Monogram exchange, died of cancer last Sunday. He opened the Pathe exchange here in 1905 and was manager of Gaumont British for five years.

KANSAS CITY

Thieves ransacked the film row offices at 114 West Eighteenth St. July 4. The offices visited by the vandals included those of George Baker and R. R. Biechele, exhibitors; the Poppers Supply Co.; the Altec Corp.; and the Kansas-Missouri Theatres Association. Two ballpoint pens were stolen from the Baker offices, a desk set and a supply of 3-cent stamps from the Poppers Supply Co., and small amounts of change from the other offices.

The Southtown Theatre is the latest to get its new air-conditioning equipment in use. The new unit is freon-type electric refrigeration, and proved its worth in the hot days before July 4, according to James Chapman, manager.

M. D. Cohn, manager of the Paramount Theatre, is making a postcard survey among patrons to determine the relative effectiveness of radio, newspaper and other advertising placed

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REGIONAL NEWSREEL

(*Continued from Page* 19)

by the theatre. Postcards are being passed out to patrons periodically at the theatre with requests for the customers to answer the imprinted questions and drop the card in the mail. Results of the survey will be tabulated soon.

A benefit show for Veterans of Foreign Wars was given at the Uptown Theatre last Saturday midnight, Nick Sondae, manager, lined up nearly all talent in town for it.

Local show business was interested to learn of the marriage of Don Davis, president of Station WHB, to Mrs. Harriet Thomen in Tucson, Ariz., July 3.

Harry A. Drake, well known theatre architect, died here July 3. He designed the Newman (now the Paramount), Regent and old Royal theatres in Kansas City, as well as many others. He is survived by his widow, Anna.

Myron Talman, Paramount Theatre assistant manager, takes off on his vacation July 12.

CLEVELAND

First sustained good weather spell of the summer attracted large numbers of people to outdoor amusements, resulting in lowered theatre grosses.

Decision of Sidney Jackson, arbitrator in the Orrville arbitration case, which sustained the 14-day clearance of Wooster over Orrville and established a 7-day maximum clearance of Massilon over Orrville, will be appealed.

Anne O'Donnell, in charge of Film Classics operation, spent several days in the Cleveland branch.

Variety Club will hold its second "open house" on Saturday, July 19 for the Calcutta bidding preceding the club's July 21st golf tournament.

Fred Schram, veteran film man who shifted from his earlier activities as an independent distributor to the exhibition end of the business, now being manager of the Avalon Theatre, and his wife, celebrated their 25th wedding anniversary in Fort Lauderdale, Fla.

Bob Snyder, assistant to Al Dezel of Road Show Attractions, with headquarters in New York, is vacationing with his family in Cleveland. Harry Weiss, 20th-Fox publicity director, plans to spend two uninterrupted weeks with his family at their summer estate in the Catskills.

Joe Leavitt, who operates the Independent Screen Room, is convalescing from an operation at University Hospital.

Max Mink arrived the beginning of the week to take over as RKO theatre city manager where Harry Schreiber, transferred to Columbus, left off. Before leaving, the 100 personnel of the three RKO theatres joined to give Schreiber a surprise breakfast at Clark's Restaurant and presented him with a combination radio-phonograph.

Ben L. Ogron of Ohio Theatre Supply Company has just completed a series of Motiograph installations in this area.

A. K. Veach's Twilite Drive-In, located between New Philadelphia and Uhrichsville, opened July 5.

J. Gerbetz is president and Vincent Lauter secretary of the company building the new 750-seat West Theatre in Barberton, O., which is due to open shortly.

Harold "Bud" Friedman, whose wedding trip was interrupted by an illness which hospitalized him in Memphis, is now at his home in the Park Lane Villa and has been ordered to take a month's rest before resuming active duty as manager of Warners' new Vogue Theatre.

Curfew Enforcement

Chief of Police Earl Lytle of Mount Carmel, Ill., is enforcing the town's curfew ordinance after a lapse of 10 years, on orders from the city council. At 9:30 P.M. two taps are sounded on the city's fire bell and children on the street after that signal are subject to arrest unless accompanied by a parent. Enforcement is expected to affect attendance to some extent at the 1,000-seat American and the 600-seat Uptown, both operated by Theodore Coleman.

ALBANY

Visitors along film row included C. Nilman, Valatia; Mrs. L. Van Buren, Cairo; Mr. and Mrs. Jerry LaRocque, Warrenburg; John and Charlie Rossi, Schroon Lake; C. Deitcher, A. Bernstein, J. Perlmutter of Schenectady; Walter Werthheim, Chestertown; Mr. and Mrs. Sam Davis, Phoenicia; Leon Duva, Morrisville; Sam Rosenblatt, Watervliet.

Vacationists: Warner Bros. biller, Carolyn O'Neil to Niagara Falls; Charlene Murphy, contract clerk to Chicago; Columbia telephone operator, Florence Bergmann to Canada; Warner Bros. Lincoln Theatre manager, Joe Stowell with wife and son to Cape Cod; Louise Bike, MGM assistant contract clerk, at home; Mr. and Mrs. Nate Dickman and son spent several days at the Breakers, Atlantic City; RKO office manager's secretary, Betty Elliott, to New York; Fox contract clerk Marjorie Dorr and inspectress Elizabeth Helles at home; Assistant cashier, Velma Akin, to Johnsonville; Katherine Burke, Universal cashier, weekended at Hempstead, Long Island.

Columbia office force is planning its annual picnic to be held at Kaydeross Park, Saratoga Springs, N. Y. on Monday, July 14. Anne Joyce, manager's secretary, is in charge of arrangements.

Warner Bros. Theatres and Distributing Offices will hold their annual outing at Crooked Lake Hotel, Crooked Lake, N. Y. on July 16. This event also includes the theatres in Albany and Troy.

MGM Assistant Eastern Sales Manager Herman L. Ripps, is confined to the Albany Hospital for observation.

Floyd Fitzsimmons, MGM field representative out of Albany, is also assuming the Buffalo territory.



FOR CIVIC EFFORTS. George Jessel (center), producer of 20th-Fox "I Wonder Who's Kissing Her Now," receives from Chicago's Mayor Kennelly an official city council resolution commending him for his civic efforts in behalf of the Windy City. Famed composer Joe E. Howard is at left. Presentation took place during world premiere of the Technicolor musical at the Oriental Theatre last week.

DES MOINES

The RKO Corporation has taken over the management of the RKO-Orpheum Theatre at Dubuque, Ia., with Raymond A. Langfitt, formerly of St. Paul, Minn., named as manager. The house formerly was pooled with Associated Theatres for joint operation with the Grand, Avon and Strand Theatres at Dubuque. General policies of the theatre will remain the same.

A. H. Blank, head of Tri-States Theatre Corp. of Des Moines, and his wife have returned from a two-week visit in New York.

Arnie Shartin, Columbia booker, was married to Dorothy Dion of Minneapolis, Minn., and the couple is on a honeymoon trip at Clear Lake. Rose Mazzo, also of Columbia, was married recently to Joe Villrillo. Carol Fuhrman, assistant manager of the State Theatre at Cedar Rapids, was married to Kenneth Foley and will leave her job to move with her husband to Des Moines. Morrie Smead, owner of the Strand Theatre at Council Bluffs, Ia., was married recently to Grace Abbott of Santa Barbara, Calif. Smead is also an executive with the Viking Popcorn Company.

Frank Bixler, formerly of Corning, Ia., has been named manager of the New Pier Theatre at Pierson, succeeding E. C. Peck who recently resigned. Mrs. Bixler is serving as cashier of the theatre.

Dr. H. O. Cobb of Des Moines has sold his Strand Theatre at Pleasantville to H. V. Mullins of Des Moines. Mullins also operates theatres at Mitchellville, Anken and Carlisle.

TORONTO

Announcement has been made of the promotion to general manager of Eagle-Lion Films of Canada Limited, Toronto, effective July 14, of Frank H. Fisher, general sales manager for the past year, in succession to A. J. Laurie whose resignation went into effect July 12. Fisher previously had been western division manager of Odeon Theatres of Canada. Prior to this appointment he had been head office booker and buyer of the Odeon circuit.

The third automobile theatre in Ontario has been opened on Highway No. 2 near London. All three are operated by the Skyway Drive-In Theatres Limited, Toronto. A fourth is being constructed near St. Catharines in the Niagara district.

The Manitoba Motion Picture Exhibitors Association at Winnipeg has petitioned the Dominion Government for the removal or reduction of the Federal wartime tax of 20 per cent on theatre grosses which nets the treasury about $15,000,000 yearly.

Clare J. Appel of Toronto, eastern division manager of Odeon Theatres of Canada, has undergone an operation on his spine in the Toronto General Hospital but is reported to be on the definite road to recovery.

I. H. Allen of Astral Films, Toronto, has completed details of the deal in New York which give him the Canadian distribution rights for releases of Film Classics. Allen has also made arrangements to import a group of French and other Continental features for distribution in Canada.

Verd Marriott, former manager of the Grand

REGIONAL NEWSREEL

Theatre, Sudbury, Ont., has returned to his parents' home at Guelph after spending a year in a hospital at Brantford where he underwent treatment for war disabilities.

For the armed holdup of Manager Simon Cohen of the Crown Theatre, Toronto, last January which netted him $65, Ernest Vatcher, 38, was sentenced to four years in Portsmouth Penitentiary by Judge James Parker in the County Criminal Court.

Gordon Lightstone, general manager, and W. J. O'Neill of Paramount Film Service Limited, have returned from a Montreal function at which Lightstone inducted Tom Dowbiggin, Montreal branch manager, into the Paramount 25 Year Club. The presentations included a wrist watch and a desk lighter, the latter being a token of esteem from the Montreal staff.

Jay L. Smith, president of Alliance Films Limited, Toronto, has announced the opening of branch offices at Winnipeg and St. John, N. B.

DENVER

E. E. Jameson, who operates the Exhibitors Film Delivery as well as a central inspection and shipping depot in Kansas City, has bought lots on film row and will build a 12-vault $80,000 inspection and booking service building. Jameson has the physical distribution of SRO films for the Denver territory.

PRC Booker Dick Ivy, took the first part of his vacation to move into a new house, but spent the latter part fishing.

Robert J. Bothwell, city manager for Fox Intermountain Theatres, Helena, Mont., has been moved to Denver as manager of the Aladdin. He succeeds Ned Greenslit, who resigned to enter a business of his own.

Jack Reeves, student exploitation man, is here doing publicity work with Bidwell McCormick, RKO publicity man.

The Rocky Mountain Screen Club has scheduled its annual summer roundup for the Mississippi Stables for Aug. 1. The annual golf tournament and picnic will be held at the Park Hill Country Club August 14. About 200 were present at the Gold Rush Days at the club rooms, and the prizes for the most appropriately dressed man and woman went (most unusual) to a man and wife—M. R. Austin, PRC manager, and Mrs. Austin. Each won a radio.

Paramount vacationers include Shirley Downing, ledger clerk, to the west coast; Emma Harris, picture reports, to Omaha, Neb., and Cecelia Byers, to the mountains.

ST. LOUIS

Tent No. 4, Variety Club of America, will hold the benefit performance for its Heart Fund on Sept. 2 at Fanchon and Marco's 5,000-seat Fox Theatre. Paramount has tendered the use of its feature, "Variety Girl," for the benefit.

Republic Prairie District Manager Nat Steinberg and Mrs. Steinberg spent the Fourth of July holidays in the Dells area in Wisconsin, their first vacation in five years.

The Cine Theatre Supply Co., a new Missouri corporation controlled by Arch Hosier and Tony Metricci, last week took over the business and assets of the former Cine Supply Co., recently controlled 100 per cent by the Radio Corporation of America. Hosier, until last week, was a field engineer for Altec Service Corp.

Theatres reported closed on July 5 because of flood conditions include the Grand Tower in Grand Tower, Ill.; the MWA at Madison, Mo.; the State, McClure, Ill.; the Royal at Valmeier, Ill.; and the Prairie, Prairie du Rocher, Ill.

A number of portable circuits, both 16-mm. and 35-mm., were hard hit by the floods in Missouri and Illinois and to a lesser extent in Iowa.

That regular theatres in the recent flood areas in all probability will experience a decided shrinkage in box office returns is indicated by the $500,000,000 flood loss, which is the estimate of R. H. Musser, regional conservator for the U. S. Soil Conservation Service.

Twelve thousand new seats have been ordered for the 10,000-seat Municipal Theatre in Forest Park, St. Louis as a part of the $500,000 improvement program of the management.

Alteration program for the St. Louis Lee Theatre has been approved by the Housing Expediter.

St. Louis RKO District Manager Ray Nolan, Assistant Manager Joe Feld and St. Louis Manager Tommy Williamson and Salesmen George Ware, Arthur McManus, Maury Edgar, Gene Fitzgibbon and Irvin Good are in New York for the RKO sales convention.

Ames Leonard of Detroit has joined the local sales force of Film Classics.

B. B. Reingold, 20th-Fox manager here, and Jules Leventhal, theatre owner, are back from a vacation fishing trip to Florida.

HARTFORD

Salvatore Rubera, projectionist at the Warner Regal, Hartford, died last week. He had been on the theatre staff for past ten years.

In Hartford last week, Frank W. Kraemer, Connecticut's Collector of Internal Revenue, said there was an increase of 21 per cent in the miscellaneous tax group (includes amusements, liquor, etc.) in the fiscal year ending last week, over the previous fiscal period. The group totaled $85,500,000, against $71,000,000 for previous period.

Milton Goldberg, former Broad Brook, Conn., theatre operator, and Mrs. Goldberg are parents of a baby girl, named Roberta Sue.

Ed O'Neill, a Holy Cross graduate, has rejoined Markoff Theatres, as general manager over the Moodus and Colchester at East Hampton, and the Strand at Willimantic.

The two summer motion picture theatres in Sound View, Conn., have been reopened for the warm months. Theatres are the Strand, operated by Glackin & LeWitt of New Britain, and the New Colony, operated by Tom Grasso of Windsor Locks. Jane Glackin is managing the Strand, while Grasso is managing the New Colony.

The State, Hartford vaudeville-film theatre,

(*Continued on Page 22*)

Labor Act Offense

Convicted of an offense under the Labor Relations Act of British Columbia, West Coast Theatres President Michael Goldin who operates the York Theatre in Victoria was fined $50, or in default of payment, one month in jail. Goldin was charged with dismissing Ward Laduke to compel him to give up his membership in a trade union. Defense counsel had argued that Laduke, being assistant manager of the York, was therefore in a "confidential" capacity. The York is closed at present.



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(*Continued from Page* 21)

has closed for summer, and will reopen the last week in August with stage shows.

Peter Perakos of Perakos Theatres (operating theatres in Connecticut) has announced that as soon as building materials are released, construction will go ahead on the Perakos planned 1,000-seater in Elmwood, Conn. The new Drive-In Theatre, Newington, owned by E. M. Loew, will be opened soon.

Over in Springfield, Mass., Albert Anders, owner or many years of the Bijou Theatre, that city, has relinquished temporarily the manager's spot to the B. & Q. Associates and has left Springfield, on doctor's orders, for a complete rest. Rumors were in the trade last week that the Bijou had been sold to out-of-town interests for $200,000. These rumors were denied, however, by Edward Daley, representative of B. & Q., and acting manager of the Bijou. Daley announced that the booking and supervision had been taken over, with no purchase or lease involved.

MILWAUKEE

After 2 in the morning of June 30, an employe of the Princess Theatre (Fox-Wisconsin) discovered smoke coming from a fireproof storage room at the show house, in which rubbish is kept. The fire department was called, and put the fire out in short order. Damage, $40. A lighted cigaret stub was said to have been the cause of the fire.

The Rio Theatre at Rio, Wis., was opened July 6. Harood Nelson is the owner.

One of Milwaukee's pioneer exhibitors, Harry Hart, 65, died on June 25. He operated the Atlas Theatre and was booking films up to the time he went to bed on the day of his death. At the age of 18, Hart went to California and was associated with Carl Laemmle. Later he came east and, building the first motion picture theatre in Cincinnati. Later in Milwaukee he owned at various times the Grenada, Franklin and Fern Theatres.

George Fischer, 65, prominent in Milwaukee film circles for 50 years until 1946 when he retired, died last week at St. Joseph's Hospital aftr an illness of several months. He is said to have originated the "between features" stage show, and in 1910 opened the first large motion picture theatre in the country, the Alhambra here. Later he operated the Milwaukee, National and Capitol Theatres. He started the neighborhood theatre movement and was active in promoting special shows for orphans and shut-ins. In 1920 he went to Chicago to manage the Woodlawn Theatre but returned here two years later to manage the New Milwaukee Theatre.

Water No Handicap

Floods failed to dampen the spirit of exhibitors in a number of situations in the St. Louis area. The Canton Theatre in Canton, Mo., continued to operate even when water covered the first 16 rows of seats. The Star in Hannibal, with the first six rows under water, refused to cry quits. The Tower in Grand Tower, Ill., had children waiting in line to buy tickets for "Prairie Raiders" while the manager was still engaged in sweeping Old Man River out of the theatre.

LOS ANGELES

Louise Fenstermacher has been named secretary to Paramount Western Division Manager George Smith, replacing Myrtle Brown, resigned. Betty DeBrown, formerly in the booking department, took over Louise's old spot as secretary to Branch Manager Al Taylor.

Wilda Biber, cashier at the Marcal Theatre on Hollywood Boulevard, was in her cage one night late last week when a young man stopped his car in front of the house, walked to the ticket booth, laid down a paper sack and ordered her to fill it with money. After she stuffed the sack with $209, he grabbed it, jumped in his car and rode away.

C. T. Charack is the new branch manager for PRC, replacing George Lefko.

John A. Van Gilse, who formerly had the U. S. Navy Motion Picture Booking office here, opened the new 458-seat Grove Theatre in Lemon Grove.

Jane Tracy, secretary to Sam Greenwald, of Paramount News, was married June 19 to Jack Brinker, of the Paramount publicity department.

Florence Gottesfeld of 20th-Fox was married to Stanley Soboroff on June 29 in Los Angeles.

Ralph Ravenscroft, Paramount exchange publicity man, has been in San Francisco on an advance campaign for the company.

Last week it was announced that a 15-year lease on the 1,400-seat State Theatre in Fresno has been signed by Robert L. Lippert, president of a Northern California chain and a top executive of Screen Guild Productions. The house will be called the Esquire now and will be remodeled to the tune of $75,000. It will be taken over by Lippert on Jan. 1, 1948. On August 7, Lippert will open the fifth drive-in in his chain, with the $120,000 house at Modesto.

Julius Sweet has acquired the lease to the space next to John P. Filbert Co., and has been successfully operating it as a film row parking lot.

Mrs. Helen Wolbom, secretary to 20th Century-Fox Branch Manager Clyde Eckhardt, is recuperating at her home following an operation. Virginia Siegers, who is in 20th's contract department, is on vacation.

Paramount News-man Sam Greenwald has fixed up a neat little dark-room in his office, where he cn develop photos.

Charles P. Skouras, President of National Theatres Amusement Company, today announced the appointment of Andy Krappman as head of the circuit's merchandising department, to succeed the late William G. Lyris.

CHARLOTTE

S. W. Taylor, operator of the Taylor Theatre in Edenton, N. C., underwent a leg amputation recently. He is now at Duke Hospital in Durham.

Robert Saxton of Exhibitor's Service visited his company's two theatres in Dallas, N. C., and Lowell, N. C., last week.

Softball is still the fad among the sports enthusiasts along film row. Each exchange has its own team, and last reports had it RKO is in first place.

New at the Warner office are Charlie Douglas, transferred from Atlanta as booker, and Steve Baranek, who came from the home office to fill the position of office manager.

Visitors at the local Republic branch last week included Al Schiller, head of branch operations, and Jimmy Hobbs, Republic's Atlanta branch manager.

Seen along the row: Tom Fleming, York, S. C.; E. L. Hearne, Albemarle, N. C.; Sonny Baker, Valdese, N. C.; Ben Strozier, Rock Hill, S. C.; L. B. Richardson, Jonesville, S. C.; Lee Little, Camden, S. C.; J. L. King, Jr. and Beth Railey, Bethune, S. C.; John Kime, Roseboro, N. C.

Back at RKO as a salesman is Roger Mitchell, who left that company a year and a half ago to operate the Branwood at W. Greenville, S. C. Mitchell will replace Harry Rogers, who has been transferred to the Atlanta office as salesman.

July 14 has been set as the day for the annual Variety Club picnic at the Red Fez club on the Catawba River. The picnic, which is open to everyone connected with the film industry, is sure to prove a big success this year, judging from the committees that have been appointed to handle the arrangements. The exchanges will all close at noon on that day in order to permit the employes to attend the picnic.

Now that the last polio patients are leaving

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SACK AMUSEMENT ENTERPRISES
Film Exchange Bldg.
Dallas, Texas

Gulistan Wilton Theatre Carpet
JOE HORNSTEIN has it!

REGIONAL NEWSREEL

the polio wards of the Charlotte Memorial Hospital, the Variety Club has announced that it will discontinue the showing of movies at the Ward. For three years, since the great polio epidemic hit the two Carolinas, the Charlotte Variety tent with the cooperation of the various Film Exchanges, has made movies available to the afflicted youngsters.

United Artists Branch Manager Byron Adams, together with his office manager, J. D. Hexamer, spent last weekend watching the fish bite.

Max Bryant of Bryant Theatre Supply Company, who has been quite ill at his home in Rock Hill, S. C., for the past few months, does not seem to be much improved.

PHILADELPHIA

Sam Diamond has returned to 20th Century-Fox, replacing Herb Gillis who has been transferred to the New York exchange as assistant branch manager.

Joe Carlin, head of the Stanley-Warner City Sign Shop, is in University Hospital for a thyroid operation.

Mort Magill, recently resigned as United Artists branch manager, will set up his offices for Film Classics in the former PRC-Eagle-Lion headquarters at 1235 Vine Street when E-L moves into the former Warner quarters.

Sylvan Katz, 20th Century booker, is back at his desk after a five-month illness.

Dave Cooper, Warner salesman, has given up his Saturday afternoon handball sessions to take care of his new-born son.

Robert, son of Harry Whitaker, assistant to Bob Mills at Stanley-Warner, has received an appointment to Annapolis. He has just finished at Episcopal Academy.

Fire wrecked the projection booth of the Elm Theatre, Camden, last Sunday during the matinee showing and the audience of about 50 children marched out of the building singing under the direction of Morris W. Cummings, manager.

Earlier the same day, fire destroyed the Park Theatre, Trenton with an estimated damage of more than $150,000. The theatre was closed at the time.

Dottie Healey, secretary to Ev Callow, Stanley-Warner ad head, is finally relieved. Her sister gave birth to the baby that has had the household on edge since its scheduled arrival weeks ago. It's a girl, weighing in at Germantown Hospital at 8 lbs., 5 ounces.

Condolences are extended to the family of Bob Bossler, one of the oldest exhibitors in the territory and a pioneer of the industry, who died recently.

MINNEAPOLIS

Conrad Kriedberg has been named new branch manager for Selznick Releasing Organization, succeeding Charles Weiner, who has been named Canadian district manager of SRO. Kriedberg formerly was a salesman for PRC.

A theatre bandit has robbed five St. Paul, Minn., theatres. Most recent robbery was at the Paramount, where he got $90. Two days before the loop World was robbed of $50 and previously three neighborhood houses, the Park, Grandview and Center theatres, were held up.

Meanwhile, Theatre Confections, Minneapolis, which stocks the candy counters of many Northwest houses, was burglarized of five cases of chocolate bars valued at $257, 50 cartons of gum worth $60 and $12 in cash.



WORKING GIRL. Lady Iris Mountbatten, great-granddaughter of Queen Victoria, cousin of King George VI of England and a cousin of Lord Louis Mountbatten, Viceroy of India, who recently joined the staff of Columbia Pictures is now working in the company's New York offices learning intricacies of the advertising, publicity and exploitation department.

New on film row are Joan Lindquist, office clerk at Republic; Joyce Comer, availability clerk at Universal; Maxine McDonald, switchboard operator at MGM, and Bill Westerman, booker at Paramount.

Muriel Fishbein, contract clerk at Paramount, is engaged to Jerry Frederick. Elaine McConville, picture report clerk at Paramount, was married recently to Joe Malat. They are honeymooning at Lake Louise, Canada.

Gen Kudzia, booker at Republic, is vacationing at Nissawauk, Minn. George Engleking, booker at Paramount, is spending his vacation at home.

HARRISBURG

While actually a legitimate entertainment the preliminary beauty contest to the Miss America Pageant, held on the State Theatre stage Wednesday, July 2, turned out to be a field day for movie-folk of the area.

Named "Miss Greater Harrisburg" was Miss Betty Lou Steinmueller, secretary to Gerry Wollaston, manager of the State. Among the nine judges were Mike Weiss, 20th Century-Fox, Bill Brooker, Paramount, and Lois Fegan, trade paper reporter. There were four separate contests, one to name the winner in each of Cumberland, Dauphin and Perry counties, and the city of Harrisburg. The 26 contestants were judged, by points, on ability to wear an evening gown, modeling a bathing suit, and talent.

Betty Lou, winner of the city competition, will go on with the other district winners, to enter the Miss Pennsylvania Contest August 21.

A suit was started in Dauphin County Court by Mr. and Mrs. Herbert L. Shultz, this city, against the Rialto Theatre, 1537 North Third Street, to recover $548.50 for personal injuries to Mrs. Shultz. She alleges she was hurt June 30, 1945 when her leg struck a rod protruding from a seat which was not properly closed. The suit was directed against Edna R. Felty and Alice T. DeLisle, West Pittston, Luzerne county, who operate the theatre. They are charged with negligence in failing to inspect the seats, and for failure to provide sufficient light in side aisles.

Only one house, the Senate, had a midnight show for the Fourth of July eve, where the regular attraction "Tarzan and the Huntress" was shown. Other holiday features were: "The Perils of Pauline," Colonial; "Living in a Big Way," Loew's Regent; and "The Unfaithful," State.

COLUMBUS

Returning from a vacation trip to Kansas City, Morris Rosenthal, manager of Loew's Poli in New Haven, and his wife stopped here for a visit with Bernard McGraner, assistant manager of Loew's Ohio. Flood conditions in Missouri delayed their arrival here.

The 134-seat Kingdom Theatre in Grove City, O., has been purchased by Kenneth Hill who plans to extend its operation to seven nights a week. The late Ben Almond had operated it on a two-to-four-nights-a-week policy.

RKO's new city manager here, Harry Schreiber, aided by RKO Publicist John Barcroft, is hunting for a place to live. He hopes to buy a home in Upper Arlington where he lived before his transfer to Chicago.

Mrs. W. E. Wilcox and daughter Jane, both on the staff of the Keith-Albee Theatre in Huntington, W. Va., were recent Columbus visitors.

BUFFALO

Recent visitors to Buffalo exchanges included Sam Slotnick and son, Acme and Globe Theatres, Syracuse; Rube Canter of the circuit of the same name; William Tishkoff of the Central Drive-In, Rochester, who distributed samples of the handsome match folders he is using to advertise his spot; and Sam Gandel, Lyric Theatre, Bolivar, N. Y.

Wally Anderson, operator of four situations in Southwestern New York and three houses in Upper Pennsylvania, has returned to his home in Mt. Jewett, Pa. after a month's vacation in Miami.

The Annual Silver Cup Golf Tournament

(*Continued on Page* 24)

CUTS COSTS IN HALF!
Save With Filmack's Prevue
TRAILER SERVICE
Filmack $4.50 a week
1327 S. WABASH AVE. CHICAGO 5, ILL.

New Mirrophonic Sound
JOE HORNSTEIN has it!

REGIONAL NEWSREEL

LONDON OBSERVATIONS

Production Code for British Films and Government Controlled Rentals Being Mulled by Exhibitors; ABP Report Shows Drain of Taxes on Theatres

By JOCK MacGREGOR

A production Code for British films is being mooted by some exhibitors who fear that certain trends, unless curbed, will adversely affect the cinema's position as a family entertainment.

A number of unnecessary sexy incidents have been slipped into such pictures as "The Man Within," "Man About the House," "Loves of Joanna Godden" and "They Made Me a Fugitive."



MacGregor

The crime films with brutal fights are also being frowned upon in view of the number already on the floor such as "Brighton Rock," "Good Time Girl" and "Night Beat."

* * *

Enjoyable and instructive as John Corfield's party was to celebrate the completion of the "White Unicorn" and the 50th Anniversary of the Walton-on-Thames studios, I could not help feeling that the British producers missed a great opportunity to do something really big. Something which might have boosted their pictures internationally.

It is the first time that a studio has had a golden jubilee and I consider that the event deserved more than a cocktail party. Government officials should have attended together with all leading British film personalities and a plaque or something should have been unveiled to commemorate the occasion.

As it was guests saw "Rescued by Rover" one of the first films made there by Cecil Hepworth followed by the previous day's rushes. Stills of early productions were on show while some original equipment was displayed alongside the latest Gaumont Kalee 21 Projector. GB-K's W. M. Woodgate was, I know, disappointed that he had not had more warning of the event so that he could get hold of some old Kershaw projectors.

* * *

With the future of exhibition generally very much in the balance, the film trade here has adopted a new motto "Wait till Rank returns." Columnists, executives and even the know-alls rely on it. A great deal, one is led to believe, depends on Rank's personal report to the Government of his visit to the U. S.

Government-controlled rentals is one of the points that are being mooted. Meanwhile those who have been clamoring for reduced imports of American films are beginning to realize that with insufficient British films to fill the programs, re-issues and extended runs would result with little saving in dollars.

* * *

A look around London on a Sunday afternoon at those lining for the cinemas is always illuminating. Still the biggest draw for all types of cinemagoers is "Best Years" which is moving from the Leicester Square to the Odeon, Marble Arch. Phenomenal business is being done by GB's Tatler where "Birth of a Baby" is being revived. The house is besieged at all times. "Duel" is considered worth lining for by hundreds and "Perils of Pauline" is drawing those in search of a laugh. Outside the Warner, publicist Gayne Dexter was a trifle amazed by the crowds for "They Made Me a Fugitive." His hard hitting advertising had drawn most of the thugs in town.

* * *

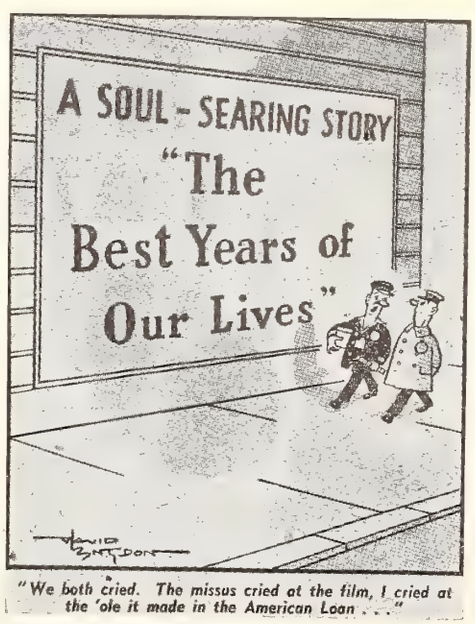
Falling attendances at British cinemas were mentioned by Sir Philip Warter at the Annual General Meeting of the Associated British Picture Corporation. The fuel crisis adversely affected the theatre trading profits by $800,000. 246,288,711 admissions were recorded at their 418 cinemas where $79,820,016 were taken at the box-office. Of this sum $29,726,012 went to the Exchequer in the form of entertainment tax. This gives a fair picture of the crippling overheads that the British exhibitor has to carry in this direction.

* * *

American showmen might like to follow the example of Manager M. de Jong of the Bournemouth Odeon. With growing requests for the use of the cinema by groups to show special films, he felt that the ideal thing would be to have a 16-mm. projector for loaning. He approached a few public minded citizens and the $800 were raised in three days in donations of $20. The equipment is available to any school, youth or religious body which wants it free of charge.

* * *

The news that Quigley Publication's Peter Burnup had suffered a fractured skull after being found in an accident in Berkeley Square came as a great shock to the film industry. Everybody's sympathy has gone out to Hope Burnup who is widely known in American film circles as Hope Williams.



Subtle anti-Hollywood propaganda in Beaverbrook's London Evening Standard.

(*Continued from Page 23*)

sponsored by the Variety Club of Buffalo will be held on Monday, July 14th at the Transit Valley Country Club. Dinner and cards follow the sessions on the greens.

Ground was broken for the new Universal Buffalo exchange this week, and construction is proceeding.

Among the newcomers to the ranks of house-hunters in Buffalo and environs is Universal-International Branch Manager Joe Gins, transferred here from Chicago.

Peter Bifarella, owner of the Joylan Theatre, Springville, N. Y. has received permission to construct his new theatre in Springville.

Another recent Buffalo visitor was Neil Hellman, Albany circuit operator.

Mrs. Bernie Burns, daughter of Paramount Branch Manager Mannie Brown, gave birth to a seven pound baby girl, Suzanne Toni on June 26. Father is a local orchestra leader.

Dick Stafford, popular local PRC Booker, has resigned and is going to Denver, Colo., as booker for U-I.

OMAHA

R. D. Goldberg, owner of a string of theatres here, donated everything for a benefit showing of "The Last Chance" at the neighborhood Dundee Theatre for the Cambridge (Neb.) flood relief.

Universal Branch Manager Harold Johnson is spending a couple of weeks at his cabin on the St. Croix in Minnesota.

Leo Doty, Universal office manager in Minneapolis, vacationed here.

RKO sent Branch Manager Jack Renfro, Salesmen Dave Arthur, John Matis and Nate Galbreath and Exploiteer Lou DuFour back to New York for its convention.

A. H. Blank, president of Tri-States Theatres, Des Moines, and Maintenance Chief Bill Toney spent several days here.

Sam Epstein, owner of the theatre chain bearing his name, is back from a vacation in Canada.

Tri-States Theatres has two staff members on vacation from here: Stan Blackburn, Omaha manager, and Glen Bottorff, Orpheum treasurer.

Henry Saggau, Dennison (Ia.) exhibitor, is spending some time at his cabin at Dorset, Minn.

August 1 should see the opening of the theatre at Elmwood, Neb., by the Community Club.

F. E. Pace managed to keep his Empress Theatre out of flood water, but he was isolated from film deliveries for several days.

Marion Wallace, 20th-Fox contract clerk; Jane Fuccia, Columbia biller; and Irene Kosiut and Lois Brown of Paramount are vacationing at Lake Okoboje.

Mrs. Tobby Stewrt, Shenandoah (Ia.) exhibitor, is showing improvement in a local hospital.

RKO shipper Vern Schuett will spend his vacation at home.

ATLANTA

Joe Reeves, sales department Wil-Kin Theatre Supply Co., is back from Florida with a good suntan; Jimmy Wilson, same outfit, is on a business trip and the sales department has a new girl—Miss Marie Cagle.

William ("Snake") Richardson, president Astor Pictures, is back at his desk after a Florida vacation.

E. W. Crockett and R. H. Dinkins, have

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opened their new 429-seat theatre at McClenny, Fla.

Monogram Branch Manager Babe Cohen and Salesman Jimmy Campbell are in Florida, while Mrs. Mildred Burden, booking department, is leaving with her husband for a trip.

Returning to her desk after vacation to the bookkeeping department Warner Bros. is Irma Marshall.

L. T. Brinson, has sold his Lakeshore Theatre in Jacksonville, Fla. to A. W. Sprigg and F. O. Mullen. West Palm Beach, Fla. will soon have a new Drive-In Theatre to be opened by C. N. Hall, six miles from the city.

Mr. and Mrs. Leon H. Robbins, (he's the owner of the colored Lincoln Theatre, Gainesville, Fla.) are the parents of a baby boy.

Charlie Karr, heading the Martin Theatre booking department, is off for his ranch in Longview, Texas; Johnny Harrell, also of the booking department, is back from Eastman.

Another sale of a theatre in Georgia was the Park in Cave Springs, Ga., by former owner by L. Wright to Mrs. Kate Dykes. Moultrie, Ga. will have a new theatre to be opened there about Sept. 1 by M. B. Mills.

Herbert Lee Auman, for the past 21 years secretary of IATSE, Birmingham, Ala., was killed when he stepped or touched a live wire at the Alabama state fairground while working as a stage hand for the Zamora Shrine circus.

WASHINGTON

Colonel William McCraw, national executive director of Variety Clubs International, will be in Washington on July 23 to meet with the local Board of Governors of Tent No. 11, on the premiere of "Variety Girl."

Sidney Lust's Maryland Theatres have installed Nu-Screen.

Tom O'Donnell and Julius Lulley were Kings for the Night at the Variety Club stag "Crab Feast" on July 7. Everything was "on the house."

Newest members of Tent No. 11 are Carl Gebuhr, director of press information, Station WTOP; Ike Weiner, owner of the Plymouth Theatre; and Seymour Hoffman, Virginia district manager for District Theatres Corp.

Variety Barker Milton S. Kronheim, became a grandpop when his daughter, Mrs. Samuel Stahl, of Peabody, Mass., presented Patricia Lee as a June gift to the family.

BOSTON

Miss Joan Mansfield, publicity aide at Warners, spent the long week end with her mother in Maine.

Mr. and Mrs. Joseph I. McDonell, now of Atlantic City, visited Boston friends this past weekend. Several years ago Joe McDonell and Floyd Bell, now Boston publicity chief were reporters on the St. Louis Post Dispatch. McDonell is now manager of the beautiful Chalfonte-Haddon Hall in Atlantic City. In the days of the "silents" long ago McDonell did motion picture press agent work.

Mr. and Mrs. D. B. Stanro are spending the summer at their oceanside home in Cohasset, Mass. Their daughters, Susan and Barbara, are with the Wellesley Summer Theatre.

Mrs. Philip Engel, wife of the United Artists publicity chief in this area, is recovering rapidly from her long illness.

Dave Whalen, formerly with Republic Pictures and now associated with Gene Autry, has moved to Boston, making this his permanent home but continuing his work over the country for the western pictures star and rodeo champion.

Sam Haas, of the Boston Variety Club, is in fine health again and his eyesight has been completely restored.

The Center Theatre in Boston has gone in for double features.

Miss Alva Brown Hood is spending a vacation at Marion, on Cape Cod. Mr. and Mrs. Bert MacKenzie are spending several weeks at their summer home in upper New York state. Bert is the MGM publicity head in New England.

Harry Browning, M. and P. publicity head, made a business trip to New York this week end.

Mr. and Mrs. Charles Nichols are spending a month vacation in Northern Maine.



"KICKOFF" IN GRAND RAPIDS. Pictured above are members of Variety Club Tent No. 27, Grand Rapids, Michigan, as they got down to brass tacks of planning the benefit premiere of "Variety Girl," Paramount all-star production whose initial showings will net the Clubs additional funds for their charity work. Those present: Carl Dorst, Frank Kleaver, Walter Fisher, Don Elliott, Keith Dickinson, Myron Ormant, Herb Boshoven, Ed Bigley, Bill Sturgess, John Collins, Clive Waxman, Jack Stewart, John Oatley, Ed Lane, Jack Thompson, Herman Cohen, Lew Lutz, Bill Waldholz, Harold Hellman, Harry Himelstein and Col. Bill McCraw, executive national director of the Variety Clubs, International.

INDIANAPOLIS

Operation and management of the Talbot Theatre was taken over July 1 by the Talbot Theatre Corporation headed by Ernest L. Miller, owner and operator of the Cinema Theatre. Officers of the corporation are President, Ernest L. Miller; Vice-President, Margaret K Miller and Secretary, Claude M. Warren. It was also announced that extensive improvements on the Talbot's interior will be started at once.

Boyd Sparrow, manager of Loew's Theatre, left July 5 for a three-week vacation to be spent in Washington, D. C. his native city.

RKO Branch Manager Russell Brentlinger and his sales organization, including Bob Haley, of the advertising department, left July 6 for the RKO national convention at the Waldorf-Astoria Hotel, New York City. Salesmen included in the delegation were Otto Ebert, Peter Fortune and Herman Black.

Herbert Boss, booker at Columbia exchange, returned after spending his vacation visiting friends in the rural parts of Indiana.

Eagle-Lion District Manager Harry Mandell and Erwin S. Joseph, assistant, PRC District Manager Max Roth were business visitors at the local branch Monday, in conference with Manager Sam H. Abrams.

Bus Miller formerly associated with Billy Connors, in the management of the Lyric, Indiana and Luna-Lite Theatres in Marion, Ind. has resigned and joined the Hudson Circuit, Richmond, Ind.

Degarmo S. Light, a former employe at United Artists, and later associated with PRC in New York City, visited her old friends here during the past week.

Harry Hayes, United Artists salesman, visited exhibitors in Ft. Wayne, Ind., and surrounding territory last week.

LOUISVILLE

Rounding out a $1,500,000 deal here, I. Jerome Riker and associates of Brooklyn bought the National Theatre, the Realty Building, and the Southland Apartments from A. J. Hoffman of Evansville, Ind. Riker said the lease for the National Theatre with E. M. Loew, Boston, represents a minimum of $700,000 rental against percentage over its 21-year span. Loew's circuit, he said, would take possession on expiration of the present lease. Intention is to present first-run pictures. House will be remodelled.

J. V. Snook of the Griffith Theatre, LaGrange, Ky., ran into a little bad luck on his best days of the week, Saturday and Sunday. On Saturday night three minutes before the show ended the power failed, and did not come on. It was necessary to refund admissions. Then again on Sunday the show opened and after a few minutes of operation the power again failed and again the admissions had to be refunded and the show was forced to remain closed for the rest of the day.

New Motiograph Model "AA" Projectors, Strong Mogul High Intensity Lamps and Rectifiers, Motiograph-Mirrophonic Sound and Altec Lansing Speakers have been installed in the Arista Theatre, Lebanon, Ky.

The Lyric Theatre, Lawrenceburg, Ky., is being enlarged. A concrete floor has been laid, new carpet, carrara glass front has been installed, and 100 chairs will be added. C. O. Humston of Shelbyville, Ky., is the owner-manager.

New Strong Lamps and Rectifiers have been installed in the Hill Top Theatre, Louisville.

Louis A. Arru's new Skyway Drive-In Thea-

(*Continued on Page* 26)

New Ideal Theatre Chairs JOE HORNSTEIN has it!

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(*Continued from Page 25*)

tre located at Bardstown Road and Hikes Lane, Louisville, Ky., was officially opened June 27.

DALLAS

John Erland Elmblad has joined Producers Releasing Corporation as an apprentice shipper and booker in Dallas under Branch Manager Russell Brown. Elmblad is an Army veteran.

Clyde W. Houston, a salesman in PRC's Dallas office has been granted temporary leave of absence due to a prolonged illness.

Gift of Film Print

Emery Austin, MGM's southern press chief, has presented to the state of Georgia an entire print of "Gone With the Wind" to be added to the Confederate Memorial in the state capital.

Sack Amusement Co. has acquired negatives and all rights to two of the last Chesterfield features produced by the late George R. Batcheller. They are "Missing Girls" and "Red Lights Ahead."

SHOWMEN'S SILHOUETTES by Dick Kirschbaum



Next Week . . . . . **MATTHEW M. FOX**

VANCOUVER

With the removal of war-time rent control regulations, there are several spots in British Columbia which may have new owners. The control board announced that all places of amusement now are free to enter into new leases (previous frozen). Some independent spots may be taken over by the two circuits.

Jimmy Davie, RKO's British Columbia manager, was the winner of a hole-in-one at the golf tournament held at a local course recently. Davie's 14-inch shot did it.

A new addition to Ivan Ackery's Orpheum theatre staff is Rhoda Bradley cashier, formerly on the staff of several theatres in London. During the war she served as fire warden in the South Kensington district.

Coming from and going on vacations are: Bill Wallace and Gay Johnstone of the Paradise; Earl Dalgleish, Warner manager; Jack Randall, Strand manager; Tommy Backus, Kingsway; George Clark, Famous Players; Johnny Bernard, Odeon assistant booker, and Les Stratton, Orpheum Theatre.

The Odeon Marpole Theatre here is being enlarged and modernized. When the job is finished the house will seat 800.

Walter Du Perrier, Calgary salesman for Empire-Universal Films, is the daddy of a son —Anthony George born recently at Calgary.

The Women's committee of the Vancouver Symphony Orchestra will sponsor a showing in September of "The Whispering City" the first of all Canadian pictures made in Quebec.

PITTSBURGH

What is hailed as the finest exchange building in the country, the $300,000 Screen Guild Productions Building at 415 Van Braam Street in Pittsburgh, will be opened on July 15, Bert M. Stearn, local Screen Guild franchise holder, said here. It is a three-story building with complete exchange offices on the first floor, Stearn's office on the second floor and other offices of the distribution company on the third floor. Large vault space is provided as well as other exchange facilities.

John B. Prioletti, army veteran, has joined PRC as a student booker in the Pittsburgh branch.

Dr. A. L. Koontz, who for many years operated the Lincoln Theatre, New Martinsville, W. Va., passed away at his home in that town on Tuesday from a lingering illness.

The Griffith Messenger Service truck drivers' strike, which was called only one day after the 10-day Exhibitors Service Company truck drivers' strike ended, lasted only one day.

The engagement of Miss Ida Wolf, cashier for Paramount, to Raymond Markay, of this city, has just been announced.

Branch Manager Welden Waters, Sales Manager C. C. Kellenberg and the local sales staff of 20th Century-Fox will attend a divisional sales meeting in New York on July 17-18.

Cliff Daniels, chief barker of the local Variety Club, has appointed the following Welfare Committee: M. J. Gallagher, chairman; Perry Nathan, assistant chairman; Joe Feldman, Saal

(*Continued on Page 29*)

"Voice of Theatre Speakers"
***JOE HORNSTEIN* has it!**

THE BOX OFFICE SLANT

Rustlers of Devil's Canyon

Republic Western 58 mins.

AUDIENCE SLANT: (Family) This latest Red Ryder offering will give the followers of this series more than their share of action and other trappings.

BOX-OFFICE SLANT: A very good western that should draw well in action houses.

Cast: Allan Lane, Bobby Blake, Martha Wentworth, Peggy Stewart, Arthur Space, Emmett Lynn, Roy Barcroft, Tom London, Harry Carr, Pierce Lyden, Forrest Taylor. Credits: Produced by Sidney Picker. Directed by R. G. Springsteen. Original screenplay by Earle Snell. Based on Fred Harman's Comic Strip. Photography, William Bradford.

Plot: Red Ryder returns to Wyoming at the close of the Spanish-American war, to find his home-country overrun by cattle rustlers. He contacts his old pals and other returning homesteaders, and they drive out the rustlers and save the day.

Comment: One of the best in the Red Ryder series, this western will please the fans, for it has the fistfights, gunplay and exciting action they look for. The regulars—Allan Lane as Red Ryder, Bobby Blake as Little Beaver, Martha Wentworth as The Duchess and Emmett Lynn as Lane's pal—all turn in their customary able jobs, with Lynn giving the picture some light moments with his comedy routines. Direction was capably handled by R. G. Springsteen who saw to it that the kids and other followers of this series got more than their share of action and excitement, and credit goes to Sidney Picker, the producer, for his choice of a good, compact story. Original screenplay was by Earle Snell.

Dragnet

Screen Guild Mystery 71 mins.

AUDIENCE SLANT: (Adult) A murder mystery with suspense and excitement to please most patrons.

BOX-OFFICE SLANT: A worthy offering for the regular market.

Cast: Henry Wilcoxon, Mary Brian, Douglas Dumbrille, Virginia Dale, Douglas Blackley, Tom Fadden, Don Harvey, Maxine Simon, Ralph Dunn, Bert Conway, Douglas Evans, Paul Newlan, Alan Nixon. Credits: Produced by Maurice H. Conn. Directed by Leslie Goodwins. Screenplay by Barbara Worth and Harry Essex. From an original story by Maurice H. Conn. Photography, James S. Bown.

Plot: A man is found murdered on the beach. All clues point to his arrival by plane, so it's up to the detective assigned to the case who has the help of a member of Scotland Yard to identify the dead man. When his identity is disclosed, he turns out to be an international jewel thief who was killed because of the valuables he carried. Final solution involves a blonde confederate, the man she tried to doublecross, and a beachcomber.

Comment: Producer Maurice H. Conn has taken his own original story about international jewel thieves and subsequent murder victims (as outlined above) and made it into a film that will be acceptable fare in the regular market. This is due to the fact that he had a well-contrived tale with sufficient suspense, mystery and thrill1of-the-hunt excitement to make it absorbing and mysterious fare for the average theatregoer. Good performances are turned in by most of the cast and Leslie Goodwins' direction sustains the mood and holds the interest. In top leading roles are two players who have been absent from the scren for some time, Henry Wilcoxon and Mary Brian. Both acquit themselves creditably. Among others in the cast who are worthy of mention are Douglas Blackley, Virginia Dale and Douglas Dumbrille.

The Trespasser

Republic Mystery 71 mins.

AUDIENCE SLANT: (Adult) This newspaper-mystery story is too leisurely paced for the average mystery fan, but it does have one or two action sequences.

BOX-OFFICE SLANT: Suitable for the secondary spot.

Cast: Dale Evans, Warren Douglas, Janet Martin, Douglas Fowley, Adele Mara, Gregory Gay, Grant Withers, William Bakewell, Vince Barnett, Francis Pierlot, Joy Barlowe, Fred Graham, Dale Van Sickel, Betty Alexander, Joseph Crehan. Credits: Produced by William J. O'Sullivan. Directed by George Blair. Original story by Jerry Sackheim and Erwin Gelsey. Photography, John Alton.

Plot: The daughter of a newspaperman, who is ambitious for a news career for herself, gets a minor job on a paper. Together with the feature editor who befriends her, she helps to trace down and break up a gang of literary forgers who, under their suave leader, are making a fortune with fake rare and first editions.

Comment: Just another program offering for average audiences. There is little entertainment, for there is no mystery involved, and the proceedings are livened up in only two sequences, an auto chase and a crash, and a closing fight to capture the killers. Graduated from her cowgirl roles, Dale Evans, the young lady who created a following for herself through her work in the Roy Rogers westerns, unfortunately hasn't enough to do to prove her thespian ability, for the part given her here is a secondary one. The few times she does appear on the screen, however, she capably handles her assignment and her one song number. Other members of the cast perform capably, especially Warren Douglas, Douglas Fowley, William Bakewell and Janet Martin. Direction was by George Blair; production by William J. O'Sullivan.

Double Allegiance

Thad Barrows, dean of Boston area projectionists and the city's best-known baseball fan, is having a difficult time over double allegiance these days. He has accompanied the Red Sox to their training camp for years, but now that the Boston Braves are playing even better ball than the former champs, Barrows has had to work out a schedule that will allow him to attend the games of both teams.

They Made Me a Fugitive

(Reviewed in London)

Alliance Drama 105 mins.

AUDIENCE SLANT: (Adult) Overlong drama of the London underworld with the accent on toughness and the result often near burlesque.

BOX-OFFICE SLANT: While this should be reasonably successful in British cinemas, it has little to offer American showmen in its present form.

Cast: Sally Gray, Trevor Howard, Griffith Jones, Rene Ray, Mary Merrall, Vida Hope, Ballard Berkeley and others. Credits: Adapted from Jackson Budd's novel, "A Convict Has Escaped," by Noel Langley. Producer, N. A. Bronsen. Executive producer, J. Carter. Director, Cavalcanti, U. S. distribution not fixed. UK Distribution, Warners.

Plot: Trevor Howard, an ex-serviceman, wants to leave Griffith Jones' blackmarket gang when he discovers they are also handling drugs. He is framed but escapes from prison to clear his name. With the police and Jones hunting him, he seeks Sally Gray, Jones' ex-moll whom he believes will help him. Jones kidnaps her and the police get Howard, but let him escape as they believe he will lead them to Jones' hide out. In a scrap, he accidentally kills Jones and the gang is rounded up. Partially cleared, Howard returns to prison, with Sally promising to await his release.

Comment: To be tough at all costs seems to have been the producers' idea, but Director Cavalcanti often strives for the artistically pretentious with a cast which, with a few exceptions, has been recruited from the better known character crook players. As a result, this straightforward though farfetched manhunt picture lacks conviction, so that the paying audience at the preview were often laughing in seemingly the wrong places. Indeed, it all but kids itself. Less critical audiences will appreciate the fisticuffs and chases. Production values are mixed. The slicing of some 25 minutes, including a sequence in which a woman asks the fugitive to murder her drunken husband, might improve matters. While the exteriors are apparently authentic they actually accentuate the lack of realism elsewhere. Out of all this Griffith Jones, playing his first tough role, acquits himself with considerable distinction. Trevor Howard makes the most of the fugitive and Rene Ray is convincing as a waif.

Rank Signs Four Stars

Joan Fontaine, Douglas Fairbanks, Jr., Bing Crosby and Claudette Colbert have been signed by J. Arthur Rank in his "International Star Exchange Program" to further the earning capacity of British films in the western hemisphere. The loan of Director Robert Siodmak to the Rank Organization was announced recently.

Comic Strip for Katzman

Sam Katzman's next serial for Columbia will be "Tex Grainger," from the popular comic strip and radio serial. It will be filmed in 15 chapters, with Derwin Abrahams directing.

HOLLYWOOD

STR West Coast Offices 6777 Hollywood Blvd. Hollywood 28, Calif. Telephone Hollywood 2055

Location Trips Setting New High for Hollywood Studios

Film production ranges at varying distances from near to very far, from Hollywood these days.

Just how peripatetic production has become in the U. S. was pointed up by the release of some figures by William Guthrie, Warner Bros. location department chief, who revealed that his company had sent units abroad on treks totaling 42,750 miles and consuming 140 working days during the first six months of this year. Furthermore, the trend will accelerate, if the Warner pattern proves standard for Hollywood, because Guthrie indicated that present plans calls for journeys by location crews during the next six months that will set an all-time high.

The trans-continental shuttle, which seems to have been started by the Louis DeRochemont enterprise in shooting "House on 92nd Street" in New York has grown apace, and today Hollywood's biggest production names are represented by activities in the East Coast environs of Manhattan's vicinity.

David O. Selznick's "Portrait of Jennie" unit, which has been working at the Cloisters in Fort Tryon Park, N. J., packed bag and baggage last week and moved to Oldwick, N. J. for an outdoor picnic sequence. Following the New Jersey location, they'll go back to New York's Central Park, then downtown to the Fulton Fish Market. Picture co-stars Jennifer Jones and Joseph Cotten and is being directed by William Dieterle under Producer David Hempstead.

Mark Hellinger added two more New York radio stars to his Universal-International film, "The Naked City," another picture shooting in Gotham. Producer Nunnally Johnson, who started "The Senator Was Indiscreet" in New York, also, signed Allen Jenkins for the political comedy starring William Powell.

Republic's Roy Rogers had a "location" all his own, ending his nationwide tour at Forbes Field in Pittsburgh. Another traveling cowboy is Cannonball Taylor, who left Hollywood last week for a month of p.a.'s through Colorado, following completion of his first featured comedy role with Jimmy Wakely in Monogram's "Song of the Winchester."

Location bug has even spread to "Tarzan and the Mermaids," being directed by Robert Florey for Sol Lesser and RKO release. The picture is slated for a series of international locales. Starring Johnny Weissmuller and Brenda Joyce, it is being filmed in Acapulco, Mexico, Heading in the opposite direction was Eagle-Lion's $2,000,000 color spectacle, "Stampede," to be filmed at the Duke of Windsor's Canadian ranch. Al Rogell is producing and directing the Cinecolor production.

After five weeks of exterior shooting down in Florida, Director Richard Thorpe returned to Metro, and continues filming "On an Island with You," in Technicolor, at the home lot.

A location closer to home is one near Hollywood being used by Sam Katzman for "Tex Grainger," his current Columbia serial that Derwin Abrahams is directing. It started July 9. Other films started at the studio simultaneously were "Silverado," being directed by Will Jason; "The Black Arrow," with Louis Hayward, Janet Blair, George Macready and Edgar Buchanan; "Crime Doctor's Gamble" and "Devil Ship," Martin Mooney production.

"Hoppie" rides again, this time in Death Valley, where Bill Boyd started his latest—untitled—on July 9. Lewis Rachmil produces. "Time of Your Life," which is also a United Artists release, ran over schedule and will not finish until the end of July.

Matty Kemp, executive producer of newly-formed Cameo Productions, signed Elyse Knox for the feminine lead in "Linda, Be Good," which faced the cameras at Motion Picture Center Studios July 8. Frank McDonald is directing.

William Demarest and Virginia Bruce were important castings for Paramount's "Night Has a Thousand Eyes." A new type of star-studded sky, studio-built variety, is being used in the film, since the plot hinges on Star Edward G. Robinson's prediction that Gail Russell will die "under the stars."

NOW BEFORE THE CAMERAS

COLUMBIA. It Had to Be You; The Mating of Millie; The Strawberry Roan (Autry, in Cinecolor); Silverado; The Black Arrow (Edward Small); The Crime Doctor's Gamble; Devil Ship; Tex Grainger (Sam Katzman Serial).

EAGLE-LION. Stampede (Al Rogell, in Cinecolor); Adventures of Casanova.

RKO RADIO. Miracle of the Bells (Lasky-McEwen); Tarzan and the Mermaids (Sol Lesser); The Bishop's Wife (Samuel Goldwyn); I Remember Mama; Return of the Badmen; That's Life (Samuel Goldwyn, in Technicolor); Roughshod; Your Red Wagon.

PRC. Linda, Be Good (Cameo).

UNITED ARTISTS. Untitled Hopalong Cassidy (Bill Boyd); The Time of Your Life (Cagney); Sleep, My Love (Triangle).

MGM. The Kissing Bandit (in Technicolor); If Winter Comes; On an Island with You (in Technicolor); Killer McCoy; The High Wall; Virtuous.

PARAMOUNT. So Evil My Love (Paramount British Prods, Ltd.; My Own True Love; Night Has a Thousand Eyes.

REPUBLIC. The Red Pony (Feldman Group Prods-Lewis Milestone); The Fabulous Texan; Macbeth (Feldman Group-Orson Welles).

SRO. Portrait of Jennie.

TWENTIETH CENTURY-FOX. The Foxes of Harrow; Nightmare Alley; Gentleman's Agreement; Green Grass of Wyoming (in Technicolor); Daisy Kenyon.

UNIVERSAL-INTERNATIONAL. The Exile (Fairbanks); Tap Roots (Wanger, in Technicolor); Black Bart, Highwayman (in Technicolor); Imagination (Kanin); The Naked City (Hellinger); The Senator Was Indiscreet (Inter-John).

WARNER BROS. The Treasure of Sierra Madre; Silver River; Ever the Beginning (U. S. Pictures); Mary Hagen; Need for Each Other; Romance in High C (Curtiz, in Technicolor).

Nassour, Monogram-AA In Release, Space Deal

A two-way release and studio-space deal this week was concluded between Edward Nassour and Monogram and Allied Artists whereby Nassour is to produce four high-budget films for Allied Artists in a two-year period and several lesser-budget pictures for Monogram, President Steve Broidy announced. In addition Nassour will make available stage space for Allied Artists in his new studio.

First of the Nassour pictures is "Onward," followed by "Panamint City," both westerns.

Bette Davis Is Set For 'Winter Meeting'

Jack L. Warner, executive producer of Warner Bros., announced Monday that the first Bette Davis starring vehicle following the birth of her daughter will be "Winter Meeting," from the best-selling novel by Ethel Vance. Henry Blanke will produce the picture from a screenplay by Catherine Turney ,who also scripted "A Stolen Life" for Miss Davis.

"Winter Meeting," a story of a women's Atlantic Coast rendezvous with a returned veteran, is scheduled for early production.

Lasky Selects Valli

Jesse L. Lasky's search for a girl to play the leading feminine role in "The Miracle of the Bells" has ended with the selection of Valli, 24-year-old Italian actress who made her American debut in David O. Selznick's "The Paradine Case." In exchange for Valli, the Selznick Company will have the services of Jane Greer, RKO star, for a forthcoming picture.

Hecht Novel Bought

Benedict Bogeaus has purchased the Ben Hecht novel, "Miracle in the Rain," as the first film to be produced by Arcadia Productions, recently formed by Bogeaus and Ida Lupino and which calls for one picture a year for the next three years to star Miss Lupino. Second picture to be made under the Arcadia banner will be "Early Autumn," Louis Bromfield Pulitzer prize-winning novel.

Curtiz Buys Wald Story

"Forever and Always," an original story by Jerry Wald, Warner Bros. producer, has been bought by Michael Curtiz for a film musical to be made by Michael Curtiz Productions for Warner release. Allen Rivkin and Laura Kerr will do the screenplay.

Rose Assumes Duties

Leo Rose, general manager of Satenstein Theatrical Enterprises, has checked in at Marathon Pictures Corp. to assume his duties as business manager. Marathon, which releases through PRC, is also headed by Frank Satenstein.

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Regional News

(*Continued from Page 26*)

Gottlieb, Don Hirsch, Thomas MacWilliams, Art Morrone and Charles D. Mervis. John J. Maloney has been named chairman of the city charities contact committee, which consists of the following: Frank Blandi, John P. Hooley, Bernard Gelder, Samuel Gould, Scott F. Marshall, Howard Adelsberger, Harry G. Feldman, Robert Hendel, James H. Nash, Frank Panoplous, Norbert Stern, and William Walker.

The local Variety Club has also announced that it will resume its annual banquets, which were discontinued during the war years, this Fall.

NEW YORK

Herb Gillis manager of the 20th Century-Fox Philadelphia branch, will move to New York this week to become assistant manager of the branch here.

To the rest of the United States July 4 is the birthday of Independence. To the Ellsworth family it's Pop Bob's birthday, too. Ellsworth, MGM salesman, had the keg of beer over this year and, as usual, parked under the front porch where the neighbors come around and quaff his health just to make sure he doesn't have to drink it all himself.

Diane Rita Kalmenson, daughter of Warner Bros. Vice-President in charge of Sales Ben Kalmenson, was married last Sunday to Burton Saul Levine, one time naval man during the war. The couple took a wedding trip to Lake George and will reside at Mt. Vernon, where Kalmenson also has his residence.

Preview Theatres this week announced that it had bought the 11-story penthouse building at 245 West 55th Street where it will set up modern screen rooms, cutting rooms and similar facilities in part of the 60,000 square feet of space. The remainder will be used by film concerns.

Application of Universal Pictures Co. for membership in the Metropolitan Motion Picture Assn. was unanimously approved at a board meeting on July 2. Membership covers Universal's two showcases in New York, the Winter Garden and the Park Avenue Theatres.

Winners of Century Theatres' first merchandising drive, which ended July 9, were announced by Leslie R. Schwarts, head of Andrews, Inc., the company's merchandising division, as follows: District Manager Leonard Freund; Brooklyn theatre managers, Peter Manzione (Quentin), Helen Beckerman (College); Long Island managers, Charles Call (Bliss), Richard Tretler (Sunnyside), and Cort Clarkson (Strand); and assistant managers, Joseph Schwab and Leo Schrank. Prize for the winners is a four-day vacation at Century's Timberdoodle Lodge at Lake Placid.

FEATURE Booking GUIDE

TITLE INDEX

Listed in the following index are titles of features (exclusive of western series releases) with name of the distributor following the title. For data as to running time, stars, etc., refer to title under distributor company listings.

A

Title	Company
Abie's Irish Rose	UA
A Boy, a Girl, and a Dog	FC
Accomplice	PRC
A Dairy for Timothy	Misc.
Adventure for Two	Misc.
Adventures of Don Coyotes	UA
Adventures of Casanova	EL
Adventuress, The	EL
Affairs of Geraldine	Rep.
A Guy Named Joe Palooka	Mono.
A Lady Surrenders	Univ.
Albuquerque	Para.
Alexander's Ragtime Band	20th-Fox
Alias A Gentleman	MGM
A Likely Story	RKO
Alias Mr. Twilight	Col.
A Man About the House	Brit.
A Miracle Can Happen	UA
Angel and the Badman	Rep.
Angel and Sinner	Misc.
Angel on My Shoulder	UA
Apache Rose	Rep.
Arch of Triumph	Ent.
Arnelo Affair	MGM
Assigned to Treasury	Col.
As You Desire Me	MGM
Atlantis	UA
A Yank in Rome	Misc.

B

Bachelor and the Bobby-Soxer	RKO
Bachelor's Daughters	UA
Backlash	20th-Fox
Banjo	RKO
Barber of Seville	Misc.
Battle for Music	Misc.
Beast With Five Fingers	WB
Beat the Band	RKO
Beauty and the Bandit	Mono.
Bedelia	EL
Before Him All Rome Trembled	Misc.
Beginning or the End	MGM
Bellman, The	Misc.
Bells of San Angelo	Rep.
Bells of San Fernando	SGP
Best Years of Our Lives	RKO
Betty Co-Ed	Col.
Beware	Astor
Beware of Pity	Brit.
Beyond Tomorrow	Astor
Big Clock, The	Para.
Big Town	Para.
Big Town After Dark	Para.
Big Town Scandal	Para.
Bill and Coo	Rep.
Birds and the Bees, The	MGM
Birth of a Star	Astor
Bishop's Wife, The	RKO
Black Angel	Univ.
Black Bart, Highwayman	Univ.
Black Beauty	20th-Fox
Black Gold	Allied
Blackmail	Rep.
Blaze of Noon	Para.
Blind Spot	Col.
Blonde Alibi	Univ.
Blonde Savage	PRC
Blondie Knows Best	Col.
Blonde for a Day	PRC
Blondie in the Dough	Col.
Blondie's Big Moment	Col.
Blondie's Holiday	Col.
Blue Skies	Para.
Bob, Son of Battle	20th-Fox
Body and Soul	UA
Bohemian Girl	FC
Boomerang	20th-Fox
Boston Blackie and the Law	Col.
Born to Kill	RKO
Born to Speed	PRC
Bowery, The	20th-Fox
Boys' Ranch	MGM
Brasher Doubloon	20th-Fox
Brief Encounter	Univ.
Bringing Up Father	Mono.
Broadway Limited	Favorite
Brute Force	Univ.
Brute Man	PRC
Buck Privates Come Home	Univ.
Buffalo Bill Rides Again	SGP
Bulldog Drummond at Bay	Col.

Features and western series pictures are listed alphabetically by title under name of distributor. (Consult TITLE INDEX *for distributor of pictures known only by title.) Numerals at left of titles indicate* PRODUCTION OR BLOCK NUMBER, *(SP in this column indicates Special release sold separately), those at extreme right give publication date of Advance Data: a; or Box-Office Slant: b. Asterisk following title indicates color photography with adjoining letter giving name of type of color thus: *T: Technicolor, *C: Cinecolor, *M: Magnacolor, *U: Trucolor, *V: Vitacolor. Audience Classification is indicated by letters following titles: A—Adult; F—Family. Letters and combinations thereof in parenthesis indicate type of story in accordance with following key:*

(B) *Biographical* (C) *Comedy*
(D) *Drama* (Doc) *Documentary*
(G) *Gangster* (M) *Musical*
(H) *Horror* (W) *Western*
(My) *Mystery* (Wa) *War*

ALLIED ARTISTS

Prod. No.		Run Time Mins.	Rel. Date	See Issue of
	CURRENT			
1	It Happened on Fifth Avenue (C)F — Gale Storm-Don DeFore	115	4/19/47	b2/8/47
	COMING			
2	Black Gold *C (D)F — A. Quinn-K. deMille-E. Knox	92	9/6/47	b6/28/47
3	Gangster, The — Belita-B. Sullivan-J. Lorring		11/22/47	
	Hunted, The — Belita-P. Foster			
	Song of My Heart — Frank Sundstrom-Audrey Long		Nov. '47	a4/26/47

ASTOR PICTURES

	Beware (M)F — Louis Jordan-Frank Wilson	55		b6/22/46
Sp.	Birth of a Star — Danny Kaye	38		New Release
Sp.	Caldonia — Louis Jordan & Band	28		New Release
	Flying Deuces, The — Stan Laurel-Oliver Hardy		10/10/46	Reissue
	Gentleman From Arizona — John King-Joan Barclay	70½		Reissue
	Her Enlisted Man (CD) — Barbara Stanwyck-Robt. Young	70		Reissued
	I Cover the Waterfront (D) — Claudette Colbert	80		Reissued
	Jimmy Steps Out — J. Stewart-P. Goddard	89		Release
	Let 'em Have It (G) — Bruce Cabot-Virginia Bruce	70		Reissued
	Little Men — Oakie-Francis-Bancroft	83		Release
	Second Chorus — Fred Astaire-Paulette Goddard		11/18/46	Re-release
	Silver Devil (D)F — H. Gibson-Stephin Fetchit	62		Remake
	Sky Devils (C-D) — Spencer Tracy	88		Reissued
	Thunder in the City — Edw. G. Robinson	81		Reissued

COLUMBIA

CURRENT 1946-'47

828	Alias Mr. Twilight (D)A — Michael Duane-Trudy Marshall	69	12/19/46	b12/28/46
824	Betty Co-Ed (C)F — J. Porter-W. Mason-S. Mills	71	11/28/46	b11/23/46
	Blind Spot (My)A — Chester Morris-Constance Dowling	73	2/6/47	a11/2/46
807	Blondie's Big Moment (C)F — P. Singleton-A. Lake-A. Louise	69	1/9/47	b12/14/46
	Blondie's Holiday (C)F — Arthur Lake-Penny Singleton	67	4/10/47	b3/1/47
806	Blondie Knows Best (C)F — Penny Singleton-Arthur Lake	70	10/17/46	b9/21/46
822	Boston Blackie and the Law (My)F — Chester Morris-Trudy Marshall	69	12/12/46	b11/16/46
	Bulldog Drummond at Bay (My)A — Ron Randell-Anita Louise	70	5/15/47	b4/19/47
	Cigarette Girl (C)A — L. Brooks-J. Lloyd-J. Barton	67	2/13/47	b2/15/47
	Corpse, Came C.O.D., The — G. Brent-J. Blondell-A. Jergens	68	5/31/47	
816	Crime Doctor's Man Hunt (My)F — Warner Baxter-Ellen Drew	60	10/24/46	b9/21/46
830	Dead Reckoning (D)A — Humphrey Bogart-Lizabeth Scott	99	Feb. '47	b1/4/47
	For the Love of Rusty (C-D)F — T. Donaldson-T. Powers-A. Doran	68	5/1/47	b7/5/47
	Framed (D)A — Glenn Ford-Janis Carter	82	April '47	b3/8/47
	Guilt of Janet Ames, The (D)A — Rosalind Russell-Melvyn Douglas	83	April '47	b3/8/47
	Johnny O'Clock (D)A — Dick Powell-Evelyn Keyes	86	Mar. '47	b1/4/47
	Jolson Story, The *T (D-M)F — L. Parks-E. Keyes-W. Demarest	128	Jan. '47	b9/21/46
	King of the Wild Horses (D)F — Preston Foster-Gail Patrick	79	3/27/47	b3/29/47
	Little Miss Broadway — Jean Porter-John Sheldon	69	6/19/47	
823	Lone Wolf in Mexico (My)A — Gerald Mohr-Eric Blore-Sheila Ryan	70	1/16/47	b12/28/46
	Millie's Daughter (D)F — Gladys George-Paul Campbell	71	3/20/47	b2/15/47
	Millerson Case, The (M)F — W. Baxter-N. Saunders	72	5/29/47	b5/24/47
832	Mr. District Attorney (My)A — Dennis O'Keefe-M. Chapman	81	Feb. '47	b12/28/46
829	Return of Monte Cristo (D)F — L. Hayward-G. Macready-U. O'Connor	91	Dec. '46	b11/23/46
818	Secret of the Whistler (My)A — Richard Dix-Leslie Brooks	65	11/7/46	b11/2/46
804	Singin' in the Corn (C-M)F — Judy Canova-Allen Jenkins	66	12/26/46	b11/16/46
805	So Dark the Night (D)A — Stephen Geray-Micheline Cheirel	71	10/10/46	b9/14/46
	Sport of Kings — Gloria Henry-Paul Campbell	68	6/26/47	
	The Thirteenth Hour (My)A — Richard Dix-Karen Morley	65	3/6/47	b2/15/47

COMING

	Assigned to Treasury — Dick Powell-Maylia			
	Blondie in the Dough — P. Singleton-A. Lake-L. Simms			
	Bulldog Drummond Strikes Back — Ron Randell-Gloria Henry			
	Down to Earth *T — Rita Hayworth-Larry Parks			
	Gunfighters, The *C (W)F — Randolph Scott-Dorothy Hart	87		a7/13/46
	Her Husband's Affairs (C-D) — F. Tone-L. Ball-E. E. Horton			b6/14/47
	I Love Trouble — F. Tone-J. Blair-J. Carter			a5/24/47
	It Had to Be You (C-D) — Ginger Rogers-Cornel Wilde			
	Keeper of the Bees (D) — Gloria Henry-Michael Duane		7/10/47	a7/5/47
	Key Witness — John Beal-Trudy Marshall			a6/7/47
	Lady from Shanghai, The — Rita Hayworth-Orson Welles			a6/28/47
	Last of the Redmen — J. Hall-M. O'Shea-E. Ankers			a4/12/47
	Lone Wolf in London — Gerald Mohr-Nancy Saunders		Aug. '47	
	Man from Colorado, The (D) — Glen Ford-Ellen Drew-Wm. Holden			
	Mating of Millie, The — G. Ford-E. Keyes			a5/24/47
	Pacific Adventure — Ron Randell-Muriel Steinbeck	80	July '47	
	Prince of Thieves — Jon Hall-Patricia Morrison-A. Jergens			
	Relentless *T — R. Young-M. Chapman-W. Parker			
	Smoky River Serenade — P. Campbell-R. Terry-Hoosier Hot Shots		8/21/47	a1/11/47
	Son of Rusty, The — T. Donaldson-T. Powers-A. Doran		8/7/47	
	Strawberry Roan *C — Gene Autry-Gloria Henry			a6/21/47
	Sweet Genevieve — Jean Porter-Jimmy Lydon			
	Swordsman, The — Larry Parks-Ellen Drew-G. Macready			
	The Last Round-Up — Gene Autry-Jean Heather			a1/4/47
	Two Blondes and a Redhead (C-D) — Jean Porter-Jimmy Lloyd			
	When a Girl's Beautiful — A. Jergens-M. Platt-S. Dunne			a6/14/47

COLUMBIA (Continued)

Prod. No.			Run Time Mins.	Rel. Date	See Issue of
	Westerns (Current)				
863	Fighting Frontiersman (W-M)F	Charles Starrett-Smiley Burnette	61	12/19/46	b11/9/46
	Law of the Canyon (W-M)F	Charles Starrett-Smiley Burnette	55	4/24/47	b6/28/47
	Lone Hand Texan, The (W-M)F	Charles Starrett-Smiley Burnette	54	3/6/47	b3/1/47
864	Lone Star Moonlight	K. Curtis-J. Barton-G. Kibbee	67	12/12/46	
	Over the Sante Fe Trail (W-M)F	Ken Curtis-Jenifer Holt	63	2/13/47	b2/15/47
	Prairie Raiders	Charles Starrett-Smiley Burnette	54	5/29/47	
	South of the Chisholm Trail (W)F	Charles Starrett-Smiley Burnette	58	1/30/47	b2/1/47
	Swing the Western Way	J. Leonard-M. Dugan-Hoosier Hot Shots	66	6/26/47	
862	Terror Trail (W)F	Charles Starrett-Smiley Burnette	55	11/21/46	b11/2/46
	Westerns (Coming)				
	Buckaroo From Powder River	Charles Starrett-Smiley Burnette			
	Last Days of Boot Hill	Charles Starrett-Smiley Burnette			
	Riders of the Lone Star	Charles Starrett-Smiley Burnette		8/14/47	
	Six Gun Law (W)	C. Starrett-S. Burnette			
	Stranger From Ponca City	Charles Starrett-Smiley Burnette	56	7/3/47	

EAGLE-LION

	CURRENT				
	Adventuress, The (Reviewed in London under title "I See A Dark Stranger")	Deborah Kerr-Trevor Howard	100	3/17/47	7/13/46
	Bedelia (D)A	Margaret Lockwood-Ian Hunter	81	2/1/47	b6/3/46
	It's a Joke Son (C)F	Kenny Delmar-Una Merkel	64	1/25/47	b1/25/47
	Lost Honeymoon (C)A	Franchot Tone-A. Richards-T. Conway	71	3/29/47	b3/15/47
	Repeat Performance (D)A	Joan Leslie-L. Hayward-F. Basehart	93	5/30/47	b5/24/47
	COMING				
	Adventures of Casanova	A. deCordova-L. Bremer- T. Bey			
	Caravan	Stewart Granger-Jean Kent		7/26/47	
	Green for Danger My)A	Sally Gray-Trevor Howard	91	Rank	b12/14/46
	Love From a Stranger	J. Hodiak-S. Sidney-A. Richards			
	Out of the Blue	G. Brent-V. Mayo-T. Bey			
	Red Stallion *C	T. Donaldson-R. Paige-J. Dowell		8/16/47	
	Texas Manhunt	J. Johnston-J. Craid-L. Bari			
	The Capture *C	J. Leslie-J. Craig-J. Oakie			

FAVORITE FILMS CORP.

	Broadway Limited	Dennis O'Keefe-V. McLaglen	74	1/1/47	Reissue
	Captain Caution (D)A	V. Mature-A. Ladd-L. Carrillo	86	8/1/46	Reissue
	Captain Fury (D)A	B. Aherne-V. McLaglen-P. Lukas	88	8/1/46	Reissue
	Daring Desperadoes	I. Lupino-L. Carrillo-N. Martini		May '47	Reissue
	Housekeeper's Daughter (C)A	J. Bennett-V. Mature-A. Menjou	79	10/1/46	Reissue
	Of Mice and Men (D)A	B. Meredith-Betty Field-L. Chaney, Jr.	105	12/1/46	Reissue
	One Million B. C. (D)A	V. Mature-C. Landis-L. Chaney, Jr.	79	10/1/46	Reissue
	Road Show	C. Landis-J. Hubbard-A. Menjou	86	Mar. '47	Reissue
	Sea Bandits	D. Morgan-Steffi Duna		May '47	Reissue
	There Goes My Heart	Frederic March-Virginia Bruce	82	Mar. '47	Reissue
	Topper Takes Trip	C. Bennett-R. Young-A. Mowbray	79	Feb. '47	Reissue
	Topper Returns	O'Keefe-Landis-Blondell-Young	87	Feb. '47	Reissue

FILM CLASSICS

	CURRENT				
	A Boy, a Girl, and a Dog (D)F	Jerry Hunter-Sharyn Moffett	88		b8/3/46
	Devil to Pay	R. Colman-L. Young-M. Loy	74		
	Dodsworth (D)A	Walter Huston-Mary Astor	101	8/1/46	
	Jungle Book	Sabu	105		
	North Star	Anne Baxter-Dana Andrews	109		
	Palmy Days	Eddie Cantor-George Raft	80		
	Return of the Scarlet Pimpernel	B. Barnes-J. Mason-S. Stewart	81		
	Scarlet Pimpernel, The	Merle Oberon-Leslie Howard	98		
	Stella Dallas	J. Boles-R. Stanwyck-A. Shirley	107		
	The Patient Vanishes (My)A	James Mason-Mary Clark-M. Vyner	78		b5/31/47
	The Thief of Bagdad	Sabu-Conrad Veidt-June Duprez	109		
	Unholy Garden	R. Colman-Fay Wray	77		
	Westerner, The	G. Cooper-D. Davenport-W. Brennan	102		
	Woman Chases Man	Miriam Hopkins-Joel McCrea	70		

METRO-GOLDWYN-MAYER

Group No.					
	CURRENT				
	Beginning Or the End, The (D)F	B. Donlevy-R. Walker-G. Tearle	112	Mar. '47	b2/22/47
	Dark Delusion (D)F	L. Barrymore-J. Craig-L. Bremer	90	June '47	b4/12/47
	Gallant Bess *C (D)F	Marshall Thompson-Jim Davis	99	Jan. '47	b9/7/46
	Great Waltz, The (M)F	L. Rainer-F. Gravet-M. Korjus	110	July '47	Reissue
	High Barbaree (D)F	Van Johnson-June Allyson	91		b3/15/47
	Holiday in Mexico *T (M)F	W. Pidgeon-I. Massey-J. Powell	127	Sept.	b7/27/46
	It Happened at the Inn	Fernand Ledoux-Maurice Rollin	103	April '47	b9/21/46
	It Happened in Brooklyn (C-M)F	F. Sinatra-K. Grayson	103		b3/8/47
	Lady in the Lake (My)A	Robert Montgomery-Audrey Totter	103	Jan. '47	b11/30/46
	Little Mister Jim (C)F	James Craig-Frances Gifford	92	April '47	b6/8/46
	Living in a Big Way (C-D)F	Gene Kelly-Marie MacDonald	104	June '47	b5/31/47
	Love Laughs at Andy Hardy (C)F	M. Rooney-B. Granville-D. Ford	93	Feb.	b12/7/46
	Mighty McGurk, The (C)F	Wallace Beery-Aline McMahon	85	Jan. '47	b11/23/46
	My Brother Talks to Horses (C-D)F	Butch Jenkins-Peter Lawford	93	Jan. '47	b11/30/46
	No Leave, No Love (CM)F	V. Johnson-P Kirkwood-K. Wynn	119	Oct.	b8/31/46
	Rage in Heaven	Ingrid Bergman-Robert Montgomery	84	Oct.	Reissue
	Sea of Grass (D)A	K. Hepburn-S. Tracy-M. Douglas	131	April	b2/15/47
	Secret Heart, The (D)A	C. Colbert-W. Pidgeon-J. Allyson	97	Dec.	b11/30/46
	Show-Off, The (C)F	R. Skelton-Marilyn Maxwell	83	Dec.	b8/17/46
	Till the Clouds Roll By *T (M)F	J. Garland-R. Walker-F. Sinatra	135	Jan. '47	b11/15/46
	Undercover Maisie (C)A	Ann Sothern-Barry Nelson	90	May	b3/8/47
	Undercurrent (D)A	K. Hepburn-A. Taylor	115	Nov.	b10/5/46
	Yearling, The *T (D)F	G. Peck-J. Wyman-C. Jarman	128	May	b11/30/46
	COMING				
	Alias A Gentleman	Wallace Beery-Gladys George			
	As You Desire Me	G. Garson-Richard Hart			a9/7/46
	Arnelo Affair, The (D)A	John Hodiak-Frances Gifford	87		b2/15/47
	Birds and the Bees, The *T	J. MacDonald-J. Iturbi-J. Powell			a3/1/47
	Captains Courageous	Spencer Tracy-Mickey Rooney			Reissue
	Cass Timberlane	Spencer Tracy-Lana Turner			
	Cynthia (C-D)F	E. Taylor-G. Murphy-M. Astor	98	July '47	b5/17/47
	Fiesta *T (D-M)F	Esther Williams-John Carroll	101	July '47	m6/14/47
	Good News	J. Allyson-P. Lawford-J. McCracken			
	Green Dolphin Street	Lana Turner-Van Heflin			a2/1/47
	High Wall, The	R. Taylor-A. Totter-H. Marshall			
	Hucksters, The (CD)A	C. Gable-D. Kerr-A. Menjou	115	July '47	b6/28/47
	If Winter Comes	W. Pidgeon-D. Kerr-A. Lansbury			

Title	*Company*
Bulldog Drummond Strikes Back	Col.
Burning Cross, The	SGP
Bury Me, Dead	PRC
Bush Pilot	SGP

C

Calcutta	Para.
Caldonia	Astor
Calendar Girl	Rep.
California	Para.
Canyon Passage	Univ.
Captain from Castile	20th-Fox
Captain Caution	Favorite
Captain Fury	Favorite
Captains Courageous	MGM
Captive Heart	Univ.
Caravan	EL
Carmen	Misc.
Carnegie Hall	UA
Carnival	Brit.
Carnival in Costa Rica	20th-Fox
Case of the Baby Sitter	SGP
Cass Timberlane	MGM
Cat Creeps	Univ.
Centennial Summer	20th-Fox
Chase, The	UA
Cheyenne	WB
Child of Divorce	RKO
Cigarette Girl	Col.
Citizen Saint	Misc.
Clandestine	Misc.
Claudia and David	20th-Fox
Cockeyed Miracle	MGM
Code of the West	RKO
Colonel Chabert	Misc.
Copacabana	UA
Corpse Came C. O. D., The	Col.
Corsican Brothers	PRC
Courage of Lassie	MGM
Courtneys of Curzon Street	Brit.
Crack Up	RKO
Crime Doctor's Man Hunt	Col.
Criminal Court	RKO
Crimson Key, The	20th-Fox
Crossfire	RKO
Cross My Heart	Para.
Cry Wolf	WB
Cuban Pete	Univ.
Curly	UA
Cynthia	MGM

D

Daisy Kenyon	20th-Fox
Dancing With Crime	Brit.
Danger Woman	Univ.
Dangerous Millions	20th-Fox
Dangerous Money	Mono.
Dangerous Venture	UA
Dark Delusion	MGM
Dark Horse	Univ.
Dark Mirror	Univ.
Dark Passage	WB
Daring Desperadoes	Favorite
Dead Don't Dream, The	UA
Dead Reckoning	Col.
Dear Murderer	Brit.
Dear Ruth	Para.
Deception	WB
Deep Valley	WB
Desert Fury	Para.
Destry Rides Again	Univ.
Desperate	RKO
Devil's Hand	Misc.
Devil on Wheels	PRC
Devils Playground	UA
Devil Thumbs a Ride	RKO
Devil to Pay	FC
Dick Tracy Meets Karloff	RKO
Dick Tracy's Dilemma	RKO
Dick Tracy Versus Cueball	RKO
Dillinger	Mono.
Dishonored Lady	UA
Dodsworth	FC
Don Ricardo Returns	PRC
Down Missouri Way	PRC
Down to Earth	Col.
Dragnet	SG
Dream Girl	Para.
Driftwood	Rep.
Duel in the Sun	Selznick

E

Easy Come, Easy Go	Para.
Easy to Wed	MGM
Egg and I	Univ.
Emperor Waltz, The	Para.
Escape Me Never	WB
Ever the Beginning	WB
Exile, The	Univ.
Exposed	Rep.

F

Fabulous Dorseys	UA
Fabulous Joe	UA
Fabulous Suzanne	Rep.
Fabulous Texan, The	Rep.
Faithful in My Fashion	MGM
Falcon's Adventure	RKO
Fall Guy	Mono.
Fangs of the Wild	Astor
Fanny By Gaslight	UA
Farmer's Daughter	RKO
Fear in the Night	Para.
Fiesta	MGM
Fighting Father Dunne	RKO
Flame, The	Rep.
Flying Duces	Astor
Fool's Gold	UA
For the Love of Mary	U-I
For the Love of Rusty	Col.
Forever Amber	20th-Fox
Foxes of Harrow, The	20th-Fox

Title	Company
Framed	Col.
Francis the First	Misc.
Frieda	Brit.
From This Day Forward	RKO
Front Page Scandal	Mono.
Fun and Fancy Free	RKO
Fun on a Weekend	UA
Fugitive	RKO
G	
Gallant Bess	MGM
Gangster, The	Allied
Gas House Kids	PRC
Gas House Kids in Hollywood	PRC
Gas House Kids Go West	PRC
Genius at Work	RKO
Gentleman from Arizona	Astor
Gentlemen's Agreement	20th-Fox
Ghost and Mrs. Muir	20th-Fox
Ghost Goes Wild	Rep.
Ginger	Mono.
Girl and the Devil, The	Misc.
God's Country	SGP
Golden Earrings	Para.
Good News	MGM
Great Expectations	Univ.
Great Waltz	MGM
Green Dolphin Street	MGM
Green Fingers	Brit.
Green for Danger	E-L
Green Grass of Wyoming	20th-Fox
Green Years	MGM
Guilt of Janet Ames	Col.
Guilty	Mono.
Gunfighters	Col.
H	
Hard Boiled Mahoney	Mono.
Hat Box Mystery	SG
Heartaches	PRC
Heart of Arizona	SGP
Heaven Only Knows	UA
Heldorado	Rep.
Henry the Fifth	UA
Her Adventurous Night	Univ.
Her Enlisted Man	Astor
Her Husband's Affairs	Col.
Her Sister's Secret	PRC
Here Comes Trouble	UA
High Barbaree	MGM
High Conquest	Mono.
High School Hero	Mono.
High Tide	Mono.
High Wall, The	MGM
Hit Parade of 1947	Rep.
Holiday in Mexico	MGM
Hollywood Barn Dance	SG
Home in Oklahoma	Rep.
Homestretch	20th-Fox
Home Sweet Homicide	20th-Fox
Honeymoon	RKO
Hoppy's Holiday	UA
Housekeeper's Daughter	Favorite
How Dear to My Heart	RKO
Hucksters, The	MGM
Hue and Cry	Brit.
Humoresque	WB
Hungry Hill	Brit.
Hunted, The	Allied
I	
I Cover Big Town	Para.
I Cover the Waterfront	Astor
If I'm Lucky	20th-Fox
If Winter Comes	MGM
If You Knew Susie	RKO
I Know Where I'm Going	Univ.
I Love Trouble	Col.
Imagination	Univ.
Imperfect Lady	Para.
In Old Sacramento	Rep.
Indian Summer	RKO
International Lady	PRC
Intrigue	UA
Invisible Wall, The	20th-Fox
I Remember Mama	RKO
I Stole a Million	Univ.
It Had to Be You	Col.
It Happened at the Inn	MGM
It Happened in Brooklyn	MGM
It Happened on Fifth Avenue	Allied
It's a Joke, Son	EL
It's a Wonderful Life	RKO
I'll Be Yours	Univ.
Ivan the Terrible	Misc.
I've Always Loved You	Rep.
Ivy	Univ.
I Walk Alone	Para.
I Wonder Who's Kissing Her Now	20th-Fox
J	
Jewels of Brandenburg	20th-Fox
Jimmy Steps Out	Astor
Johnny Frenchman	Univ.
Johnny O'Clock	Col.
Jolson Story	Col.
Journey Together	Misc.
Jungle Book	FC
Jungle Flight	Para.
Jungle Princess	Para.
K	
Keeper of the Bees	Col.
Key Witness	Col.
Kid Millions	FC
Killer at Large	PRC
Killer-Dill	SGP
Killer McCoy	MGM
Kilroy Was Here	Mono.
King of the Wild Horses	Col.
King's Jester, The	Misc.
Kings Row	WB
Kit Carson	PRC

METRO-GOLDWYN-MAYER (Continued)

Prod. No.		Run Time Mins.	Rel. Date	See Issue of
	COMING			
	Killer McCoy — M. Rooney-E. Taylor-B. Donlevy			
	Merton of the Movies — Red Skelton-Virginia O'Brien			a9/21/46
	On an Island With You *T — E. Williams-P. Lawford			
	Piccadilly Incident (D)A — Anne Neagle-Michael Wilding	100		b8/31/46
	Pirate, The *T — J. Garland-G. Kelly-W. Slezak			a7/5/47
	Romance of Rosy Ridge, The (D)F — V. Johnson-T. Mitchell-J. Leigh	105	Aug. '47	b7/5/47
	Song of Love — K. Hepburn-P. Henreid-R. Walker			a2/1/47
	Song of the Thin Man — William Powell-Myrna Loy			a6/28/47
	Summer Holiday *T — Mickey Rooney-Gloria DeHaven			a9/7/46
	Tenth Avenue Angel — M. O'Brien-G. Murphy-P. Thaxter			a9/21/46
	The Kissing Bandit *T — Frank Sinatra-Kathryn Grayson			
	This Time For Keeps *T — E. Williams-L. Melchior			
	Unfinished Dance, The *T — Cyd Charisse-Margaret O'Brien			a9/7/46
	Virtuous — V. Johnson-J. Allyson			a9/7/46

MONOGRAM

CURRENT 1945-1946

531	Beauty and the Bandit (A-D)F — Gilbert Roland-Ramsay Ames	71	11/9/46		b1/13/47
517	High School Hero (C)F — F. Stewart-June Preisser	69	9/7/46		b8/24/46

CURRENT 1946-'47

604	Bringing Up Father (C)F — Joe Yule-Renie Riano	68	11/23/46		b10/19/46
603	Dangerous Money (My)F — Sidney Toler-Victor Sen Yung	66	10/12/46		b10/12/46
613	Fall Guy (My)A — Cliff Penn-Teala Loring	64	3/15/47		b3/8/47
609	Ginger — Frank Albertson-Barbara Reed	67	1/4/47		a9/28/46
614	Guilty, The (My)A — Bonita Granville-Don Castle	71	3/22/47		b3/22/47
616	Hard Boiled Mahoney — L. Gorcey-Bowery Boys	63	5/10/47		a3/22/47
620	High Conquest (D)A — A. Lee-G. Roland-W. Douglas	83	6/21/47		b3/15/47
608	Mr. Hex (CD)F — L. Gorcey-H. Hall	63	12/7/46		b12/14/46
617	Queen of the Yukon — Charles Bickford-Irene Rich		5/31/47		Reissue
610	Riding the California Trail — Gilbert Roland-Teala Loring	61	1/11/47		a10/26/46
618	Sarge Goes to College (C)F — A. Hale, Jr.-F. Stewart-J. Preisser	63	5/17/47		b5/10/47
699	Suspense (D)A — Belita-Barry Sullivan-E. Pallette	101	6/5/46		b3/20/46
606	Sweetheart of Sigma Chi (M)F — Elyse Knox-P. Regan-P. Brito	75	12/21/46		b11/30/46
607	Trap, The (My)F — Sidney Toler-Victor Sen Yung	69	11/30/46		b1/11/47
611	Vacation Days (D-M)F — F. Stewart-J. Preisser	66	1/25/47		b4/5/47
615	Violence (D)A — Nancy Coleman-M. O'Shea	72	4/12/47		b4/12/47
619	Wolf Call — John Carroll-Movita	62	6/7/47		Reissue

COMING

	A Guy Named Joe Palooka — Joe Kirkwood, Jr.-Elyse Knox		9/20/47		
	Dillinger — Lawrence Tierney-Anne Jeffreys		7/15/47		Reissue
	High Tide — Lee Tracy-D. Castle-A. Shaw		9/13/47		a5/31/47
621	Kilroy Was Here (C)F — J. Cooper-J. Coogan-W. McKay	68	7/19/47		b7/5/47
	Louisiana — Jimmie Davis-Margaret Lindsay		11/15/47		a5/31/47
	Mutiny in the Big House — Charles Bickford-Barton McLane		7/5/47		Reissue
622	News Hounds (C)F — Leo Gorcey-H. Hall-B. Jordan	68	8/9/47		b6/21/47
623	Robin Hood of Monterey — Gilbert Roland-Evelyn Brent		8/2/47		
666	Thunderbolt *T — Documentary		7/26/47		

Westerns (Current)

677	Code of the Saddle — J. M. Brown-R. Hatton	53	6/25/47		
671	Land of the Lawless (W)F — J. M. Brown-R. Hatton-J. Harrison	59	4/15/47		b5/31/47
672	Law Comes to Gunsight, The — J. M. Brown-R. Hatton	56	5/24/47		
564	Raiders of the South (W-M)F — J. H. Brown-Raymond Hatton	85	1/18/47		b2/22/47
683	Rainbow Over the Rockies (W-M)F — J. Wakely-"Lasses" White	56	2/6/47		b3/1/47
612	Silver Stallion — David Sharpe-Leroy Mason	59	12/14/46		Reissue
684	Six Gun Serenade — Jimmy Wakely-"Lasses" White	55	4/5/47		
682	Song of the Wasteland — J. Wakely-"Lasses" White	58	6/31/47		
681	Song of the Sierras (M-W)F — J. Wakely-"Lasses" White	56	12/28/46		b1/25/47
676	Trailing Danger — J. M. Brown-R. Hatton	58	3/29/47		
675	Valley of Fear (W)F — J. M. Brown-R. Hatton	57	2/15/47		b4/19/47

Westerns (Coming)

	Flashing Guns — J. Brown-R. Hatton				
	Song of the Winchester — J. Wakely-D. Taylor-B. Jones				

PARAMOUNT

Current 1945-46

Block No.					
	Jungle Princess, The — Dorothy Lamour-Ray Milland	84	9/1/46		Reissue
	Plainsman, The — Gary Cooper-Jean Arthur	113	9/1/46		Reissue
6	Searching Wind, The (D)A — R. Young-A. Richards-S. Sidney	105	8/9/46		b5/11/46
6	Strange Love of Martha Ivers, The (D)A — B. Stanwyck-V. Heflin-L. Scott	116	9/13/46		b3/16/46
6	Swamp Fire (D)A — Johnny Weissmuller-Viriginia Grey	69	9/6/46		b5/11/46

CURRENT 1946-'47

	Big Town — Philip Reed-Hillary Brooke	60	5/23/47		a2/9/47
	Blaze of Neon (D)A — A. Baxter-W. Holden-S. Tufts	90	5/2/47		b3/8/47
	Blue Skies *T (M)F — Bing Crosby-F. Astaire	104	12/27/46		b9/23/46
	Calcutta (My)A — A. Ladd-G. Russell-W. Bendix	83	5/10/47		b3/19/47
	California *T (WD) — Ray Milliand-B. Stanwyck	93	2/21/47		b12/21/47
	Cross My Heart (C-M)F — Betty Hutton-Sonny Tufts	83	1/10/47		b11/23/46
	Danger Street (My)A — J. Withers-R. Lowery	66	6/20/47		b3/1/47
	Dear Ruth (C)A — J. Caulfield-W. Holden-E. Arnold	95	7/18/47		b5/31/47
	Easy Come, Easy Go (C)F — D. Lynn-S. Tufts-Virginia Field	78	3/7/47		b2/8/47
	Fear in The Night (D)A — DeForest Kelley-Kay Scott	72	4/18/47		b2/22/47
	Imperfect Lady (D)A — R. Milland-T. Wright-V. Field	97	4/25/47		b3/15/47
	Ladies Man (C-M)F — Eddie Bracken-Virginia Field	90	2/7/47		b1/11/47
	My Favorite Brunette (C)F — B. Hope-D. Lamour	87	4/4/47		b2/22/47
	Pefect Marriage, The (C-D)A — L. Young-D. Niven-V. Field	87	1/24/47		b11/23/46
	Seven Were Saved — Richard Denning-Catharine Craig	73	3/28/47		a5/25/46
	Suddenly It's Spring (C)A — F. MacMurray-P. Goddard	87	3/21/47		b2/15/47
	Two Years Before the Mast (D)A — Donlevy-Ladd-Bendix	98	11/22/46		b8/24/46

COMING

	Albuquerque — Randolph Scott-Barbara Britton				a3/15/47
	Big Clock, The (M) — R. Milland-M. O'Sullivan-C. Laughton				a5/17/47
	Big Town After Dark — Philip Reed-Hillary Brooke				
	Big Town Scandal — Phillip Reed-Hillary Brooke				

PARAMOUNT (Continued)

COMING		Run Time Mins.	Rel. Date	See Issue of
Desert Fury *T	Lizabeth Scott-John Hodiak	95	8/15/47	
Dream Girl (C-D)	B. Hutton-M. Carey-V. Field			a6/7/47
Emperor Waltz, The *T	Bing Crosby-Joan Fontaine			a7/13/46
Golden Earrings	Marlene Dietrich-Ray Milland			a9/28/46
I Cover Big Town (My)A	P. Reed-H. Brooke	63	7/25/47	b3/1/47
I Walk Alone	B. Lancaster-Kirk Douglas			a3/1/47
Jungle Flight (D)F	Robert Lowery-Ann Savage	60		b3/1/47
My Own True Love	Phyllis Calvert-M. Douglas			
Night Has a Thousand Eyes, The	E. G. Robinson-J. Lund			
Perils of Pauline *T (CS)F	B. Hutton-J. Lund	92	7/4/47	b5/31/47
Road to Rio	B. Crosby-B. Hope-D. Lamour			a2/1/47
Saigon	Alan Ladd-Veronica Lake-Douglas Dick			a1/4/47
Shaggy *C	B. Joyce-G. Nokes-R. Shayne			
Trouble With Women, The (C)A	T. Wright-B. Donlevy-R. Milland	80	6/27/47	b5/24/47
Unconquered *T	Gary Cooper-Paulette Goddard			a9/28/46
Variety Girl	Mary Hatcher-DeForest Kelley	93	8/29/47	a11/23/46
Welcome Stranger (CD)F	B. Crosby-B. Fitzgerald	106		b5/3/47
Where There's Life	B. Hope-S. Hasso-W. Bendix			a5/25/46
Whispering Smith *T	A. Ladd-R. Preston-B. Marshall			a6/14/47
Wild Harvest	A. Ladd-D. Lamour-R. Preston			a11/2/46

PRC

CURRENT 1945-1946

Accomplice (My)A	Richard Arlen-Veda Ann Borg	68	9/29/46	b9/28/46
Big Fix, The (D)A	Noreen Nash-Shelia Ryan	61	4/19/47	b5/10/47
Blonde for a Day (C)F	H. Beaumont-Kathryn Adams	67	8/29/46	b8/3/46
Born to Speed (D)F	Johnny Sands-Terry Austin	65	1/12/47	b1/25/47
Down Missouri Way (M)F	Martha O'Driscoll-William Wright	74	8/15/46	b7/13/46
Her Sister's Secret (D)A	N. Coleman-P. Reed-M. Lindsay	83	9/23/46	b9/14/46
Secrets of a Sorority Girl (D)A	Mary Ware-Rick Vallin	58	8/1/46	b8/24/46
Strange Holiday (D)F	Claude Rains-Martin Kosleck	57	9/2/46	b10/27/45

CURRENT 1946-'47

Brute Man, The (H)A	Tom Neal-Jane Adams	58	10/1/46	b10/26/46
Corsican Brothers	D. Fairbanks Jr.-Tamiroff-Warrick	111	5/24/47	Reissue
Devil on Wheels, The (D)F	D. Hickman-J. Ford-J. Cardwell	67	3/2/47	b1/25/46
Don Ricardo Returns	Isabelita-Fred Coby		11/5/46	a9/21/46
Gas House Kids Go West	C. Williams-J. Shelton-A. Switzer		7/12/47	
Heartaches (My)A	H. Ryan-C. Wills	71	6/28/47	b7/5/47
International Lady	G. Brent-I. Massey-B. Rathbone	102	5/24/47	Reissue
Killer at Large (My)A	Anabel Shaw-Robert Lowery	63	5/31/47	b6/14/47
Kit Carson	D. Andrews-L. Bari-J. Hall	97	3/22/47	
Lady Chaser	Ann Savage-Robert Lowery	60	11/25/46	
Last of the Mohicans	R. Scott-B. Barnes-H. Wilcoxen	94	3/22/47	Reissue
Lighthouse	J. Lang-D. Castle-J. Litel	64	1/10/47	a10/19/46
Philo Vance Returns (My)F	W. Wright-R. Ames-I. Adrian	64	6/14/47	b4/26/47
Philo Vance's Gamble (My)A	Alan Curtis-Frank Jenks-Terry Austin	60	4/12/47	b4/26/47
Philo Vance Secret Mission	Alan Curtis-Sheila Ryan		3/20/47	
Return of Rin-Tin-Tin *V	D. Woods-B. Blake-C. Drake		2/20/47	
Stepchild (D)A	B. Joyce-D. Woods	70	6/7/47	b6/14/47
Three on a Ticket (My)F	Hugh Beaumont-Cheryl Walker	64	4/5/47	b4/5/47
Untamed Fury (D)A	Mikel Conrad-Gaylord Pendleton	61	3/22/47	b3/29/47
Wild West *C (W)F	Eddie Dean-Roscoe Ates	73	12/1/46	b11/30/46

COMING

Blonde Savage	L. Erickson-G. Sherwood			
Bury Me Dead (My)	M. Daniels-G. McClure-C. O'Donnell			a6/7/47
Gas House Kids in Hollywood	Alfalfa Switzer-Gas House Kids			
Man Wanted	Anabel Shaw-Robert Lowery			
Philo Vance's Peril	W. Wright-L. Balasco-R. Ames			b1/25/47
Silent Voice	Sheila Ryan-Edward Norris			a4/26/47
Tomorrow You Die	J. Ireland-S. Ryan-H. Beaumont			a6/21/47
Too Many Winners (M-My)	H. Beaumont-T. Marshall-R. Dunn	60		b6/7/47

Westerns (Current)

Border Feud (W)F	Lash LaRue-Al St. John	53	5/10/47	b5/24/47
Code of the Plains	Buster Crabbe-Al St. John	36	4/26/47	Reissue
Frontier Fighters	B. Crabbe-Al St. John-M. Manners	41	4/26/47	Reissue
Law of the Lash (W)F	Al LaRue-Al St. John	53	2/28/47	b3/1/47
Panhandle Trail	Buster Crabbe-Al St. John	40	4/26/47	Reissue
Prairie Rustlers (W)F	Buster Crabbe-Al St. John	54	11/7/45	b8/10/46
Raiders of Red Rock	B. Crabbe-Al St. John	38	4/26/47	
Range Beyond the Blue (W-M)F	Eddie Dean	53	3/17/47	
Shootin' Irons	Jim Newhill-Tex O'Brien	40	4/26/47	Reissue
Thundergap Outlaws	Tex O'Brien-Jim Newhill	38	4/26/47	Reissue
Wild Country (W)F	Eddie Dean	55	1/17/47	b2/1/47
Wild West	E. Dean-A. Ates	59	12/1/46	

Westerns (Coming)

Black Hills	Eddie Dean-Roscoe Ates			
Check Your Guns	E. Dean-R. Ates-N. Gates			
Ghost Town Renegades	Lash LaRue-Fuzzy St. John-J. Holt		7/26/47	
Gun Fighter	Lash LaRue-Al St. John-Mary Scott			a12/18/46
Pioneer Justice (W)F	Lash LaRue-Fuzzy St. John-J. Holt	55	6/28/47	b7/5/47
Return of the Lash	Lash LaRue-Al St. John			
Shadow Valley	Eddie Dean-Roscoe Ates			

RKO-RADIO

Block No.	CURRENT 1946-'47		Trade Shown	
5	A Likely Story (C)F	Bill Williams-Barbara Hale	88 May	b4/19/47
5	Banjo (C-D)F	S. Moffet-J. White-W. Reed	67 May	b4/19/47
4	Beat the Band (M)F	Frances Langford-Gene Krupa	67 Feb.	b3/1/47
Sp.	Best Years of Our Lives, The (D)A	D. Andrews-M. Loy-F. March	172 Dec.	b11/23/46
5	Born to Kill (D)A	C. Trevor-L. Tierney-W. Slezak	91 April	b4/19/47
2	Child of Divorce (D)A	Sharyn Moffett-Regis Toomey	62 Oct.	b10/19/46
4	Code of the West (W)F	J. Warren-J. Laurenz	57 Feb.	b2/22/47
3	Crack-Up (D)A	P. O'Brien-C. Trevor-H. Marshall	93 June	b6/15/46
2	Criminal Court (My)A	T. Conway-M. O'Driscoll	62 Aug.	b8/10/46
6	Desperate (G)A	Steve Brodie-Audrey Long	73	b5/17/47

Title	Company
L	
Ladies Man	Para.
Lady from Shanghai, The	Col.
Lady in the Lake	MGM
Lady Chaser	PRC
Last of the Mohicans	PRC
Last of the Redmen	Col.
Late George Apley	20th-Fox
Laughing Lady	Brit.
Laugh, Pagliacci	Misc.
Let 'Em Have It	Astor
Les Miserables	20th-Fox
Life With Father	WB
Lighthouse	PRC
Little Iodine	UA
Little Men	Astor
Little Miss Broadway	Col.
Little Mister Jim	MGM
Living in a Big Way	MGM
Locket, The	RKO
Lone Wolf in London	Col.
Lone Wolf in Mexico	Col.
Long Night	RKO
Lost Honeymoon	EL
Lost Moment's, The	Univ.
Louisiana	Mono.
Love and Learn	WB
Love from a Stranger	EL
Love Laughs at Andy Hardy	MGM
Love of Joanna Godden, The	Brit.
Love on the Dole	Misc.
Lured	UA
M	
Macbeth	Rep.
Macomber Affair	UA
Mad Wednesday	UA
Magic Bow	Univ.
Magic Town	RKO
Magnificent Doll	Univ.
Magnificent Obsession	Univ.
Magnificent Rogue	Rep.
Man About Town	RKO
Man from Colorado, The	Col.
Man Wanted	PRC
Man Within, The	Brit.
Marauders, The	UA
Margie	20th-Fox
Mary Hagen	WB
Mating of Millie	Col.
Meet Me at Dawn	20th-Fox
Memory of Love	RKO
Men of Two Worlds	Brit.
Merton of the Movies	MGM
Michigan Kid	Univ.
Mighty McGurk, The	MGM
Millerson Case, The	Col.
Millie's Daughter	Col.
Miracle of Monte Cassino	Misc.
Miracle on 34th St.	20th-Fox
Mr. Ace	UA
Mr. District Attorney	Col.
Mr. Hex	Mono.
Monsieur Verdoux	UA
Moss Rose	20th-Fox
Mourning Becomes Electra	RKO
Mother Wore Tights	20th-Fox
Mutiny in the Big House	Mono.
My Brother Talks to Horses	MGM
My Dog Shep	SGP
My Darling Clementine	20th-Fox
My Favorite Brunette	Para.
My Heart Goes Crazy	Univ.
My Own True Love	Para.
My Wild Irish Rose	WB
N	
Naked City	Univ.
Need for Each Other	WB
Never Say Goodbye	WB
New Orleans	UA
Newshounds	Mono.
Nicholas Nickelby	Brit.
Nightmare Alley	20th-Fox
Night Has a Thousand Eyes	Para.
Night Unto Night	WB
Nobody Lives Forever	WB
Nocturne	RKO
No Leave, No Love	MGM
Nora Prentiss	WB
North Star	FC
Northwest Outpost	Rep.
Notorious Gentleman	Univ.
Notorious Lone Wolf	Col.
O	
Odd Man Out	Univ.
Of Mice and Men	Favorite
Off to Buffalo	20th-Fox
Oh Say Can You Sing	Univ.
On an Island With You	MGM
One Hundred Men And A Girl	Univ.
One Million B.C.	Favorite
One Romantic Night	Astor
On the Old Spanish Trail	Rep.
Other Love	UA
Out California Way	Rep.
Out of the Blue	EL
Out of the Past	RKO
P	
Pacific Adventure	Colo.
Palmy Days	FC
Paradine Case	Selznick
Perfect Marriage	Para.
Perils of Pauline	Para.
Philo Vance's Gamble	PRC
Philo Vance Returns	PRC

Title	Company
Philo Vance's Peril	PRC
Philo Vance's Secret Mission	PRC
Piccadilly Incident	MGM
Pilgrim Lady	Rep.
Pirates, The	MGM
Pirates of Monterey	Univ.
Plainsman	Para.
Plainsman and the Lady	Rep.
Portrait of Jennie	SRO
Possessed	WB
Pretender, The	Rep.
Prince of Thieves	Col.
Prison Story	RKO
Private Affairs of Bel Ami	UA
Pursued	WB
Q	
Queen for the Night	Misc.
Queen of the Amazons	SGP
Queen of the Yukon	Mono.
Queen's Necklace, The	Misc.
R	
Rage in Heaven	MGM
Ramrod	UA
Razor's Edge	20th-Fox
Red House	UA
Red Pony, The	Rep.
Red Stallion	EL
Relentless	Col.
Renegade Girl	SGP
Repeat Performance	EL
Resistance	Misc.
Return of Monte Cristo	Col.
Return of Rin-Tin-Tin	PRC
Return of the Badmen	RKO
Return of the Scarlet Pimpernel	FC
Ride the Pink Horse	Univ.
Riding the California Trail	Mono.
Riff-Raff	RKO
Road to Rio	Para.
Road Show	Favorite
Robin Hood of Monterey	Mono.
Roll on Texas Moon	Rep.
Romance in High C	WB
Romance of Rosy Ridge, The	MGM
Root of All Evil	Brit.
Roses Are Red	20th-Fox
Roughshod	RKO
Rupert of Hentzau	SRO
Runaround	Univ.
S	
Saigon	Para.
San Demetrio, London	2th-Fox
San Quentin	RKO
St. Francis of Assisi	Misc.
Sarge Goes to College	Mono.
Scared to Death	SGP
Scarface	Astor
Scarlet Pimpernel, The	FC
School for Danger	Misc.
School for Secrets	Brit.
Scudda Hoo, Scudda Hay	20th-Fox
Sea Bandits	Favorite
Sea Hawk, The	WB
Sea of Grass	MGM
Sea Wolf, The	WB
Searching Wind	Para.
Second Chance	20th-Fox
Second Chorus	Astor
Secret Beyond the Door, The	U-I
Secret Heart, The	MGM
Secret Life of Walter Mitty	RKO
Secrets of Sorority Girl	PRC
Secrets of the Whistler	Col.
Senator Was Indiscreet	U-I
Seven Keys to Baldpate	RKO
Seven Were Saved	Para.
Shadow of a Woman	WB
Shadows Over Chinatown	Mono.
Shaggy	Para.
Shocking Miss Pilgrim	20th-Fox
Show-Off	MGM
Shoot to Kill	Screen Guild
Shop Girls of Paris	Misc.
Silent Voice	PRC
Silver Devil	Astor
Silver River	WB
Sinbad the Sailor	RKO
Singapore	Univ.
Singin' In the Corn	Col.
Sky Devils	Astor
Slave Girl	Univ.
Sleep, My Love	UA
Smash-Up	Univ.
So Dark the Night	Col.
So in Love	SRO
Something in the Wind	Univ.
Son of Rusty	Col.
Song of Love	MGM
Song of My Heart	Allied
Song of Scheherazade	Univ.
Song of the South	RKO
Song of the Thin Man	MGM
So Well Remembered	RKO
Spoilers of the North	Rep.
Sport of Kings	Col.
Springtime in the Sierras	Rep.
Stairway to Heaven	Univ.
Stallion Road	WB
Stampede	UA
Stella Dallas	FC
Step-Child	PRC
Stork Bites Man	UA
Strange Holiday	PRC
Strange Journey	20th-Fox
Strange Love of Martha Ivers	Para.
Strange Woman	UA
Stranger, The	RKO
Strawberry Roan	Col.
Suddenly It's Spring	Para.
Susie Steps Out	UA
Summer Holiday	MGM

RKO-RADIO (Continued)

Block No.			Run Time Mins.	Trade Shown	See Issue of
	CURRENT 1946-'47				
4	Devil Thumbs a Ride, The (D)A	Lawrence Tierney-N. Leslie	62	Feb.	b3/1/47
6	Dick Tracy's Dilemma (M)A	Ralph Byrd-Kay Christopher	60	June	b5/17/47
3	Dick Tracy vs. Cueball (D)F	Morgan Conway-Anne Jeffreys	62	Dec.	b11/9/46
3	Falcon's Adventure (D)F	Tom Conway-Madge Meredith	61	Dec.	b12/14/46
4	Farmer's Daughter, The (C-D)A	L. Young-J. Cotten-E. Barrymore	97	Feb.	b2/22/47
4	From This Day Forward (D)A	J. Fontaine-M. Stevens-A. Judge	95	Mar.	b3/2/46
2	Genius at Work (C)F	A. Carney-W. Brown-A. Jeffreys	61	July	b8/3/46
5	Honeymoon (C)F	S. Temple-F. Tone-G. Madison	74	June	b5/19/47
Sp.	It's a Wonderful Life (D)	J. Stewart-D. Reed-L. Barrymore	128	Dec.	b12/21/46
3	Locket, The (D)	Laraine Day-B. Aherne	86	Dec.	b12/21/46
Sp.	Long Night, The (D)A	Henry Fonda-Barbara Bel Geddes	96	May	b5/31/47
2	Nocturne (D)A	George Raft-Lynn Bari	85	Oct.	b10/19/46
Sp.	Notorious (My-D)A	Cary Grant-Ingrid Bergman	101	July	b7/27/46
3	San Quentin (D)A	L. Tierney-M. Carr-B. MacLane	66	Dec.	b12/7/46
Sp.	Sinbad the Sailor T (F)F	D. Fairbanks, Jr.-M. O'Hara	117	Jan.	b1/18/47
Sp.	Song of the South *T (D-M)F	Luana Patten-Bobby Driscoll	95	Nov.	b11/2/47
5	Tarzan and the Huntress (D)F	J. Weissmuller-B. Joyce	70	April	a3/22/47
6	They Won't Believe Me (D)A	Robert Young-Susan Hayward	95		b5/17/47
6	Thunder Mountain (W)F	T. Holt-R. Martin-M. Hyer	60		b5/17/47
4	Trail Street (W)F	R. Scott-R. Ryan-A. Jeffreys	83	Mar.	b2/1/47
3	Vacation in Reno (C)F	Jack Haley-Anne Jeffreys	60	Oct.	b10/12/46
6	Woman on the Beach, The (D)A	J. Bennett-R. Ryan-C. Bickford	71		m5/17/47
	COMING				
	Bachelor and the Bobby-Soxer (C)F	G. Grant-M. Ley-S. Temple	95		b6/7/47
Sp.	Bishop's Wife, The (D)	G. Grant-T. Wright-D. Niven			a7/5/47
	Crossfire (D)A	R. Young-R. Mitchum-G. Grahame	85		b6/28/47
	Dick Tracy Meets Karloff	R. Byrd-B. Karloff-A. Gwynne			
	Fighting Father Dunne	P. O'Brien-M. Dell-D. Hickman			
Sp.	Fun and Fancy Free	E. Bergen-D. Shore			
	Fugitive, The	Henry Fonda-Dolores Del Rio			
	How Dear to My Heart *T	Luana Patten-Bobby Driscoll			
	If You Knew Susie	E. Cantor-J. Davis-A. Joslyn			
	Indian Summer (D)	A. Knox-A. Sothern-G. Tobias			a7/5/47
	I Remember Mama	I. Dunne-B. Bel Geddes-O. Homolka			
Sp.	Magic Town	James Stewart-Jane Wyman			
	Man About Town	Maurice Chevalier			
	Memory of Love	D. Andrews-M. Oberon-E. Barrymore			
Sp.	Mourning Becomes Electra	R. Russell-K. Paxinou-R. Massey			
	Out of the Past	Robert Mitchum-Jane Greer			a2/1/47
	Return of the Badmen	Randolph Scott-Jacqueline White			
	Riff-Raff (My)A	Pat O'Brien-Anne Jeffries	80		b6/7/47
	Roughshod	R. Sterling-C. Jarman-G. Grahame			
	That's Life *T	D. Kaye-V. Mayo			
	Secret Life of Walter Mitty, The *T	D. Kaye-V. Mayo-F. Bainter			a9/7/46
	Seven Keys to Baldpate (M)A	Phillip Terry-Jacqueline White	68		b6/7/47
	So Well Remembered	M. Scott-J. Mills			
	Tarzan and the Mermaids	J. Weissmuler-B. Joyce			
	Tycoon *T	John Wayne-Laraine Day			
	Under the Tonto Rim (W)F	T. Holt-N. Leslie-R. Martin	61		b6/7/47

REPUBLIC

Prod. No.			Run Time Mins.	Trade Shown	See Issue of
	Current 1945-46				
543	Heldorado (WM)F	Roy Rogers-Dale Evans-"Gabby" Hayes.	70	12/15/46	b12/23/46
5542	Home in Oklahoma (W-M)F	R. Rogers-G. Hayes-D. Evans	72	11/8/46	b11/2/46
5503	Out California Way *U (WM)F	Monte Hale-Adrian Booth	67	12/5/46	b12/14/46
532	Plainsman and the Lady (W)F	W. Elliott-V. Ralston-G. Patrick	82	11/15/46	b11/9/46
542	Roll on Texas Moon (W-M)F	R. Rogers-G. Hayes-Dale Evans	68	9/12/46	b9/14/46
533	That Brennan Girl (D)A	James Dunn-Mona Freeman	95	12/23/46	b11/16/46
	CURRENT 1946-'47				
603	Affairs of Geraldine (C-D)F	Jane Withers-Jimmy Lydon	68	11/18/46	b10/26/46
608	Angel and the Badman (W)F	J. Wayne-G. Russell-I. Rich	100	2/15/46	b2/15/46
641	Apache Rose *U (W-M)F	Roy Rogers-Dale Evans	75	2/15/46	b3/22/47
642	Belles of San Angelo *U (W)	R. Rogers-D. Evans	71	5/15/47	b5/24/47
607	Calendar Girl (M)F	J. Frazee-W. Marshall	88	1/31/47	b2/8/47
604	Fabulous Suzanne (C)	Barbara Britton-Rudy Vallee	71	12/15/46	b12/21/46
605	Ghost Goes Wild, The (C)F	James Ellison-Anne Gwynne	66	3/8/47	b4/5/47
610	Hit Parade of 1947 (M)	E. Albert-C. Moore-J. Edwards	90	3/22/47	b5/3/47
601	I've Always Loved You *T (DM)F	Catherine McLeod-Philip Dorn	117	12/2/46	b8/31/46
606	Magnificent Rogue, The (C-D)A	L. Robert-W. Douglas	74	2/15/47	b11/23/46
615	Northwest Outpost (O)F	Nelson Eddy-Ilona Massey	91	6/25/47	b5/10/47
602	Pilgrim Lady, The (C-D)A	Warren Douglas-Lynne Roberts	67	1/22/46	b1/25/47
612	Spoilers of the North (D)A	Paul Kelly-Evelyn Ankers	66	4/24/47	b5/10/47
609	That's My Gal *U (M)A	L. Roberts-D. Barry	66	5/15/47	b5/31/47
613	That's My Man (D)A	D. Ameche-C. McLeod	99	6/1/47	b5/12/47
616	Web of Danger (D)F	A. Mara-B. Kennedy	58	6/10/47	b6/21/47
614	Winter Wonderland (C-R)A	L. Roberts-C. Drake	71	5/17/47	b5/31/47
611	Yankee Fakir (C)F	D. Frawley-J. Woodbury-C. Bevans	71	4/1/47	b4/12/47
	COMING				
	Bill and Coo	George Burton's Birds			
617	Blackmail	W. Marshall-A. Mara-S. Bachelor	67	7/24/47	
	Driftwood	Wood-Brennan-Warrick-Jagger			
	Exposed	Adele Mara-Robert Scott			
	Flame, The	John Carroll-Vera Ralston			
	Macbeth	Orson Welles-J. Nolan			
	On the Old Spanish Trail *U	R. Rogers-T. Guizar-J. Frazee			
	Pretender, The	A. Dekker-L. Stirling-C. Drake			
	Red Pony, The *T	M. Loy-R. Mitchum-L. Calhern			
	Fabulous Texan, The	W. Elliott-J. Carroll-C. McLeod			
646	Springtime in the Sierras *U	A. Rogers-J. Frazee-A. Devine	75	7/15/47	
619	The Trespasser (D)	J. Martin-W. Douglas	71	7/3/47	a5/24/47
618	Wyoming	B. Elliott-V. Ralston	84	8/1/47	a3/8/47
	Westerns (Current)				
553	Cherokee Flash (W)F	Sunset Carson-Linda Stirling	55	12/13/46	a3/2/46
664	Homesteaders of Paradise Valley (W)F	Allan Lane-Bobby Blake	58	4/1/47	b4/12/47
554	Last Frontier Uprising *U (W-M)F	Monte Hale-Adrian Booth	65	2/1/47	b4/12/47
665	Oregon Trail Scouts (W)F	Allan Lane-Bobby Blake	58	5/15/47	b5/24/47
558	Rio Grande Raiders	Sunset Carson-Linda Stirling	56	9/9/46	
684	Saddle Pals (W)F	G. Autry-L. Roberts	72	6/15/47	b6/21/47
661	Santa Fe Uprising (W)F	Allan Lane-Bobby Blake	57	11/15/46	b4/25/47

REPUBLIC (Continued)

Prod. No.			Run Time Mins.	Rel. Date	See Issue of
681	Sioux City Sue (W)F	Gene Autry-Lynne Roberts	69	11/21/46	b11/30/46
662	Stagecoach to Denver (W)F	Allan Lane-Bobby Blake	56	12/23/46	b1/4/47
682	Trail to San Antone (W)F	Gene Autry-Peggy Stewart	57	4/1/47	b4/18/47
683	Twilight on the Rio Grande (W)F	G. Autry-S. Holloway-Cass County Boys	71	4/1/47	b4/19/47
663	Vigilantes of Boomtown (W)F	Allan Lane-Bobby Blake	56	2/15/47	m2/15/47

Westerns (Coming)

	Along the Oregon Trail *U	Monte Hale-Adrian Booth			
	Marshall of Cripple Creek	Allan Lane-Bobby Blake			
685	Robin Hood of Texas	Gene Autry-Lynne Roberts-Adele Mara	71	7/15/47	
666	Rustlers of Devil's Canyon	Allan Lane-Bobby Blake	58	7/1/47	
	Under Colorado Skies *U	M. Hale-A. Booth			
	Wild Frontier, The	Allan "Rocky" Lane-Jack Holt			

SCREEN GUILD PRODUCTIONS

CURRENT

HC12	Bar 20 Justice	Wm. Boyd-R. Hayden-G. Hayes	65	7/19/47	Reissue
4614	Bells of San Fernando (D)F	Donald Woods-Gloria Warren	69	4/5/47	b4/5/47
4613	Buffalo Bill Rides Again (W)F	Richard Arlen-Jennifer Holt	66	4/19/47	b4/5/47
4616	Bush Pilot	R. Hudson-J. LaRue-A. Willis	60	6/7/47	
HC10	Cassidy of Bar 20	Wm. Boyd-H. Clark-R. Hayden	59	5/10/47	Reissue
HC11	Heart of Arizona	Wm. Boyd-G. Hayes-R. Hayden	68	6/14/47	Reissue
4701	Hollywood Barn Dance (C-D)F	E. Tubb-L. Talbott-H. Boyce	72	6/21/47	b6/7/47
4609	My Dog Shep	Flame (dog)-Tom Neal	60	12/1/46	
4610	North of the Border	R. Hayden-I. Cooper	46	10/1/46	a8/24/46
HC09	Partners of the Plains	Wm. Boyd-H. Clark-R. Hayden	71	4/26/47	Reissue
4611	Queen of the Amazons (D)A	Patricia Morison-Robert Lowery	62	1/15/47	b3/29/47
4612	Renegade Girl (D)F	Alan Curtis-Ann Savage-Jack Holt	65	12/25/46	b3/29/47
HC07	Rustlers Valley	Wm. Boyd-G. Hayes-R. Hayden	60	3/15/47	Reissue
4608	Scared to Death *C	B. Lugosi-J. Compton	65	5/3/47	
4615	Shoot to Kill (D)A	R. Wade-E. MacDonald-S. Walters	60	5/17/47	b4/12/47
HC08	Texas Trail	Wm. Boyd-R. Hayden-G. Hayes	59	4/12/47	Reissue

COMING

4704	Burning Cross, The	Hank Daniels-Virginia Patton		9/1/47	
4618	Case of the Baby Sitter, The	Tom Neal-A. Jenkins-P. Blake	40	7/26/47	
4703	Dragnet	M. Brian-H. Wilcoxon	71	8/16/47	
4617	Hat Box Mystery, The (My)	T. Neal-A. Jenkins-V. Sale	40	7/12/47	a7/5/47
4701	Hollywood Barn Dance (C-D)F	E. Tubb-L. Talbott-H. Boyce	72	6/21/47	b6/7/47
4702	Killer Dill (C-D)A	S. Erwin-A. Gwynne-F. Albertson	71	8/2/47	b5/17/47

SELZNICK RELEASING ORGANIZATION

CURRENT

	Duel in the Sun *T (WD)A	J. Jones-G. Peck-J. Cotten	138	4/17/47	b1/4/47

COMING

	Paradine Case, The	G. Peck-A. Todd-C. Laughton			
	Portrait of Jennie	J. Jones-J. Cotten			
	Rupert of Hentzau	Louis Jourdan-Valli			
	So in Love	Shirley Temple			

20TH-FOX

CURRENT 1946-'47

620	Behind Green Lights (D)A	Carole Landis-William Gargan	67	Feb.	b1/19/46
642	Bowery, The	Wallace Beery-Jackie Cooper	84	Oct.	Re-release
648	Dangerous Millions (D)F	Kent Taylor-Dona Drake	69	Dec.	b12/7/46
640	Home Sweet Homicide (MyC)F	P. Ann Garner-R. Scott	90	Oct.	b7/20/46
646	Margie *T (C-D)F	Jeanne Crain-Alan Young	93	Nov.	b10/19/46
645	My Darling Clementine (W-D)F	H. Fonda-L. Darnell-V. Mature	97	Nov.	b10/12/46
641	Sun Valley Serenade	Sonja Henie-John Payne	86	Sept.	Re-release
639	Three Little Girls in Blue *T (M)F	Hayer-Blaine-G. Montgomery	90	Oct.	b9/7/46
649	Wake Up and Dream *T (M)F	John Payne-June Haver	92	Dec.	b11/30/46
644	Wanted for Murder (D)A	Eric Portman-Dulcie Gray	91	Nov.	b4/13/46

CURRENT 1947-'48

709	Alexander's Ragtime Band	T. Power-A. Faye-D. Ameche	106	Mar.	Re-release
711	Backlash (My)A	R. Travis-J. Rogers-L. Blake	66	Mar.	b3/22/47
706	Boomerang (D)A	Dana Andrews-Jane Wyatt	88	Feb.	b1/25/47
707	Brasher Doubloon, The (My)A	G. Montgomery-Nancy Guild	72	Feb.	b2/8/47
710	Carnival in Costa Rica *T (M)F	D. Haymes-C. Holm-C. Romero	96	April	b3/29/47
715	Ghost and Mrs. Muir, The (D)A	G. Tierney-R. Harrison-G. Sanders	104	May	b5/24/47
713	Homestretch, The *T (D)A	Maureen O'Hara-Cornel Wilde	99	May	b4/26/47
716	Jewels of Brandenburg (D)A	Richard Travis-Micheline Cheirel	64	May	b4/12/47
712	Late George Apley, The (D)A	Ronald Colman-Peggy Cummins	98	April	b2/3/47
704	Les Miserables	Fredric March-Chas. Laughton	109	Jan.	Re-release
718	Miracle on 34th St. (C)F	J. Payne-M. O'Hara	96	June	b5/10/47
717	Moss Rose (M-D)A	V. Mature-P. Cummings-E. Barrymore	82	June	b5/24/47
701	Razor's Edge, The (D)A	T. Power-G. Tierney-J. Payne	146	Jan.	b11/23/46
714	San Demetrio, London (D)A	W. Fitzgerald-A. Young-R. Michael	76	April	b4/4/47
703	Shocking Miss Pilgrim *T	Betty Grable-Dick Haymes	85	Jan.	b1/4/47
705	Stanley & Livingstone	Spencer Tracy-Richard Green	101	Jan.	Re-release
708	Strange Journey (D)F	Paul Kelly-Osa Massen	67	Feb.	b9/14/46
702	13 Rue Madeleine (D)	James Cagney-Annabella	95	Jan.	b12/21/46
719	Western Union	Robert Young-Randolph Scott	95	June	Re-release

COMING

720	Bob, Son of Battle *T (D)F	P. A. Garner-L. McCallister	103	July	b6/7/47
	Captain from Castile *T	T. Power-J. Peters-C. Romero			
722	Crimson Key, The (My)F	Kent Taylor-Doris Dowling	76	July	b7/5/47
	Daisy Kenyon	J. Crawford-D. Andrews-H. Fonda			
	Forever Amber *T	L. Darnell-C. Wilde-G. Sanders			
	Foxes of Harrow, The	R. Harrison-M. O'Hara-R. Haydn			
	Gentleman's Agreement	G. Peck-D. McGuire-J. Garfield			
	Green Grass of Wyoming *T	P. Cummins-R. Arthur-C. Coburn			
	Invisible Wall, The	Don Castle-Virginia Christine			
	I Wonder Who's Kissing Her Now *T (M)F	June Haver-Mark Stevens	104		b6/14/47
721	Meet Me At Dawn (C-D)F	William Eythe-Hazel Court	99	July	
	Mother Wore Tights *T	B. Grable-D. Dailey-P. A. Garner			a11/16/46
	Nightmare Alley	T. Power-J. Blondell-Helen Walker			
	Off to Buffalo *T	N. Guild-D. Daily-C. Winninger			a6/14/47
	Roses Are Red	Don Castle-Peggy Knudsen			
	Scudda Hoo, Scudda Hay *T	J. Haver-L. McCallister-A. Revere			a5/17/47
	Second Chance	K. Taylor-Louise Currie-D. Hoey			

Title	Company
Sun Valley Serenade	20th-Fox
Suspense	Mono.
Swell Guy	Univ.
Sweet Genevieve	Col.
Sweetheart of Sigma Chi	Mono.
Swiss Family Robinson	Astor
Swordsman	Col.

T

Take My Life	Brit.
Tap Roots	Univ.
Tarzan and the Huntress	RKO
Tarzan and the Mermaids	RKO
Temptation	Univ.
Temptation Harbour	Brit.
Tenth Avenue Angel	MGM
Texas Manhunt	E-L
Texas Trail	SGP
That Brennan Girl	Rep.
That's Life	RKO
That's My Gal	Rep.
That's My Man	Rep.
That Way with Women	WB
The Brothers	Brit.
The Capture	E-L
The Kissing Bandit	MGM
The Man I Love	WB
There Goes My Heart	Favorite
The Last Round-Up	Col.
The Patient Vanishes	FC
The Time, the Place & the Girl	WB
They Made Me a Killer	Para.
They Passed This Way	UA
They Won't Believe Me	RKO
Thief of Bagdad	FC
Thieves' Holiday	UA
13 Rue Madeleine	20th-Fox
Thirteenth Hour	Col.
This Happy Breed	Univ.
This Time for Keeps	MGM
Three Little Girls in Blue	20th-Fox
Three on a Ticket	PRC
Thunderbolt	Mono.
Thunder in the City	Astor
Thunder in the Hills	Misc.
Thunder Mountain	RKO
Till the Clouds Roll By	MGM
Time of Your Life	UA
Time Out of Mind	Univ.
Tom Brown's Schooldays	Astor
Tomorrow You Die	PRC
Too Many Winners	PRC
Topper Returns	Favorite
Topper Takes a Trip	Favorite
Torment	Misc.
Trail Street	RKO
Trap, The	Mono.
Treasure of the Sierra Madre	WB
Trespasser, The	Rep.
Trouble With Women	Para.
Two Anonymous Letters	Misc.
Two Blondes and a Redhead	Col.
Two Guys From Texas	WB
Two Mrs. Carrols	WB
Two Years Before the Mast	Para.
Tycoon	RKO

U

Unconquered	Para.
Undercover Maisie	MGM
Undercurrent	MGM
Under the Tonto Rim	RKO
Unexpected Guest	UA
Un faithful	WB
Unfinished Dance	MGM
Unholy Garden	FC
Unsuspected, The	Warner Bros.
Untamed Fury	PRC
Upturned Glass, The	Brit.

V

Vacation Days	Mono.
Vacation in Reno	RKO
Variety Girl	Para.
Vendetta	UA
Verdict	WB
Vigiliantes Return	Univ.
Violence	Mono.
Virtuous	MGM
Voice of the Turtle	WB
Vow, The	Misc.

W

Wake Up and Dream	20th-Fox
Wallflower	Warner Bros.
Wanted for Murder	20th-Fox
Web, The	Univ.
Web of Danger	Rep.
Welcome Stranger	Para.
Welldigger's Daughter	Misc.
Westerner, The	FC
Western Union	20th-Fox
When a Girl's Beautiful	Col.
Where There's Life	Para.
While the Sun Shines	Brit.
Whiplash	WB
Whispering Smith	Para.
White Cradle Inn	Brit.
Who Killed Doc Robin	UA
Wicked Lady	Univ.
Wild Bill Hickok Rides	WB
Wild Harvest	Para.
Wild West	PRC
Winter Wonderland	Rep.
Wistful Widow of Wagon Gap	U-I
Wolf Call	Mono.
Woman Chases Man	FC
Woman in White	WB
Woman on the Beach	RKO
Wyoming	Rep.

Y

Yankee Fakir	Rep.
Yearling, The	MGM
Years Between	Univ.
You Can't Cheat an Honest Man	Univ.

NEW PICTURES STARTED LAST WEEK

EAGLE LION

The Capture (Cinecolor)—Principals: Joan Leslie, James Craig, Jack Oakie. Director, Al Rogell.

RKO

Tarzan and the Mermaids—Principals: Johnny Weissmuller, Brenda Joyce. Director, Robert Florey.

ADVANCE DATA

On Forthcoming Product

THE WISTFUL WIDOW OF WAGON GAP (U-I) *Comedy. Principals*: Bud Abbott, Lou Costello, Marjorie Main. *Director*, Charles Barton. *Plot*: An old law makes a murderer responsible for the debts and dependents of his victim. Therefore, Abbott and Costello find themselves taking care of a widow with six children in a tough western town. The widow falls for Costello but he spurns her. Then she accepts the proposal of a Judge. When she becomes suddenly rich, the boys leave town, calling each other chumps.

LOVE FROM A STRANGER (Eagle-Lion). *Drama. Principals*: John Hodiak, Sylvia Sidney, Ann Richards. *Director*, Richard Whorf. *Plot*: Winner of a large sweepstakes, a young woman is swept off her feet by a stranger and marries him. Too late she discovers he is wanted for slaying women whom he had married for their money then strangled and buried in a cellar. Trapped with him at a lonely cottage, she is rescued by the police and her faithful ex-fiance.

SECOND CHANCE (20th-Fox). *Mystery. Principals*: Kent Taylor, Louise Currie, Dennis Hoey. *Director*, James S. Tinling. *Plot*: A man and a girl, working together as jewel thieves, fall in love with each other. This means trouble, instead of happiness, because the girl is really an undercover agent for a jewelers' insurance company and is forced to expose her sweetheart when the trap is sprung on him. He is taken away to prison but forgives her for what she had to do.

OUT OF THE BLUE (Eagle-Lion). *Comedy-Drama. Principals*: George Brent, Virginia Mayo, Turhan Bey. *Director*, Leigh Jason. *Plot*: In Greenwich Village two neighbors—a Bohemian artist and a henpecked husband—quarrel over the artist's dog. When his wife leaves town for a few days, the meek husband finds himself picked up by a young woman, a dipsomaniac, who follows him home and refuses to leave. When she collapses in a faint, and the husband is panic-stricken, the artist sees his chance for revenge. It's all ironed out when the wife comes home.

SPORT OF KINGS (Col.) *Drama. Principals*: Paul Campbell, Gloria Henry, Harry Davenport. *Director*, Robert Gordon. *Plot*: Two brothers arrive in Kentucky to claim the farm which their father won as the result of a wager. The former owner of the estate, an old man, is penniless so they provide for him and also for his racing horses. The Negro servant reveals that the old man was actually defrauded by the boys' father. To right the wrong done, the boys bet their last cent on the old Major's race horse . . . the colt wins and they're all reconciled.

UNITED ARTISTS

CURRENT 1946-'47

Prod. No.			Run Time Mins.	Rel. Date	See Issue of
	Abie's Irish Rose (C)F	Joanne Dru-Michael Chekhov	96	12/27/46	b11/30/46
	Adventures of Don Coyote *C (W)F	F. Rafferty-M. Cramer	66	5/9/47	m5/3/47
	Carnegie Hall (D-M)A	M. Hunt-W. Prince-M. O'Driscoll	134		b3/1/47
	Chase, The (D)A	Robert Cummings-Michele Morgan	85	11/22/46	b10/19/46
	Copacabana (M-C)F	C. Miranda-A. Russell-G. Marx	92	5/30/47	b5/24/47
	Dangerous Venture (W)F	A. Clyde-W. Boyd-B. Alexander	59	5/23/47	a2/22/47
	Devil's Playground, The (W)F	William Boyd-Andy Clyde	65	11/15/46	b9/21/46
	Dishonored Lady (D)A	H. Lamarr-D. O'Keefe-J. Loder	89	5/19/47	b4/26/47
	Fabulous Dorseys, The (M)F	T. Dorsey-J. Dorsey-J. Blair	87	2/21/47	b3/1/47
	Fool's Gold (W)F	William Boyd-Andy Clyde	65	1/31/47	b10/12/46
	Fun on a Weekend (C)A	Priscilla Lane-Eddie Bracken	93	5/15/47	b4/12/47
	Little Iodine (C)F	J. Ann Marlowe-Marc Cramer	57	10/11/46	b9/14/46
	Macomber Affair, The (D)A	Gregory Peck-Joan Bennett	90	3/21/47	b1/25/47
	New Orleans (D-M)A	A. deCordova-D. Patrick	90	4/16/47	b5/3/47
	Private Affairs of Bel Ami, The (D)A	George Sanders-Angela Lansbury	115	3/7/47	b3/1/47
	Ramrod (W-D)A	J. McCrea-V. Lake-D. DeFore	94	5/2/47	b3/1/47
	Red House, The (My)A	Ed. G. Robinson-L. McCallister	98	2/7/47	b2/8/47
	Sin of Harold Diddlebock, The	H. Lloyd-R. Washburn-J. Conlin	89	4/4/47	a2/9/46
	Stork Bites Man	Jackie Cooper-Gene Roberts	74	6/21/47	a2/15/47
	Strange Woman, The (D)A	H. Lamarr-G. Sanders-L. Hayward	100	10/25/46	b11/2/46
	Susie Steps Out (C-D)F	David Bruce-Cleatus Caldwell	65	12/13/46	b11/23/46
	Unexpected Guest, The (W)F	Wm. Boyd-Andy Clyde	60	3/28/47	b12/14/46

COMING

	Atlantis	Maria Montez-Jean Pierre Aumont			a4/5/47
	A Miracle Can Happen	James Stewart-Henry Fonda			
	Arch of Triumph (D)	I. Bergman-C. Boyer			a5/3/47
	Body and Soul	John Garfield-Lillie Palmer			
	Christmas Eve	G. Raft-G. Brent-R. Scott-J. Blondell			a3/29/47
	Curly *C	Frances Rafferty-Larry Olsen			a5/25/46
	Dead Don't Dream, The (W)	W. Boyd-A. Clyde			
	Fabulous Joe	Walter Abel-Margot Grahame			
	Fanny By Gaslight	James Mason-Phyllis Calvert			
	Heaven Only Knows	Robert Cummings-Brian Donlevy			a1/4/47
	Henry the Fifth (D)F *T	L. Olivier-R. Asherson	134		b4/27/46
	Here Comes Trouble	William Tracy-Patti Morgan			a3/24/46
	Hoppy's Holiday (W)F	W. Boyd-Mary Ware	60	7/18/47	b5/10/47
	Intrigue	G. Raft-J. Havoc-D. Seymour			
	Lured (D)	G. Sanders-L. Ball	96	7/25/47	a5/10/47
	Mad Wednesday (D)F	H. Lloyd-R. Washburn-J. Conlin	89	4/8/47	b2/22/47
	Marauders, The	W. Boyd-R. Brooks-A. Clyde			
	Monsieur Verdoux (C-D)A	Charles Chaplin-Martha Raye	123		b4/19/47
	Other Love, The (D)A	B. Stanwyck-David Nivin	96	7/11/47	b4/5/47
	Sleep, My Love	C. Colbert-R. Cummings-D. Ameche			
	Stampede	John Wayne-Walter Brennan			
	Time of Your Life	J. Cagney-Wm. Bendix-J. Cagney			
	Vendetta (D)	Hillary Brooke-Faith Domergue			a5/10/47
	Without Honor	William Boyd-Andy Clyde			
	Who Killed Doc Robin?	E. Janssen-L. Olsen-D. Belding			a5/31/47

UNIVERSAL

CURRENT

	Brief Encounter (D)A	Celia Johnson-Trevor Howard	86		b5/3/47
612	Buck Privates Come Home (C)F	Bud Abbott-Lou Costello	77	April	b3/15/47
	Captive Heart, The (D)A	Michael Redgrave-Mervyn Johns	87		b4/13/47
601	Dark Mirror, The (My)A	O. DeHavilland-Lew Ayres	85	Oct.	b10/15/46
2791	Destry Rides Again	M. Dietrich-J. Stewart	94	Mar.	Reissue
613	Egg and I, The (C)F	Claudette Colbert-Fred MacMurray	108		b3/23/47
619	Great Expectations (D)F	J. Mills-Valerie Hobson	116	July	b12/21/46
607	I'll Be Yours (C-M)F	D. Durbin-T. Drake-W. Bendix	93	Jan.	b1/25/47
2794	I Stole a Million	G. Raft-C. Trevor-D. Foran	78	April	Reissue
616	Ivy (D)A	Joan Fontaine-Patric Knowles	99	June	b6/14/47
	Johnny Frenchman	Francoise Rosay-Patricia Roc	104		
602	Magnificent Doll (D)F	G. Rogers-D. Niven-B. Meredith	94	Nov.	b11/23/46
2795	Magnificent Obsession	Irene Dunne-Robert Taylor	101	May	Reissue
610	Michigan Kid *C (W)F	John Hall-Rita Johnson	69	Mar.	b2/15/47
1066	Notorious Gentleman, The (D)A	Rex Harrison-Lilli Palmer	106	Nov.	b2/16/46
617	Odd Man Out (D)A	James Mason-Robert Newton	116	June	b2/14/47
2796	One Hundred Men and a Girl	Deanna Durbin-L. Stokowski	84	May	Reissue
608	Song of Scheherazade *T (M)F	Y. DeCarlo-B. Donlevy-J. P. Aumont	106	Mar.	b2/1/47
609	Smash-Up, The Story of a Woman (D)A	S. Hayward-L. Bowman-E. Albert	102	Mar.	b2/8/47
611	Stairway to Heaven *T (D)A	David Niven-R. Massey	103	Mar.	b11/16/46
606	Swell Guy (D)A	Sonny Tufts-Ann Blyth	86	Jan.	b12/14/46
604	Temptation (D)A	M. Oberon-G. Brent-C. Korvin	98	Dec.	b12/14/46
	This Happy Breed *T (D)A	Robert Newton-Celia Johnson	110		b4/19/47
614	Time Out of Mind (D)A	P. Calvert-R. Hutton-E. Raines	88	May	b3/22/47
2793	You Can't Cheat an Honest Man	W. C. Fields-Edgar Bergen	73	April	Reissue
618	Vigilantes Return *C	Jon Hall-Margaret Lindsay	67	July	a7/13/46
615	Web, The (M)	V. Prince-E. Raines	87	June	b5/24/47
2792	When the Daltons Rode	R. Scott-K. Francis-B. Donlevy	81	Mar.	Reissue
605	Wicked Lady, The (D)A	M. Lockwood-J. Mason-P. Roc	98	Jan.	b1/12/47

COMING

	Black Bart, Highwayman *T	Y. De Carlo-D. Duryea			
	A Lady Surrenders (D)A	Margaret Lockwood-Stewart Granger	113		b10/12/46
	Black Narcissus *T (D)F	D. Kerr-Sabu	100		b5/3/47
	Brute Force (D)A	B. Lancaster-H. Cronyn-C. Bickford	98	Aug.	b6/21/47
	Exile, The	D. Fairbanks, Jr.-M. Montez-P. Croset			a6/28/47
	For the Love of Mary	D. Durbin-J. Dall-D. O'Connor			a4/19/47
	I Know Where I'm Going (D)F	W. Hiller-R. Livesy-P. Brown	91		b1/5/46
	Imagination	Ronald Colman-Signe Hasso			
	Lost Moment, The	S. Hayward-R. Cummings-J. Loring			
	Magic Bow, The (D-M)F	Stewart Granger-Phyllis Calvert	106		b9/28/46
	My Heart Goes Crazy *T (M)F	Sid Field-Greta Gynt	120		b9/7/46
	Naked City, The (D)	B. Fitzgerald-D. Hart			
	Oh Say Can You Sing	Sheila Ryan-Fred Brady			a5/25/46
	Pirates of Monterey *T	Maria Montez-Rod Cameron-P. Reed			a5/25/46
	Ride the Pink Horse	R. Montgomery-W. Hendrix			
	Secret Beyond the Door (D)	J. Bennett-M. Redgrave-A. Revere			a5/17/47
	Senator Was Indiscreet, The	W. Powell-E. Raines			
	Singapore (D)	F. MacMurray-A. Gardner-P. Dorn			a6/7/47

UNIVERSAL (Continued)

Prod. No.			Run Time Mins.	Rel. Date	See Issue of
	COMING				
	Slave Girl *T	Yvonne deCarlo-George Brent			a8/17/46
	Something in the Wind	D. Burbin-J. Hall-D. O'Connor		Aug.	
	Tap Roots	Van Heflin-Susan Hayward			
	Wistful Widow of Wagon Gap	B. Abbott-L. Costello-M. Main			
	Years Between, The	M. Redgrave-V. Hobson-F. Robson			

WARNER BROS.

	CURRENT 1946-'47				
613	Beast With Five Fingers, The (H)	Robert Alda-Andrea King	88	2/8/47	b12/21/46
622	Cheyenne (W-D)F	Dennis Morgan-Jane Wyman	100	6/14/47	b4/26/47
605	Deception (D)A	B. Davis-P. Henreid-C. Rains	112	10/26/46	b10/19/46
612	Humoresque (D)A	J. Crawford-J. Garfield-O. Levant	126	1/25/47	b12/23/46
608	Kings Row	A. Sheridan-R. Cummings-R. Reagan	127	12/7/46	Reissue
620	Love and Learn (C-M)A	J. Carson-R. Hutton-M. Vickers-J. Paige	83	5/3/47	b3/29/47
606	Never Say Goodbye (C)F	Errol Flynn-Eleanor Parker	96	11/9/46	b10/26/46
614	Nora Prentiss (D)A	A. Sheridan-K. Smith-R. Alda	113	2/22/47	b2/8/47
604	Nobody Lives Forever (D)A	J. Garfield-G. Fitzgerald	100	10/12/46	b9/28/46
624	Possessed (D)A	J. Crawford-Van Heflin-R. Massey	108	7/28/47	b5/31/47
615	Pursued	Teresa Wright-Robert Mitchum	101	3/2/47	
616	The Sea Hawk	Errol Flynn-Claude Rains	109	4/26/47	Reissue
619	The Sea Wolf	E. G. Robinson-I. Lupino-J. Garfield	87	4/25/47	Reissue
602	Shadow of a Woman (D)A	Andrea King-Helmut Dantine	78	9/14/46	b8/17/46
617	Stallion Road (D)A	R. Reagan-A. Smith-Z. Scott	97	4/12/47	b3/2/47
616	That Way With Women (C)F	S. Greenstreet-M. Vickers-D. Clark	85	3/29/47	b2/15/47
611	The Man I Love (D)A	Ida Lupino-Robert Alda	97	1/11/47	b12/28/46
610	The Time, the Place and the Girl *T (CM)F	D. Morgan-J. Carson-J. Wyman	108	12/28/46	b12/14/46
621	Two Mrs. Carrolls, The (D)A	H. Bogart-B. Stanwyck-A. Smith	99	5/24/47	b4/5/47
607	Verdict, The (D)A	S. Greenstreet-P. Lorre-J. Lorring	86	11/23/46	b11/9/46
609	Wild Bill Hickok Rides	C. Bennett-B. Cabot-W. William	72	12/7/46	Reissue
	COMING				
625	Cry Wolf (My)A	Errol Flynn-Barbara Stanwyck	83	7/6/47	b7/5/47
	Dark Passage (D)	H. Bogart-L. Bacall-B. Bennett			a5/17/47
	Deep Valley	Dane Clark-Ida Lupino-Wayne Morris			a4/5/47
	Escape Me Never	E. Flynn-I. Lupino-G. Young			a3/8/46
	Ever the Beginning	L. Palmer-S. Wanamaker-A. Tamiroff			
	Life With Father *T	I. Dunne-W. Powell-E. Taylor			a9/14/46
	Mary Hagen	S. Temple-R. Reagan-R. Calhoun			
	My Wild Irish Rose *T	D. Morgan-A. King-A. Dahl			
	Need for Each Other	J. Reynolds-R. Hutton			
	Night Unto Night (D)	Ronald Reagan-Viveca Lindfors			a5/10/47
	Romance in High C *T	Jack Carson-Doris Day-Janis Paige			
	Silver River	E. Flynn-A. Sheridan-T. Mitchell			
	Treasure of the Sierra Madre	H. Bogart-W. Huston-T. Holt			
	Two Guys From Texas *T	J. Carson-D. Morgan-D. Malone			
623	Unfaithful, The (D)A	A. Sheridan-Z. Scott-L. Ayers	110	7/5/47	b5/31/47
	Unsuspected, The (D)	C. Rains-J. Caulfield-A. Totter			a6/14/47
	Voice of the Turtle, The (C-D)	R. Reagan-E. Parker-E. Arden			a7/5/47
	Wallflower	Robert Hutton- Joyce Reynolds			
	Whiplash	D. Clark-A. Smith-S. Z. Sakall			
	Woman in White, The	A. Smith-E. Parker-S. Greenstreet			a4/26/47

BRITISH PRODUCT (U. S. Distribution Not Set)

	A Man About the House (D)A	Margaret Johnson-Dulcie Gray	97	Lon. Films	b6/28/47
	Beware of Pity (D)A	Lilli Palmer-Albert Lieven	105	Rank	b6/29/46
	Carnival (D)A	Sally Gray-Michael Wilding	93	Rank	b10/26/46
	Courtneys of Curzon St. (D-M)	Anna Neagle-Michael Wilding	120	London	b4/19/47
	Dancing With Crime (D)A	Richard Attenborough-Sheila Sim	82	Para.	b6/28/47
	Dear Murderer (D)A	E. Portman-G. Gynt-D. Price	94	Rank	b6/7/47
	Frieda (D)A	Mai Zetterling-David Farrar	98	Rank	b6/28/47
	Green Fingers (D)A	Robert Beaty-Carol Raye	85	ABPC	b10/26/46
	Hue and Cry (D)F	Alastair Sim-Valerie White	82	Rank	b2/22/47
	Hungry Hill (D)A	Margaret Lockwood-Dennis Price	109	Rank	b1/18/47
	Laughing Lady *T (M)F	Anne Zeigler-Webster Booth	90	ABPC	b10/26/46
	Loves of Joanna Godden, The (D)A	G. Withers-J. Macallum	85		b6/21/47
	The Man Within *T (D)A	Michael Redgrave-Jean Kent	85	Rank	b4/12/47
	Men of Two Worlds *T (D)A	Phyllis Calvert-Eric Portman	109	Rank	b7/27/46
	Nicholas Nickelby (D)F	Cedric Hardwicke-Sally Howes	105	Rank	b3/22/47
	Root of All Evil (D)A	Phyllis Calvert-Michael Rennie	110	Rank	b2/22/47
	School for Secrets (D)F	Ralph Richardson-Pamela Matthews	108	Rank	b11/16/46
	Take My Life (D)F	Hugh Williams-Greta Gynt	79	Rank	b5/17/47
	Temptation Harbour (D)A	Robert Newton-Simone Simon	110	ABPC	b3/29/47
	The Brothers (D)A	Patricia Roc-Will Fyffe-M. Reed	98	Rank	b5/24/47
	Upturned Glass, The (D)A	J. Mason-Rosamond John	86	Univ. Int.	b6/28/47
	While the Sun Shines (C)A	Barbara White-Ronald Howard	89	ABPC	b2/8/47
	White Cradle Inn (D)F	M. Carroll-I. Hunter-M. Rennie	83	London	b3/29/47

MISCELLANEOUS

	A Dairy for Timothy (Doc)F	Documentary	40	Eng. Films	b12/28/46
	Angel and Sinner (D)A	Micheline Preslie-Louis Salou	86	A.F.E.	b3/1/47
	A Yank in Rome (D)F	Valentina Cortese-Leo Dale	97	Film Rights	b3/22/47
	Barber of Seville (Opera)	F. Tagliavini-T. Gobbi	110	Excelsior	b4/19/47
	Before Him All Rome Trembled (D-M)A	Anna Magnani-Gina Sinimberghi	105	Superfilm	b3/1/47
	Bellman, The (D)A	Lucien Coedel-Fernand Ledoux	95	Mage	b4/5/47
	Carmen (D)A	Viviane Romance-Jean Marais	101	Superfilm	b12/7/46
	Citizen Saint (B)F	J. Prouty-L. MacMartin	65	Elliott	b5/3/47
	Clandestine (D)A	Constant Remy-Suzy Carrier	89	W. Hem.	b1/18/47
	Colonel Chabert (D)A	Raimu-M. Bell	93	Siritzky	b6/21/47
	Devil's Hand, The (D)A	Pierre Fresnay-Josseline Gael	80		b11/16/46
	Francis the First (C)A	Ferandel-Mona Goya	90	Vog Films	b1/25/47
	Girl and the Devil, The (D)A	Gunn Wallgren-Strig Jarrell	87	Scandia	b5/17/27
	Ivan the Terrible (D)A	N. Cherkassov-L. Tselikovskaya	96	Artkino	b3/15/47
	King's Jester, The (D-M)A	M. Simon-R. Brazzi	94	Superfilm	b6/21/47
	Laugh, Pagliacci (D-M)F	Alida Valli-Beniamino Gigli	82	Continental	b5/10/47
	Miracle of Monte Cassino (R-B)F	Fosco Giachetti-Nino Pavese	90	Simpex	b5/31/47
	Queen for a Night (O)A	Gurlie Lemon Bernhard-G. Bjoerling	89	Saga Films	b1/4/47
	Queen's Necklace, The (D)A	Viviane Romance-Marion Dorian	105	Siritzky	b5/10/47
	Roosevelt Story, The (Doc)F		80	Tola	b7/5/47
	St. Francis of Assisi (D)F	Jose Luis Jimenez-Alicia DePhillips	119	Simpex	b4/5/47
	School for Danger (Doc)F	Capt. H. Ree-J. Nearne	60	Eng. Films	b2/22/47
	Shop Girls of Paris (D)A	M. Simon-A. Prejean	90	Mage	b6/21/47
	Swing, Cowboy, Swing (W-M)F	C. Shrun-D. Weston-A. Lee	57	Westernair	b9/7/46
	Thunder in the Hills (D)A	J. Prucha-J. Kacer-V. Nasova	78	Gen. Film	b5/10/47
	Torment (D)A	Alf Kjellin-Mai Jetterling	95	Oxford	b4/19/47
	Two Anonymous Letters (D)A	C. Calamai-A. Checchi	83	Film Rights	b5/3/47
	Vow, The (D)A	M. Gelovani	103	Artkino	b6/21/47
	Welldigger's Daughter, The (C)A	Raimu-Fernandel	122	Siritzky	b10/5/46

ADVANCE DATA

(Continued from Preceding Page)

TYCOON (RKO) *Technicolor. Principals:* John Wayne, Laraine Day, Sir Cedric Hardwicke. *Director,* Richard Wallace. *Plot:* A feud develops between the head of a construction company building a tunnel through the Andes, and the local tycoon who foots the bills. The tycoon refuses to put up extra money for additional costs, and dares the young engineer to finish the tunnel, even in the face of his daughter's marriage to the engineer, and the anguish of her life amid trapped men, tearful wives. Finally the rich man accepts the engineer as a son-in-law.

WALLFLOWER (WB) *Comedy-Drama. Principals:* Robert Hutton, Joyce Reynolds, Janis Paige. *Director,* Frederick de Cordova. *Plot:* Tired of always taking second best from her beautiful and popular half-sister, a young girl rebels when she sees her own special boy friend succumbing to the spell of the other girl. She transforms herself into a glamour girl and becomes the belle of the ball. The errant boy friend returns, but before they can settle things they are "compromised" and their parents insist on a quick wedding. Afraid that he is undecided, she runs away, but he makes up his mind in a hurry then and follows her.

NATIONAL REVIEWING COMMITTEES' CLASSIFICATIONS

BACHELOR AND THE BOBBY SOXER (RKO)
FAMILY—National Board of Review. CLASS A—SEC. I—National Legion of Decency.

MILLERSON CASE, THE (Col.)
FAMILY—National Board of Review. CLASS A—SEC. II—National Legion of Decency.

PACIFIC ADVENTURE (Col.)
FAMILY—National Board of Review. CLASS A—SEC. I—National Legion of Decency.

The authorities quoted in this column are as follows:

GENERAL FEDERATION OF WOMEN'S CLUBS. The motion picture committee is headed by Mrs. Arretus F. Burt, chairman, of St. Louis. Two reviewing committees are maintained—Mrs. Mary Lilly, New York, Eastern Committee chairman; Mrs. John Sterns Thayer, Los Angeles, Western Committee chairman. Designations used; FAMILY—8 years and up; MATURE FAMILY—14 years and up; ADULTS—Senior High School Students and Adult: **—indicates picture is rated as "Exceptional."

NATIONAL BOARD OF REVIEW: Founded in 1909 "to represent the interest of the motion picture public." The reviewing committee consists of some 300 men and women of all ages, "representing a cross-section of public taste." Designations used: FAMILY—14 years of age and up (recommendations for age groups under 14 are by Schools M. P. Committee of the National Board); MATURE—18 years old up; *—indicates picture "especially worth seeing."

NATIONAL LEGION OF DECENCY: Committee of International Federation of Catholic Alumnae reviews pictures and publishes its classifications for guidance of members of the Legion—composed of those members of the Catholic Church who join the Legion. Designations used: Class A—Section I — Unobjectionable for General Patronage: Class A—Section II—Unobjectionable for Adults: Class B—Objectionable in Part: Class C—Condemned.

SHORT Booking GUIDE

Short subjects are listed by series under headings of companies distributing them. Numerals in parenthesis following series title indicate number of releases in that group announced for, or sold for, the season. Numerals at left of titles is production or release number. Films reviewed are indicated by reviewers' ratings following titles. Third column gives running time of the subject and final column refers to date on which review of the subject was published.

COLUMBIA 1946-'47

ALL-STAR COMEDIES (10)

8431 Society Mugs .....Fair ..... 16 ..12/28/46
8432 So's Your Antenna.....Juvenile ..... 17 ..11/18/46
8433 Slappily Married .....Nonsense ..... 16½..12/ 7/46
8434 Moron Than Off.....Fair ..... 18 .. 2/ 8/47
8435 Andy Plays Hookey...Fair ..... 18 .. 3/15/47
8436 Meet Mr. Mischief.....Good ..... 17½.. 5/10/47
8437 Scooper Dooper .....Funny ..... 18 .. 5/10/47
8438 The Good Bad Egg..... 17 .....
8439 Bride and Gloom..... 16 .....
8440 Two Jills and a Jack..... 18 .....

ASSORTED 2-REEL COMEDIES (6)

8421 Pardon My Terror..... 16½.....
8422 Honeymoon Blues .....Dull ..... 17 ..11/16/46
8423 Reno-vated ..... 17 .....
8424 Hot Heir .....Funny ..... 18 .. 4/ 5/47
8425 Cupid Goes Nuts.....
8426 Nervous Shakedown ..... 15½.....

THREE STOOGES COMEDIES (10)

8401 G. I. Wanna Home..... 15½.....
8402 Rhythm and Weep.....Fair ..... 17½..11/ 2/46
8403 Three Little Pirates....Funny ..... 18 ..3/15/47
8404 Half-Wit's Holiday ....Funny ..... 17½.. 3/29/47
8405 Fright Night .....Funny ..... 17 .. 5/10/47
8406 Out West .....Funny ..... 17½.. 5/10/47
8407 Hold That Lion..... 16½.....

COLOR RHAPSODIES—Technicolor (10)

8501 Loco Lobo .....Cute ..... 6 ..12/ 7/48
8502 Cockateos for Two..... 6 .....
8503 Big House Blues..... 7 .....
8504 Mother Huba-Huba-Hubbard ..... 6 .....
8505 Up'n Atom ..... 6 .....

COLOR PHANTASIES (12)

8701 Fowl Brawl .....Funny ..... 6 .. 4/ 5/47
8702 The Uncultured Vulture..Funny ..... 5½.. 5/10/47
8703 Wacky Quacky ..... 6 .....
8704 Leave Us Chase It..... 6½.....
8705 Tooth or Consequences..... 6½.....

COMMUNITY SINGS (10)

8651 No. 1 (Leibert) The Gypsy ..... 9½.....
8652 No. 2 (Bakers) It's a Pity to Say Goodnight..Entertaining .. 10 ..11/ 2/46
8653 No. 3 (Leibert) Surrender .....Good ..... 9½..11/16/46
8654 No. 4 (Baker) Pretending ..... 9½.....
8655 No. 5 (Liebert) Rumors Are Flying .....Singable ..... 10 .. 3/15/47
8656 No. 6 (Baker) Ole Buttermilk Sky .....Good ..... 10 .. 5/10/47
8657 No. 7 (Leibert) The Coffee Song & Open the Door Richard .....Good ..... 9½.. 5/10/47
8658 No. 8 (Baker) I'll Close My Eyes ..... 10½.....
8659 No. 9 (Leibert) For Sentimental Reasons ..... 10½.....
8660 No. 10 Managua, Nicaragua .....

THRILLS OF MUSIC (8)

8951 Jerry Wald & Orch..... 10 .....
8952 Machito & Orch.....Good ..... 10½..11/16/46
8953 Les Elgart & Orch.....Fair ..... 10 .. 1/25/47
8954 Ray McKinley & Orch..... 9½.....
8955 Shorty Sherock & Orch...Good ..... 8½.. 5/ 3/47
8956 Buddy Morrow & Orch..... 9½.....
8957 George Towne & Orch..... 10 .....
8958 Ray Anthony & Orch..... 10½.....

SCREEN SNAPSHOTS (12)

8851 No. 1 (Radio Characters)..... 10 .....
8852 No. 2 (Looking Down on Hollywood .....Good ..... 10 ..11/16/46
8853 No. 3 (Rodeo) .....Very Good .... 10 .. 2/ 8/47
8854 No. 4 (Skolsky Party)..... 9½.....
8855 No. 5 (Movie Columnists) .....Interesting .... 9 .. 3/15/47
8856 No. 6 (Behind the Mike) .....Fair ..... 9 .. 3/29/47
8857 No. 7 (Holiday in Las Vegas) ..... 10 .....
8858 No. 8 My Pal Ringeye (Smiley Burnette) ..... 10 .....

SCREEN SNAPSHOTS (Series 26) 1 Reel

8859 Famous Hollywood Mothers ..... 10 .....
8860 So This Is 'Ollywood..... 9 .....

SPORTS REELS (12)

8801 Army Football Champions.Excellent .... 11 ..11/ 2/46
8802 Ten Pin Magic .....Fair ..... 10 ..11/16/46
8803 Hi-Li .....Interesting .... 9½..12/28/46
8804 Best In Show (Dogs).. ..... 9 .....
8805 Polo .....Interesting .... 9 .. 5/10/47
8806 Cue Tricks ..... 9 .....
8807 Tennis Wizards ..... 9 .....

COLUMBIA (Continued)

8808 Goffy Golf ..... 8 .....
8809 Grappling Groaners ..... 9 .....
8810 Badminton .....

SERIALS

8126 Son of the Guardsmen.....15 Chaps. 20 ..10/26/46
8140 Jack Armstrong .....15 Chap. 20-25.. 3/ 1/47
8160 The Vigilante .....15 Chaps. .....

METRO-GOLDWYN-MAYER 1946-'47

MGM TECHNICOLOR CARTOONS (16)

W-831 Henpecked Hoboes .....
W-834 Hound Hunters ..... 7 .....
W-836 Red Hot Rangers..... 8 .. 5/31/47

TOM & JERRY (Technicolor) CARTOONS

W-832 Cat Fishin' ..... 8 .....
W-833 Part Time Pal..... 8 .....
W-835 Cat Concerto .....Excellent ..... 7 .. 5/10/47

PETE SMITH SPECIALTIES (10)

S-851 Football Thrills of 1945..... 10 .....
S-852 Sure Cures .....Excellent ..... 10 ..10/ 5/46
S-853 I Love My Husband But.....
S-854 Playing By Ear.....
S-855 Athletiquiz .....
S-856 Diamond Demon .....Amazing ..... 10 .. 3/ 1/46
S-857 Early Sports Quiz..... 9 .....
S-858 I Love My Wife But..... ..... 9 .....
S-859 Neighbor Pests .....

TWO REEL SPECIALS (4)

A-801 Luckiest Guy in the World .....

PASSING PARADE (6)

K-871 A Really Important Person .....

TRAVELTALKS

T-811 Glimpses of California.....
T-812 Calling on Costa Rica..... 10 .....
T-813 Around the World in California ..... 9 .....5/17/47

MGM SPECIALS

A-802 Give Us The Earth.....6/21/47

PARAMOUNT 1946-'47

NOVELTOONS—Technicolor (65)

P6-1 Spree for All .....Good Start .... 7 ..10/26/46
P6-2 The Stupidstitious Cat....Funny ..... 7 .. 5/10/47
P6-3 The Enchanted Square...Very Good .... 10 .. 5/10/47
P6-4 Madhattan Island .....
P6-5 Much Ado About Mutton.....
P6-6 The Wee Men.....
P6-7 The Mild West.....
P6-8 Naughty But Mice.....

PACEMAKERS (6)

K6-1 Brooklyn I Love You....Superb ..... 10 ..10/26/46
K6-2 Love in Tune.....Different ..... 9½..11/16/46
K6-3 Radio, Take It Away....Swell Satire ... 11 .. 3/ 1/47
K6-4 Try and Catch Me..... 9 .....
K6-5 Brains Can Be Beautiful..... 10 .....
K6-6 Everybody Talks About It.....

POPULAR SCIENCE—Magnacolor (6)

J6-1 No. 1 .....Average ..... 11 ..11/16/46
J6-2 The Sponge Divers.....Fair ..... 11 .. 1/25/46
J6-3 Air-Borne Pastures .....Good ..... 11 .. 2/ 8/47
J6-4 Marine Miracles .....Fascinating ... 10 .. 5/ 3/47
J6-5 Moon Rockets ..... 10 .....
J6-6 20th Century Vikings.....

SPORTLIGHTS (10)

R6-1 Race Horses Are Born...Good ..... 9 ..10/26/46
R6-2 Dive-Hi Champs .....Good ..... 10 ..11/16/46
R6-3 Queen of the Court.....Very Good .... 10 .. 1/25/46
R6-4 Like Father—Like Son...Interesting .... 10 .. 1/25/46
R6-5 Jumping Jacks .....Excellent ..... 9½.. 3/15/47
R6-6 Selling the Sun.....Excellent ..... 10 .. 2/ 8/47
R6-7 Under White Sails..... 9 .....
R6-8 Iced Lightning .....Good ..... 10 .. 5/10/47
R6-9 Making the Varsity.....
R6-10 Running the Hounds.....
R6-3 Queens of the Courts.....Very Good .... 10 .. 1/25/46
R6-9 Making the Varsity..... 10 .....
R6-9 Making the Varsity..... 10 .....
R6-10 Diamond Gals .....

UNUSUAL OCCUPATIONS—Magnacolor (6)

L6-1 No. 1 .....Average ..... 10 ..11/16/46
L6-2 Swedish Glass Makers....Interesting .... 10 .. 2/ 5/47
L6-3 G.I. Hobbies ..... 11 .....
L6-4 The Stunt Girl..... 11 .....
L6-5 Artic Artisan .....

SPEAKING OF ANIMALS (6)

Y6-1 Stork Crazy .....Very Good .... 10 .. 1/25/47
Y6-2 Pooch Parade .....Good ..... 10 .. 1/25/47

PARAMOUNT (Continued)

Y6-3 Country Life ..... 9 .....
Y6-4 They're Not So Dumb..... 8 .....
Y6-5 In Love ..... 10 .....
Y6-6 As Our Friends.....

MUSICAL PARADES (6)

FF6-1 Sweet and Low..... 19 .....
FF6-2 Champaigne for Two..... 20 .....
FF6-3 Smooth Sailing .....
FF6-4 Paris in the Spring.....

GEORGE PAL PUPPETOONS—Technicolor (6)

U6-1 Wilbur the Lion.....Excellent ..... 10 .. 5/ 8/47
U6-2 Tubby the Tuba..... 10 .....

POPEYE (6)

E6-1 Abusement Park ..... 7 .....
E6-2 I'll Be Ski-ing Ya..... 8 .....
E6-3 Popeye and the Pirates.....
E6-4 Royal Four Flusher.....

TWO REEL SPECIAL

57 Two Decades of History..... 22½ .....

LITTLE LULU

D6-1 Loose in the Caboose.....Funny ..... 8 .. 5/10/47
D6-2 Cad and Caddie.....
D6-3 A Bout With a Trout.....

RKO RADIO 1946-'47

EDGAR KENNEDY (8)

73401 I'll Build It Myself.....Hilarious ..... 15 ..10/26/46
73402 Do Or Diet.....Good ..... 18 .. 3/15/47
73403 Social Terrors ..... 18 .....
73404 Heading for Trouble..... 18 .....

FLICKER FLASHBACKS (8)

74201 No. 1 .....Excellent ..... 9 ..10/25/46
74202 No. 2 .....Good ..... 9 ..11/16/46
74203 No. 3 ..... 8 .....
74204 No. 4 ..... 10 .....
74205 No. 5 .....Good ..... 8 .. 5/10/47
74206 No. 6 ..... 9 .....
74207 No. 7 ..... 9 .....

RAY WHITLEY MUSICALS (4)

73501 Bar Buckaroo ..... 18 .....
73502 Cupid Rides the Range..... 18 .....
73503 Bandits and Ballads..... 17 .....
73504 A Buckaroo Broadcast..... 18 .....

SPORTSCOPES (13)

74301 Skating Lady .....Smooth ..... 8 ..10/26/46
74302 Hall Notre Dame..... 8 .....
74303 Bowling Fever .....Fair ..... 8 ..12/26/46
74304 Kentucky Basketeers ....Excellent ..... 8 .. 1/25/46
74305 College Climbers ..... 8 .....
74306 Ski Champion .....Excellent ..... 8 .. 3/15/47
74307 Ice Skippers ..... 8 .....
74308 Wild Turkey ..... 8 .....
74309 Racing Sleuth ..... 8 .....
74310 Summer Tale ..... 8 .....
74311 Ski Belles ..... 8 .....

THIS IS AMERICA (13)

73101 Beauty for Sale.....Interesting .... 17 .. 2/ 7/48
73102 Germany Today .....Informative ... 16 .. 1/25/48
73103 A Nation Is Born..... 20 .....
73104 Campus Boom .....Timely ..... 16 .. 3/15/47
73105 San Francisco—Pacific Gateway .....Excellent ..... 16 .. 3/22/47
73106 Forgotten Island ..... 18 .....
73107 Big Party ..... 17 .....
73108 I Am An Alcoholic..... 18 .....
73109 Passport to Nowhere..... 19 .....

MUSICAL FEATURETTES (4)

73201 Melody Time .....Very Good .... 18 .. 1/25/47
73202 Follow That Music..... 18 .....
73203 Let's Make Rhythm..... 20 .....

SPECIAL

73901 Football Highlights of 1946 ..... 20 .....

LEON ERROL

73701 Borrowed Blonde .....Fair ..... 15 .. 3/28/47
73702 Wife Tames Wolf.....Fair ..... 17 .. 5/10/47
73703 In Room 303..... 17 .....
73704 Hired Husband..... 19 .....

WALT DISNEY

64116 Rescue Dog .....Hilarious ... 7 .. 5/10/47
64117 Straight Shooters ..... h .....
64117 Straight Shooters ..... 7 .....
64118 Sleepy Time Donald..... 7 .....
74101 Figaro and Frankie..... 7 .....
74102 Clown of the Jungle..... 6 .....

20th CENTURY-FOX 1946-'47

MOVIETONE ADVENTURES (12)

7201 Fantasy of Siam .....Excellent ..... 8 .. 2/ 8/47
7202 Royalty of the Range....Interesting .... 9 .. 3/29/47
7203 Harvest of the Sea.....Interesting .... 9 .. 3/29/47

(Color)

7251 Sons of Courage..... 8 .....
7252 Jamaica .....Excellent ..... 8 ..10/26/46

20th CENTURY-FOX (Continued)

7253	Historic Capetown ..... Excellent	8	..	9/21/46
7254	Girls and Gags.....	6	.....	
7255	The Cape of Good Hope.. Interesting	8	..	5/10/47
7256	Zululand ..... Interesting	8	..	3/29/47
7257	Gardens of the Sea.....			
7258	Romance of the Fjords.....			
7259	Sweden			

SPORTS REVIEWS—Technicolor (6)

7301	Football Fanfare .....Good	8	..	3/14/46
7302	Style of the Stars.....Good	10	..	3/29/47
7303	Tanbark Champion ..... (Technicolor)			
7351	Winter Holiday .....Good	8	..	9/21/46
7352	Summer Trails .....Beautiful	8	..	1/25/46
7353	Playtime's Journey	8	.....	

TERRYTOONS—Technicolor (20)

7501	Winning the West.....Good	7	..	9/14/46
7502	The Tortoise Wins Again.Good	7	..	8/17/46
7503	The Eltetronic Mouse Trap .....Very Good	7	..	2/ 8/47
7504	The Jail Break.....Fine	7	..	10/ 5/46
7505	The Snow Man.....	7	.....	
7506	The Housing Problem....Funny	7	..	9/21/46
7507	The Crockpot King.....Wonderful	7	..	1/25/46
7508	The Uninvited Pests.....	7	.....	
7509	Mighty Mouse and the Hep Cat .....Very Good	7	..	1/25/47
7510	Beanstalk Jack	7	.....	
7511	Crying Wolf	7	.....	
7512	McDougal's Rest Farm..Very Funny ...	7	..	3/28/47
7513	Dead End Cats.....	7	.....	
7514	Happy Go Lucky.....	7	.....	
7515	Mexican Baseball	7	.....	
7516	Aladdin's Lamp	7	.....	
7517	Cat Trouble	7	.....	
7518	Sky is Falling.....	7	.....	
7519	The Intruder	7	.....	
7520	Mighty Mouse Meets Deadeye Dick	7	.....	

MARCH OF TIME (13)

1	Is Everybody Happy	18	.....	
2	World Food Problem....Excellent	17	..	10/ 5/46
3	The Soviets' Neighbor....Revealing	18	..	11/ 2/46
4	The American Cop.....Good	18	..	12/8/46
5	Nobody's Children .....Excellent	17	..	12/28/46
6	Germany—Handle With Care .....Excellent	19	..	2/ 8/47
7	Fashion Means Business.Excelent	17½	..	3/ 1/47
8	The Teachers' Crisis			
9	Storm Over Britain.....			
10	The Russians Nobody Knows			
11	Your Doctors—1947	19	.....	
12	New Trains for Old?.....	18	.....	

DRIBBLE PUSS PARADE

7901	Monkey-Tone News ....Amusing	9	..	2/ 8/47
7951	Fisherman's Nightmare .Entertaining ..	8	..	3/15/47

UNITED ARTISTS 1946-'47

DAFFY DITTIES

	Choo Choo Amigo.....Excellent	8	..	8/ 7/46
	The Lady Said No.....	8	.....	
	Popito's Serenade	7½	.....	

MUSICOLORS (7)

	Toccata and Fugue.....Intriguing	10	..	10/26/46

WORLD TODAY

	Wonder Eye	10	.....	

UNIVERSAL 1946-'47

NAME BAND MUSICALS (13)

2301	Frontier Frolic .....Good	15	..	12/28/46
2302	Champaigne Music .....Good	15	..	1/25/47
2303	Tumbleweed Tempos ....Very Good	15	..	12/28/47
2304	Moonlight Melodies .....Excellent	15	..	12/28/46
2305	Tex Beneke & the Glenn Miller Orch.	15	.....	
2306	Melody Maestro	15	.....	
2307	Tommy Tucker Orch.....	15	.....	
2308	Charlie Barnet Orch.....	15	.....	
2309	Charlie Spivac Orch.....	15	.....	
2310	Jitterumba	15	.....	
2311	Record Party		.....	7/2/47

SING AND BE HAPPY (8)

2381	A Bit of Blarney.....Good	11	..	10/12/46
2382	The Singing Barbers.....	10	.....	
2383	Let's Sing a College Song.....	10	.....	
2384	Let's Sing a Western Song.....	10	.....	

TECHNICOLOR CARTUNES (13)

2321	Fair Weather Fiends....Funny	7	..	12/28/46
2322	The Wacky Weed.....Good	7	..	12/28/46
2323	Musical Moments	7	.....	
2324	Smoked Hams .....Good	7	..	5/10/47
2325	Coo-Coo Bird	7	.....	
2326	Overture to William Tell.....	7	.....	
2327	Well Oiled			

THE ANSWER MAN (8)

2391	No. 1 .....Interesting	10	..	10/26/46
2392	Nature's Atom Bomb....Interesting	10	..	12/28/46
2393	The Jungle Gangster.....Good	9	..	5/10/47
2394	Red Fury .....Interesting	8	..	5/10/47
2395	Storm Warning			

UNIVERSAL (Continued)

VARIETY VIEWS (8)

2341	Bear Facts	9	.....	
2342	Pelican Pranks			
2343	Wild West Chimp..... Funny	9	..	5/10/47
2344	Rhumba Holiday .....Good	9	..	5/10/47
2345	Patio Museum		.....	6/23/47
2346	Bronco Babes		.....	6/23/47

JUVENILE JURY SERIES (8)

2361	Juvenile Jury No. 1.....	10	.....	
2362	Juvenile Jury No. 2.....Poor	10	..	5/10/47
2363	Juvenile Jury No. 3.....		.....	5/26/47
2364	Juvenile Jury No. 4.....		.....	6/2/47

SERIALS (1)

Mysterious Mr. M.....

VITAPHONE-WARNER BROS. 1946-'47

BLUE RIBBON CARTOONS—Technicolor (18)

3301	Fox Pop	7	.....	
3302	Wacky Worm	7	.....	
3303	You're an Education.....	7	.....	
3304	Have You Got Any Castles	7	.....	
3305	Pigs is Pigs.....	7	.....	
3306	Cat's Tale	7	.....	
3307	Goofy Groceries	7	.....	
3308	Doggone Modern	7	.....	
3309	Sneezing Weasel	7	.....	
3310	Rhapsody in Rivets.....	7	.....	

FEATURETTES (6)

3102	Minstrel Days	20	.....	
3103	Alice in Movieland.....	20	.....	
3104	Dog in the Orchard.....	20	.....	
3105	Keystone Hotel	18	.....	
3106	Remember When	20	.....	

MELODY MASTERS (6)

3601	Desi Arnaz & Orch.....	18	.....	
3602	Melody of Youth.....Very Good	10	..	3/ 1/47
3603	Big Time Review.....Fair	10	..	3/29/47
3604	Stan Kenton & Orch.....Fair	10	..	4/ 5/47
3605	Vaudeville Revue	10	.....	
3606	Zero Girl	10	.....	

MERRIE MELODIES—Technicolor (20)

2701	Kitty Kornered .....All Right	7	..	7/28/46
2702	Hollywood Daffy .....Very Good	7	..	8/ 3/46
2703	Eager Beaver .....Very Good	7	..	8/14/46
2704	Great Piggy Bank Robbery .....Good	7	..	9/14/46
2705	Bacall to Arms.....Novel	7	..	9/14/46
2706	Of Thee I Sting.....Very Good	7	..	9/ 7/46
2707	Walky Talky Hawky....Excellent	7	..	9/ 7/46
2708	Fair and Wormer.....Fast	7	..	10/12/46
2709	Mousemerized Cat .....Fair	7	..	11/18/46
2710	Mouse Menace .....Good	7	..	12/28/46
2711	Roughly Squeaking	7	.....	
2712	One Meat Brawl.....Funny	7	..	5/ 3/47
2713	Goofy Gophers ..... Very Funny ...	7	..	5/10/47
2714	Gay Anties ..... Good	7	..	5/10/47
2715	Scent-imental Over You.....	7	.....	
2716	Birth of a Notion.....	7	.....	
2717	Tweetie Pie	7	.....	
2719	Hobo Bobo	7	.....	
2720	Along Came Daffy.....	7	.....	
3701	Inki at the Circus.....	7	.....	
3702	Growing Pains	7	.....	
3703	Pest in the House.....	7	.....	
3704	Foxy Duckling	7	.....	

BUGS BUNNY SPECIALS—Technicolor

2718	Rabbit Transit	7	.....	
2721	Hair Raising Hare.....	7	.....	
2722	Acrobatty Bunny	7	.....	
2723	Rackateer Rabbit	7	.....	
2724	Big Snooze	7	.....	
2725	Rhapsody Rabbit	7	.....	
2726	Hare Grows in Manhattan.....	7	.....	
3719	Easter Yeggs	7	.....	

SPORTS PARADE—Technicolor (13)

3501	King of the Everglades.....	10	.....	
3502	Lazy Hunter .....Good	10	..	11/16/46
3503	Battle of Champs.....Excellent	10	..	5/ 3/47
3504	American Sports Album..Interesting	10	..	4/ 5/47
3505	Let's Go Swimming.....Good	10	..	3/ 1/47
3506	Arrow Magic	10	.....	
3507	Harness Racing	10	.....	
3508	Flying Sportsman in Jamaica	10	.....	
3509	A Day at Hollywood Park.....	10	.....	
3510	Tennis Town	10	.....	
3511	Sportsman's Playground	10	.....	
3512	Carnival of Sports.....	10	.....	

TECHNICOLOR ADVENTURES (6)

3801	Star Spangled City.....Excellent	10	..	11/16/46
3802	Rubber River .....Fair	10	..	12/28/46
3803	Kingdom of the Wild.....	10	.....	
3804	Circus Horse	10	.....	
3505	Glamour Town	10	.....	
3806	Branding Irons	10	.....	

TECHNICOLOR SPECIALS (8)

3001	Cinderella's Feller	20	.....	
3002	The Last Bomb.....Tremendous ...	20	..	9/21/46
3003	A Boy and His Dog.....	20	.....	
3004	Saddle Up	16	.....	
3005	Song of a Nation.....	20	.....	
3006	Hollywood Wonderland	20	.....	
3007	Romance and Dance.....	20	.....	

VITAPHONE VARIETIES (6)

3401	So You Want to Keep Your Hair .....Fair	10	..	12/28/46
3402	So You Want to Play the Horses .....Funny	10	..	11/ 2/46
3403	So You Think You're a Nervous Wreck .....Fair	10	..	3/29/47
3404	So You're Going to be a Father	10	.....	
3405	So You Want to Be in Pictures	10	.....	
3406	So You're Going on Vacation	10	.....	

Shorts Reviews

Passport to Nowhere *(Stirring)*

RKO Radio (73109) This is America No. 9 19 mins.

This new release in the This is America series is a revealing, sometimes shocking and often stirring documentary picture of Europe's hungry and homeless Displaced Persons, casually and more often callously referred to in the nation's press as "DPs." It gives statistics and makes them informative and interesting when, with graphs and animated schematic drawings, it points out that about 15 million were "slave labor" and of these more than seven million were murdered. Of the remaining eight million all but 850,000 were repatriated. The most interesting of the statistical facts is that but two per cent of the 850,000 are Jews, one per cent Protestant and the remaining 70 per cent Catholic. Representatives of these various creeds are doing their best to make life easier for the DPs, but the task is enormous. Just what the difficulties are and where the responsibility lies are pointed out with telling effect in "Passport to Nowhere." The film is depressing, but its import is something that should make every person in every audience think.

New Trains for Old? *(Good)*

20th-Fox March of Time 18½ mins.

The transportation crisis, with the railroads of America facing increasing competition from planes, trucks, buses and private automobiles, is dealt with in this March of Time release. The subject shows how the railroads, their equipment badly worn because of the war, are struggling to modernize in the face of higher operating costs and increasing competition. Much footage is devoted to Robert R. Young, board chairman of the C & O, who is modernizing his transportation system and introducing such innovations as no tipping and movies en route. Young's claim that the railroads are near collapse is countered by the Association of American Railroads, and the short subject seeks to prove that the controversy thus precipitated cannot but have a healthy effect on the future of railroading. There are informative scenes of train repair, fuel tests and other major factors in their operation, as well as a few amusing shots showing some of the nuisances of train travel.

Wonder Eye *(Interesting)*

United Artists World Today 10 mins.

A trick camera is the basis for this short. It shows scenes taken from a rocket traveling to stratospheric heights and then down to the famous sewers of Paris. There are some slowdown sequences, such as a six-week battle between two plants, which has been slowed to about 60 seconds on the screen, giving snakelike, animalistic movements to the plants. Another sequence shows movements of the heart under the fluoroscope. Other trick sequences add to the interest in the short.

Piano Reflections *(Entertaining)*

Sack Amusement Ent. 9 mins.

Concert pianist Arthur Kroch is starred in this straight presentation of sections from Tchaikovsky's Piano Concerto, Johann Strauss' Tales of the Vienna Woods and Chopin's Polonaise. Titles preceding the exquisite playing of each number by the virtuoso, give brief historical data about the composers. Photography is simple, shifting to various views of the pianist as he goes through his numbers and recording is uniformly good. Good exploitation possibilities with schools and musical organizations.



"IVY" is BOX-OFFICE

Tested in a five theatre day-and-date engagement in Los Angeles and at Loew's Criterion on Broadway in New York, "IVY" has definitely proven top box-office power.

• The public is singing the title song written by Hoagy Carmichael. Hear it over the air as recorded by Dick Haymes, Vaughn Monroe, Woody Herman and Jo Stafford. Every time it is played, it sells "IVY." It's a hit song for a hit picture.

UNIVERSAL-INTERNATIONAL
presents

JOAN FONTAINE

PATRIC KNOWLES
HERBERT MARSHALL
RICHARD NEY

in SAM WOOD'S PRODUCTION OF "IVY"

Directed by SAM WOOD, who gave you "Saratoga Trunk," "Kings Row"

Universal International

with SIR CEDRIC HARDWICKE • LUCILE WATSON • ROSALIND IVAN • SARA ALLGOOD
Screenplay by CHARLES BENNETT • Based on the novel "The Story of Ivy" by Marie Belloc Lowndes
Produced by WILLIAM CAMERON MENZIES • A UNIVERSAL-INTERNATIONAL PICTURE

©CIB 87944

JUL 20 1947

SHOWMEN'S TRADE REVIEW

THE SERVICE PAPER OF THE MOTION PICTURE INDUSTRY

REVIEWED IN THIS ISSUE

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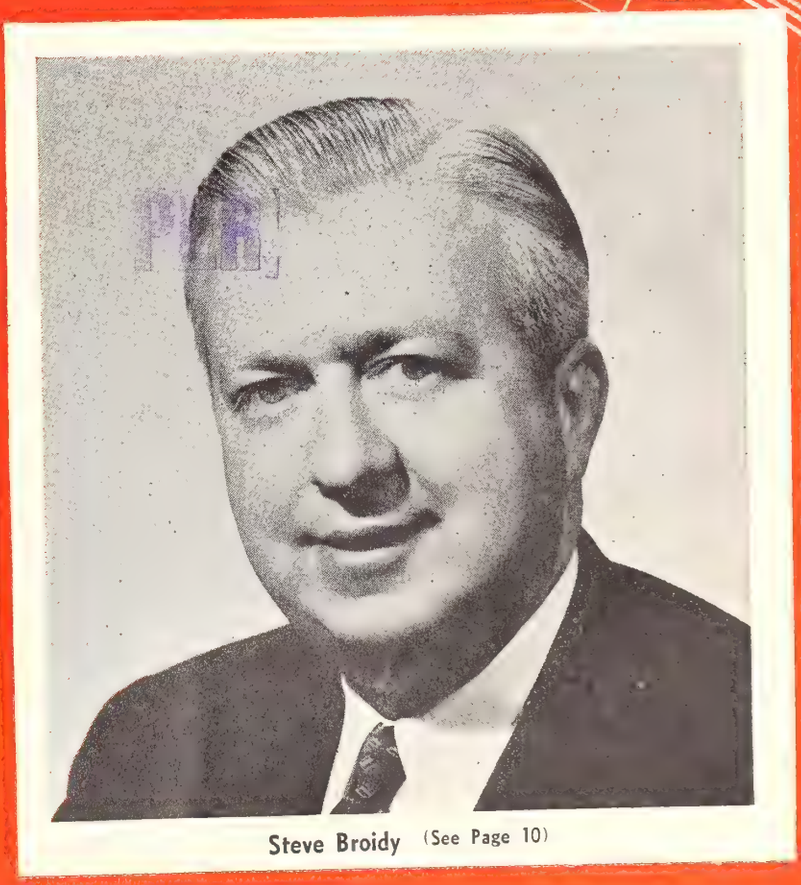
PRODUCT GUIDES
Begin on Page 30

Vol. 47 No. 3

JULY 19, 1947

Entered as second class matter February 20, 1940, at the Post Office at New York, N. Y., under the act of March 3, 1879 Published weekly by Showmen's Trade Review, Inc., 1501 Broadway, New York 18, N. Y., U. S. A. 10 cents a copy, $2 a year.

CHARLES E. 'CHICK' LEWIS
Editor and Publisher



Steve Broidy (See Page 10)

Featuring THE MOTION PICTURE THEATRE

(Commences following Page 26)

Washington Split on Dewey Admission Levy Idea

(See Page 5)

1,000 THEATRES WILL HAVE NEW RECORDS THIS MONTH!

M-G-M's "THE HUCKSTERS" NOW PLAYING!

THE EDITORIAL PAGE

Ya Gotta Tell 'Em to Sell 'Em

We are gratified at the favorable reaction generated by our last week's editorial. Apparently our comments were accepted in the spirit in which they were written.

We cannot help but emphasize the extreme importance of some strong advertising announcements from those companies with a wealth of fine product coming through between now and the end of the year.

Nothing will do more to restore the confidence of the exhibition branch of the industry than this kind of assurance that strong screen fare is on the way and for them to be on the lookout for it.

It simply reverts back to the old adage, "You've got to tell them to sell them." And now is the time to tell them if you expect to sell them later on. Those companies with a goodly assortment of fine pictures on the way can steal a march on their competitors through a strong advertising campaign right now, while most of the others are dozing in the summer doldrums and crying about the bad business they're sure is coming while present business isn't quite that bad.

▲ ▲ ▲

Add Showmanship

Harvey Smith, former publicity director for the Georgia Theatre Company, and now advertising manager for the "Duke of Paducah" personal appearance tour, has this to say on the subject of showmanship:

"In my recent tour, I've found too few showmen of the 'old school' who seem to have that desire to get out and dig up good gratis exploitation stunts that mean 'bucks in the box-office'."

We've heard the same complaint from other sources and wonder whether Mr. Average Theatreman isn't still asleep and hoping for a return to the boom days when he did little or nothing to stimulate business at the box-office.

Now, more than ever before, is it important to sell the public and sell them strong on the theatre's attractions. If the picture is good entertainment but lacks box-office strength, it is up to the theatreman to get busy and make them want to come and see it.

Once again, "ya gotta tell 'em to sell 'em."

▲ ▲ ▲

Confirmation

Speaking of good showselling, Charlie Reagan of Paramount entertained the trade press at a conference this week and told them how his company got behind "Dear Ruth" with a brand of showselling that paid off at the box-office in big figures.

Other exhibitors can only know these things through the trade press because that is their most dependable source of industry information, news and facts.

We have no doubt but that Paramount will see to it that every theatreman in the country learns the good news about this great attraction, because the more exhibitors know about it, the keener will be their desire to book and sell it in their communities.

Remember? "Ya gotta tell 'em to sell 'em."

▲ ▲ ▲

An Impressive Campaign

Jesse L. Lasky and Walter MacEwen have jointly announced that they have perfected a most impressive advertising-showmanship campaign to sell "Miracle of the Bells" to the public in advance and immediately prior to the picture's opening.

It reads like something that should well condition the moviegoing public to want to see the picture.

We believe this producing combination, along with RKO Radio, will do an equally impressive job of selling the theatremen through the medium of smart, showmanly trade advertising because, lacking that, theatremen can hardly be expected to be excited about a picture the producers apparently would not be excited about.

Long, long ago the manufacturers of meritorious merchandise found that it required a combination of trade advertising along with national advertising to successfully and effectively sell what they were making for public consumption.

The picture industry, too, has to re-learn that same lesson because it, more than any other industry, found out that to sell one without the other added up to disappointing figures when the tallies were in.

Did you say "Ya gotta tell 'em to sell 'em"? Right!

▲ ▲ ▲

Trade Papers, Too

Even to the outsiders it is very apparent that the motion picture trade papers are doing a great "selling" job for the industry and the product it offers.

The majority of theatremen are very much aware of what the trade papers are doing, for it is a foregone conclusion that they follow them regularly. Every test ever made has proved this point.

Someone in some other business once said that an industry is only as great—or small—as its trade press.

He knew what he was talking about.

—"CHICK" LEWIS

WHAT'S NEWS
In the Film Industry This Week

INDUSTRY IN THE COURTHOUSE—Trio Amusement Company, which operates the Ritz in Greensville, S. C., this week went into federal court asking tripled damages totaling $5,500,000 against nine distributors and three circuit companies alleging restraint of trade.

This latest action found the Chicago Jackson Park Theatre attorney protesting any rehearing of the decree upheld by the United States Circuit Court of Appeals on the ground that the defendants' request for a rehearing was merely a rehash of the old case and did not warrant a rehearing, and in Washington the Department of Justice acknowledged that it was receiving complaints from exhibitors against distributors at the rate of more than one a day.

* * *

LABOR—Increased production costs had hit B pictures right in the midriff, independent producers said. Because they provided work and took up the slack that Hollywood often felt, and because exhibitors, who could not afford to pay higher rentals than they are now paying, needed them, labor should make some concessions to reduce costs, independent producers said. This week in Hollywood the International Alliance of Theatrical Stage Employes agreed with the principal independents to form a committee of producers and labor to study the matter.

Other labor developments in Hollywood found a committee of various unions appointed to study the reissue matter and how to get some of the reissue profits for the labor which participated in making the original picture.

* * *

EXHIBITION—In a hotel right square in the middle of Times Square, New York, delegates of the American Theatres Association and the Motion Picture Theatre Owners of America were set to meet Friday to discuss a merger of both organizations. The delegates had the authority to decide whether or not to carry it through and the expressed outlook for a merger was optimistic. However, it was thought the actual merger would take some time to accomplish and behind the scenes some members of both sides seemed jittery that someone might talk out of turn to the trade press and queer the deal.

In the Mississippi and Missouri Valley observers there noted a back to the farm movement which was expected to have an effect on exhibition. In Ohio, Martin Smith was reelected president of the Independent Theatre Owners of Ohio at that body's convention. From Cleveland came word that Trueman Rembush, president of the Associated Theatre Owners of Indiana, had been slightly injured when a plane he was piloting from the ITO convention crashed. In the deep south Maurice Artigues had been appointed general manager for the Allied Theatre Owners of the Gulf States with headquarters on film row, New Orleans.

Kansas City reported that the RKO Orpheum was experimenting with single bills.

* * *

DISTRIBUTION—J. Arthur Rank sailed for England this week after a cross-country tour in which he turned personal salesman for British pictures. His biggest impression seemed to have been in the deep South where British pictures seemed to have been blocked out, but the exhibitors who heard him talk while apparently willing to give the films a try still thought they'd have to stand up at the box-office—which is all Rank asked.

Allied Artists opened its first national convention in Oklahoma City this week jointly with Monogram's 16th and heard Two-Company President Steve Broidy say the sales goal for both would be $25,000,000. United Artists, winding up a series of district meetings, announced a release of 13 pictures from now through December; Columbia announced the reissue of 10.

Public shopping for pictures will fit in with Universal's plan to make nothing but A pictures, Board Chairman J. Cheever Cowdin told his stockholders, adding that the changeover in U policy had used the cash reserves and caused the company to borrow $11,000,000.

* * *

PRODUCTION—Glen Allvine and T. C. Atkins this week formed Medallion Pictures to put out exploitable films; Charles Chaplin announced that he would make two more pictures without the "tramp" character at a total cost of $5,000,000. Both Technicolor and Cinecolor announced a half-a-cent-a-foot price reduction on release prints.

* * *

GENERAL—Economy in exploitation is a fallacy when a picture justifies selling, Paramount Distribution Vice-President Charles A. Reagan declared. ("The right picture properly merchandised and exploited will do business under any conditions.")

Hollywood Tuesday launched its technological research program and also moved to produce its own documentary pictures on the industry. In New York the American National Film Committee for the United Nations was organized to parallel the similar British and French Committees.

In Hollywood Warner Bros. and RCA were to start experimenting on large-scale television, which led to other reports—that television might come to Warners' Hollywood in New York sooner than thought; that Warner Bros. would buy out RKO Pathe newsreel.

Variety Clubs International set its 1948 convention for April 12-17 at Miami, and Connecticut organized its chapter of the Motion Picture Foundation with Carl Gee as committee chairman and Herman Levy as secretary.

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TRADE SLANTS

DON HYNDMAN
discusses
the Industry and the SMPE

as reported by
TOM KENNEDY

"We're going to show theatremen that many so-called accidents are due to faulty installations or improper handling of theatre equipment. For instance, we can prove that you can *make* people trip and fall by laying carpet with the pile running the wrong way."



Don Hyndman

Don Hyndman, head of Eastman Kodak's East Coast motion picture division and past-president of the Society of Motion Picture Engineers, thus sums up the purpose of the Theatre Engineering Exhibit that will feature the Fall meeting of the SMPE next October.

The exhibit will give further emphasis to the current pre-occupation of the Society with practical problems of film production and exhibition. The organization was formed in 1916 by some motion picture men and technicians of allied industries, but the advent of sound directed the Society's discussions into matters of scientific research and engineering that seemed very remote from "picture business" in the opinion of exhibitors and producers.

Just why the SMPE has not had more recognition and support from the production, distribution and exhibition branches of the industry it is difficult to understand—especially when Hyndman sketches in some of the facts that he can make crystal clear because of his intimate knowedge of the industry, his activity in the SMPE since 1929, his background as a research engineer and later business executive of Eastman Kodak.

The only record of the industry's technical development is contained in the volumes of the SMPE Journal (the first requests from film men in enemy and occupied countries after the war was for copies of the Journal they had missed). The reason Hollywood can sell pictures to exhibitors in foreign lands is because the SMPE worked out standards that have been adopted by 27 nations which are members of the International Standards Association, and for the same reason American exhibitors can show films from other countries. The industry today is greatly concerned about television, but the SMPE seems to be the only agency doing anything tangible about it.

The SMPE is kept going by sustaining memberships. These are held by concerns in allied industries—Eastman, DuPont, National Carbon, RCA, etc., etc.).

These companies contributed a total of $15,500 to the support of the SMPE during 1946.

For the same year, contributions from motion picture companies amounted to $5,000.

Is that good, when you consider that one authority estimates the film industry, in order to be in step with the scientific-minded attitude of modern industry, should be spending a million and more per year for research and engineering?

NATIONAL NEWSREEL

Rank Sails for London After U. S. Selling Tour

J. Arthur Rank sailed for England Thursday after a two-month tour of the United States, during which he turned salesman for his product all the way from New York to Hollywood and down to New Orleans where last week he made an effort to open the profitable "solid south" to British pictures.



J. Arthur Rank

Rank wound up in New Orleans at the invitation of E. V. Richards who reportedly suggested to him in Hollywood that he do his own selling to an exhibitor group known for its convictions, independence and tough-mindedness. While he apparently did not receive any playing time commitments, he definitely created an impression everywhere he appeared. Reports from New Orleans further indicated that British films, which have been actually not played in the South, would get an entry.

At the New Orleans meet which was attended by the leading independent and circuit exhibitors of the south, Rank made his plea as an exhibitor who controls some 2,000 theatres.

"I want to ask you exhibitors of the south," he said, "to give British pictures a break. . . . Then we are willing to have the pictures do what they deserve strictly on merit."

He described the talent he was hiring from American for future British production and said:

"We believe that we are attracting an entirely new type of audience to your theatres with our pictures. One exhibitor told me that no more than 20 million Americans . . . are

(*Continued on Page* 9)

Exhibitor Complaints Piling Up

Department of Justice officials admitted in Washington this week that complaints from exhibitors against distributors were piling up at the rate of more than one a day since the New York statutory court decree had been handed down.

The Department said that the complaints received to date were being filed for future reference and indicated that any action, if taken, would await the Supreme Court decision on the statutory court decree appeal. The larger proportion of the complaints are based on bidding practices.

Outlook Dim for States to Benefit from Admissions Tax

Knutson Favors, George Opposes Proposal Put Forward by Gov. Dewey

Proposal by New York's Governor Dewey that the Federal government discontinue levying admissions taxes, leaving that revenue to the states, met with a mixed reaction in Washington this week. Because Dewey and Governor Warren are in disagreement on the proposal, most Republicans were unwilling to discuss the matter for the record. Off the record, however, they felt that the chances are not bright for any such sweeping change in the government's tax policy.

Chairman Harold Knutson of the tax-writing House Ways and Means Committee was one solon who seemed to agree with Dewey. "The federal government has been gradually encroaching upon the states' rights in the tax field," he said, "with the result that the states have had to bear down on real estate taxes and special taxes.

"It would be better all around if we could turn back to the states substantial revenue from taxes now levied by the federal government. I think the theatre tax should be among those—but of course nothing can be done before winter."

Senator Walter George of Georgia, ranking Democrat on the Senate Finance Committee, flatly disagrees with Knutson. The Dewey proposal is "unworkable," he said, and would disrupt many businesses because of tax differentials between the states.

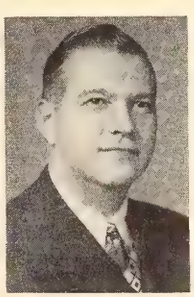
Neither Senate Finance Chairman Eugene Millikin of Colorado nor Senator Robert Taft of Ohio would discuss the matter for the record. Prominent GOP senators, as well as more than one Democrat, said privately, however, that because economic conditions affect the revenues from personal income taxes they do not look to the federal government to reduce its income from the excises.

"They're a steady source of income," it was said, "and who gives that up?"

Earlier Sen. Robert A. Taft had expressed a favorable view on reducing the amusement levy to its prewar rate of 10 per cent and said he thought it might be accomplished this winter. House Ways and Means Committee Chairman Harold Knutson had previously made a similar prediction but Senate Finance Committee Chairman Eugene Millikin was inclined to say that while some excise taxes might be reduced this winter, he could not say which ones would be cut.

Exploitation Economy a Fallacy, Says Mitchell; 'Dear Ruth' Campaign Paid

Economy in exploitation is a fallacy when a picture justifies a campaign to sell it, Paramount Distribution Vice-President Charles Reagan declared in New York Tuesday, pointing out that intelligent, widespread exploitation of a feature can boost it from a moderate success into a huge grosser.



Chas. Reagan

"The right picture, properly merchandised and exploited," he declared, "will do business under any conditions."

Reagan cited the success his company assertedly had with "Dear Ruth," due to a special campaign whose backbone was a $200,000 extra expenditure for radio time. The Paramount executive added that he believed the fall would bring a great upturn in business due to the caliber of the releases scheduled for that period and that there was no reason for fear of the future on the part of the industry if it would "go to work."

". . . we all recognized," Reagan said, "that general business is off a little and in our own industry business is off a little and in some sectors of the country it isn't in keeping with what we can expect. We have come to the conclusion that this has been due to a little listlessness on the part of the people in our industry."

The story of the "Dear Ruth" campaign, he indicated, would bear this conclusion out. The picture opened to a lukewarm reception in San

(*Continued on Page* 9)

WB-RCA to Experiment on Large-Screen Television

Warner Bros. and RCA Victor this week announced that they had signed a contract whereby both companies would experiment with large-screen television at the Warner Studio in Burbank, Calif.

The move which Warner executives considered as important as the first efforts with sound pictures over 20 years ago, will get under way as soon as RCA ships the first of its large black-and-white screens to Burbank. RCA technicians will work with Warner's Studio engineer head, Col. Nathan Levinson, who has been assigned to this task by Jack L. Warner.

ATA, MPTOA Delegates Gather for Merger Talks

Delegates of the American Theatres Association and of the Motion Picture Theatre Owners of America were set to confer in New York Friday over the possibility of merging both their own organizations into a single national-exhibitor unit.

The delegates—said to be some 30—were reported to have authority to reach a decision as to whether or not there would be a merger, but the actual merger was expected to be the subject of future discussion, and Friday's conferences supposedly were to deal only with the question of whether or not there would be a merger.

Earlier this week the general trend of both organizations seemed in favor of such a merger and optimistic belief spread that the conference, originally scheduled for two days, might get through in one day.

In this event, it was assumed that committees

(*Continued on Page* 9)

• "Has pulled no punches . . . a hard-hitting film . . . One Hollywood entry which is certainly unusual."
—Variety

• "The size of the boxoffice reception to this daring attraction can be spelled 'smash'."
—Hollywood Reporter

• "Packs a wallop from start to finish . . . An important film . . . should weigh in heavily at the boxoffice."
—The Exhibitor

• "Sets the standard for frankness, sincerity and thoughtfulness . . . exceptionally well acted."
—M. P. Herald

• "Potent . . . ably played finely directed . . . Should receive widespread playing time."
—Film Daily

• "Here's dynamite!! . . . A picture with a big hear and a strong fist . . . Should make the industry and audiences stand up and cheer."
—Independent Film Journa

WORLD PREMIERE AT B'WAY'S LON
—WATCH ITS DRAMA BLISTER TH

● "Exceptionally good entertainment . . . certain to be one of the most talked about pictures yet produced."

—*Showmen's Trade Review*

"A forceful film that should set an audience back on its eels . . . Suspense and action maintained at high pitch om opening to smash finish."

—*Boxoffice*

"Sensational!"

● "A very important film . . . hard-hitting and direct . . . No punches pulled . . . An essentially new experience."

—*M. P. Daily*

● "One of the most important and exciting films to come out of Hollywood in its entire history."

—*Film Bulletin*

RKO

● "RKO can really do some whooping and hollering about 'Crossfire' . . . It travels a straight line to a climax that will set audiences cheering."

—*Daily Variety*



RUN RIVOLI...

CREEN!

Variety Club Meet in April, 1948

The 1948 convention of Variety Clubs International will be held at the Roney Plaza Hotel in Miami Beach, Fla., April 12-17, National Chief Barker R. J. O'Donnell and Big Boss John H. Harris announced this week.

While the convention headquarters will be at the Roney Plaza, additional hotel space will be available for the anticipated attendance of 900. The convention will mark the resumption of mileage per capita trophies, suspended during the war time, and plans call for holding the Humanitarian award banquet under canvas in a circus tent. The new Miami tent will be host.

Public's Film Shopping Favors U-I's 'A' Picture Policy—Cowdin

The public's trend toward shopping for pictures is favorable to Universal-International's decision to make A pictures only, Universal Board Chairman J. Cheever Cowdin declared this week in a report to stockholders. The changeover in policy, which included merging Universal with International into Universal - International, had used up the company's cash reserves, Cowdin stated, and caused it to borrow $11,000,000.



J. Cheever Cowdin

The basic stability of the motion picture industry, his statement declared, is reflected in the fact that it is one of the last industries to be affected by economic drops and one of the first to feel rises.

Increased Costs

Cowdin's report touched on the increased cost of production and distribution which he said put it up to management "to eliminate any extravagant or wasteful practices."

"Two divergent trends have developed in the motion picture business today," Cowdin reported. "Patronage of the average run-of-the-mill picture, which often went very well during the war period, has declined somewhat. On the other hand, pictures of outstanding entertainment merit are continuing to draw peak patronage, securing new record earnings.

"Admission prices of motion picture theatres, including increased Federal taxes on admissions, are about 50 per cent above their 1941 level. The sum that the average family must lay out to go to the movies has become a significant item in their budget, and there are signs of resistance in some areas to current admission prices.

"The theatre-going public is now definitely shopping for its picture entertainment and each picture must stand on its own merit. This development strengthens the position of Universal-International, for in anticipation of just such a trend our company last year revised its basic production policy, dropping 'B' pictures, serials and westerns so as to concentrate all of its creative resources and sales efforts upon the production, exploitation and distibution of pictures of top-entertainment value. The tremendous success of 'The Egg and I,' which is rolling up the largest earnings of any picture in the company's history, 'The Dark Mirror,' 'Smash-Up,' testify to the soundness of the company's new policy."

Distribution of Universal Pictures had been delayed due to the necessity for revising selling methods in line with the recent decree, Cowdin continued, and had contributed to developing distribution costs. The company had now changed over, Cowdin added, stating, "I am inclined to believe that the end result will be favorable to the company."

Back to the Farm

Exhibitors in the Mississippi and Missouri valley sections were watching with interest this week a trend toward a return to the farm by segments of city populations.

The trend which is yet only mild but appears to be growing, apparently is drawing its recruits from those who came to the city for war work and who remained after war plants shut down.

UA Lists 13 Releases For the Next Six Months

United Artists last Friday announced that it would release 13 of the 36 pictures it has set for the 1947-48 season during the next six-month period.

The pictures and their releases are:

July—"The Other Love."

August—"Carnegie Hall," "Body and Soul," "Hal Roach Comedy Carnival."

September—"Lured," "Heaven Only Knows," "Christmas Eve."

October—"Mad Wednesday" (formerly "The Sin of Harold Diddlebock"), "Monsieur Verdoux."

November—"A Miracle Can Happen," "Sleep, My Love."

December—"Atlantis," "Intrigue."

Independents Hopeful of Union Concessions on 'Bs'

Independent producers seemed optimistic about the future of B pictures this week as the International Alliance of Theatrical Stage Employes indicated a willingness to study the problems in connection with this type of production with a view to bring down costs.

After a meeting which included I. E. Chadwick of the Independent Motion Picture Producers Association, Monogram's Steve Broidy, PRC's Harry Thomas and Screen Guild's John J. Jones on one side and Roy M. Brewer and Carl Cooper of the IATSE on the other, the IATSE agreed that a small committee representing both parties be appointed to study the problem.

Writers Want Withdrawal

The Screen Publicists Guild voted Tuesday night to withdraw from the Conference of Studio Unions by a vote of 160 to 115.

Trio Files $5,500,000 Suit vs. 11 Defendants

In a four count anti-trust suit requesting triple damages of $5,500,000 and injunctive relief, the Trio Amusement Company Wednesday filed suit against Greenville Enterprises, Wilby Kincey Service Corporation, Paramount, Loew's (MGM), 20th Century-Fox, RKO, Warner Bros., United Artists, Universal, Columbia and Republic in the federal district court at Charlotte, S. C.

The suit is based mainly on acts which the New York statutory court found to be illegal. On one count it asks $2,000,000 damages, claiming that all the defendants excepting Republic conspired to restrain trade and monopolize interstate commerce. Republic later joined the conspiracy, the petition said.

A second count asks $1,500,000 for inability to get suitable film. A third asks $1,500,000 on a further conspiracy charge, and a fourth count asks $500,000 for allegedly compelled block-booking and blind-buying. Trio operates the Ritz.

Allvine and Atkins Form Medallion Productions

Formation of Medallion Pictures Corporation, a California corporation, to produce motion pictures headed by Glendon Allvine and T. C. Atkins, who teamed together several years ago to produce "The Silver Streak," was announced this week in New York.

The new company, which will produce "feature pictures with unusual exploitation angles" is headed by Atkins as president, Allvine as vice-president, with James J. Petsch, treasurer, and Dorothy H. Hughes, secretary. Allvine has been for the past five years eastern publicity representative for the Motion Picture Association; Atkins during the war was a colonel in the Army Air Transport Command.

Columbia Will Reissue Ten Feature Pictures

Columbia Wednesday announced that it would reissue the following 10 features with specially prepared advertising and press books:

"Arizona," "Texas," "Golden Boy," "Good Girls Go To Paris," "More Than a Secretary," "The Doctor Takes A Wife," "Let Us Live," "She Couldn't Take It," "The Daring Young Man," "Shut My Big Mouth."

House 'Red' Hearing Sept. 23

The House Committee on un-American Activities this week set Sept. 23 as a date for its long-postponed public hearing on alleged communistic activities in Hollywood. Hans Eisler, Hollywood musician, is to be the first witness with Charles Chaplin scheduled as second. Hollywood's reply to these charges, many of which seem based on flimsy material, will be handled by the Motion Picture Association of America.

Alleges E-L Unfair

The Conference of Studio Unions Monday filed charges alleging unfair labor practices against Eagle-Lion studios before the National Labor Relations Board.

Meanwhile, the Set Designers had opened negotiations with the Association of Motion Picture Producers covering working conditions on all classifications excepting set decorators.

Exploitation Economy is Fallacy, Says Reagan

(*Continued from Page* 5)

Francisco. Paramount, Reagan continued, realized that it had story value, two new stars and a supporting cast, "but the picture itself lacked the star names the industry has come to expect.

"So we got into this thing and we developed a radio campaign which went in for greater penetration than in the past." The result showed, he said, "that a picture can be just as good as our showmanship can make it."

The exploitation consisted largely of a complementary radio campaign developed by Advertising and Publicity Director Curtis Mitchell and his staff which made use of one-minute spots, 15-second chain breaks and recorded interviews with the picture's stars which took up seven minutes. The spots and chain breaks used were in addition to the time Paramount usually has under contract.

Another publicizing method was to screen the picture for "people that talk"—which in this instance included principally audiences of barbers and beauticians.

Successful

The success of the exploitation is attested, Reagan claims, in that the picture after a weak San Francisco opening did as much business in its first three days at Oakland as it did in the first week of its Frisco run. Further evidence can be found in St. Louis where, despite a transportation strike, it caught on the first week, equalled that business in the second week, and then topped the first week by $400 in the third week when the strike was called off. It is now in its fourth week with Reagan anticipating that it will exceed its opening week. In Detroit the first three days of the third week equalled those of the second. Reagan believes the picture from a moderate success will be elevated into the top 12 grossers of the year.

Asked if the nature of the campaign was not such that only a distributor could do it, Reagan said:

"Any exhibitor could do the same thing."

Reagan denied that Paramount was making flat rental deals or that it was cutting down its shorts program.

Rank Sails for London After U. S. Selling Tour

(*Continued from Page* 5)

regular picture-goers. That is merely scratching the surface. We of British films feel that we are really helping you to pioneer in new fields of audiences through our pictures if you give them the helping hand they deserve."

The only criticism voiced came from open-speaking Bob Wilby of Atlanta, Ga., who agreed that British pictures were entitled to show what they could do at the box-office but found Rank "impatient."

In New Orleans Rank received the key of the city from the mayor and attended a dinner given in his honor by E. V. Richards.

Earlier in Hollywood he had been made a life member of the Academy of Motion Picture Arts and Sciences and recieved a gold membership card.

Rank was attended on his trips by Nate Blumberg, Jock Lawrence, W. J. Heineman, Frank McCarthy, Al. W. Schwalberg.

Wolfe on Research

Hollywood Tuesday launched its long-range technological research program with the signing of a three-year contract with Motion Picture Engineer Wallace Wolfe to head its recently-organized Motion Picture Research Council.

The council will cover designing and construction supervision of specialized equipment and processes used in film making, work with universities in research and work toward standardizing equipment and processes within the industry.

ATA, MPTOA Delegates Gather for Merger Talks

(*Continued from Page* 5)

would be appointed to work out the mechanical details to bring the two exhibitor organizations together.

There appeared to be some differences as to how a merger might be worked out, but competent observers on both sides believed late Thursday night that there were no matters which might not be settled through compromise and reasoning.

One indication that the move to merge might get approval was seen in the fact that many of the delegates who were to attend the conference belong both to ATA and MPTOA. Among these, a spokesman said, are Frank Walker, M. A. Lightman, Mitchell Wolfson, Morris Loewenstein, Herman Levy, Mack Jackson, Sam Pinanski, Ben Strozier, Dan Michaelove, Leonard Goldenson, J. J. O'Leary, R. R. Biechele.

Among the ATA delegates announced as attending were:

Harry Arthur, W. F. Crockett, Leonard Goldenson, Herman Hunt, Fred Kent, Arthur Mayer, Dan Michaelove, R. J. O'Donnell, Henry Reve, E. V. Richards, Ben Strozier, R. B. Wilby, Paul Williams, Ted Gamble, Si Fabian, Robert Coyne.

Among the MPTOA delegates announced were:

J. J. O'Leary, Herman Levy, Lewin Pizor, Fred Wehrenberg, Morris Loewenstein, Harry Lowenstein, Sidney Lust, A. Julian Brylawski, J. C. Shanklin, R. R. Biechele, Mack Jackson, M. A. Lightman, Mitchell Wolfson.

Lazarus Names Tamarin UA Publicity Manager

Appointment of Alfred H. Tamarin, legitimate show press agent, former publicity chief for the Theatre Guild and one-time Washington, D. C., independent exhibitor, as publicity manager for United Artists, was announced last Friday by Advertising and Publicity Director Paul N. Lazarus, Jr.

Form U. S. Committee to Work with UN on Films

Formation of the American National Film Committee for the United Nations with Carl E. Milliken of the Motion Picture Association elected as chairman, took place in New York Wednesday at the Hotel Astor.

Other officers of the committee, which will work closely with Jean Benoit-Levy, Director of the UN's Department of Public Information for Films and Visual Education, in his program, are Fred Wehrenberg, President of the Motion Picture Theatre Owners of America, C. R. Reagan of the Film Council of America, vice-chairmen; Robert W. Coyne of the American Theatres Association, secretary.

The committee was immediately accredited as a United Nations committee. At the luncheon Benoit-Levy announced the following honorary advisors of the UN's Department of Films and Visual Education, who will serve as individual consultants:

Miss Iris Barry, Richard Bach, Bosley Crowther, Edgar Dale, Richard de Rochemont, S. H. Fabian, Eric Johnston, E. M. Kausser, Arthur L. Mayer, Donald Nelson, C. R. Reagan and Dr. Etta Ress.

Among the personnel of the American National Film Committee probably will be: Emmet Lavery, Screen Writers Guild; J. R. Bingham, President, Educational Film Library Association; Carl H. Milam, Executive Secretary, American Library Association; George F. Zook, President, American Council on Education; Maurice Chaffee; R. E. Tidwell, President, National University Extension Association; M. D. Clofine, Chairman, Newsreel Committe; James R. Grainger, Republic; Robert W. Coyne, American Theatres Association; Tom Connors, Chairman, National Distributors Committee; Jack Cohn, Columbia; Barney Balaban, Paramount; Loren Ryder, Society of Motion Picture Engineers; John J. Jenkins, representing Audio-Visual Department, National Education Association; E. J. Barnes, representing National Association of Visual Education Dealers; W. F. Kruse, President, Allied Non-Theatrical Film Association; Donald Nelson, President, Society of Independent Motion Picture Producers; Nate Blumberg, Universal; George Schaefer, Enterprise Pictures; Spyros P. Skouras, Twentieth Century-Fox; Nicholas M. Schenck, Loew's; Fred Wehrenberg, President, Motion Picture Theatre Owners of America; Harry M. Warner, Warner Bros.; C. R. Reagan, Film Council of America; Jack Kirsch, President, national Allied; Eric Johnston, Motion Picture Association; Steve Broidy, Monogram Pictures; Jean Hersholt, Academy of Motion Picture Arts & Sciences; Arthur Krim, Eagle-Lion Films; John McCarthy, Roger Albright and Ted Smith, of the MPA.

Theatre Owners of Ohio Reelect Smith President

Martin Smith, onetime president of national Allied, this week was reelected president of the Independent Theatre Owners of Ohio at that body's annual convention at Cedar Point.

The convention heard Allied General Counsel Abram Myers discuss the federal amusement levy, 20th-Fox General Sales Manager Andy Smith declare that high cost in production makes it necessary for exhibitors to sell a picture for all it is worth.

Reelected with Smith were Vice-Presidents C. W. Huss, Jr., and Roy Russell; Treasurer, Leo Kessel.

MPEA Manager Hopeful of More Dutch Playing Time

The problems of getting an increase in the number of American films which are admitted into Holland by the government are three-fold, Arnold Childhouse, general manager for the Motion Picture Export Association in that country, declared in New York this week.

Here for conferences, Childhouse is optimistic that the present Holland limitation, imposed by agreement which expires Sept. 1, 1947, will be renewed with a provision that American pictures can get 32 weeks playing time instead of the present 28.

The problems he cited were:

Financial—Holland's need for conserving its dollars for essentials.

Cultural—Educational groups who visualize the motion picture as performing a cultural function, many of whom "seem to feel that actually America is backward."

Monopolistic—Interests within the Bioscoopbond—the National Dutch motion picture monopoly—which realize that only by curtailing American pictures, which are popular, can they remain in the business of importing other films. Childhouse pointed out that the distributor section of the Bond is where the difficulty arises, while the exhibitor section seems to favor greater playing time for American films. He stated that the Bond as a unit had been fair, but that group action by "selfish interests" was the problem.

Mono.-Allied Artists Set $25,000,000 Sales Quota

(See Cover)

Allied Artists and the parent company Monogram are committed to a sales quota of $25,000,000 for 1947-48, President Steve Broidy announced in Oklahoma City Thursday this week as the joint three-day sales convention of both organizations got under way at the Hotel Skirvin Towers.

Broidy announcing the new sales quota reiterated his previous statement that formation of Allied Artists "has assured a vastly wider field for our distribution. . . . The new company," he continued, "gives us entree into many important situations in which our product has never before appeared. This has been conclusively shown in our experience with . . . 'It Happened on 5th Avenue'."

More than 100 delegates, including franchise holders from all over the country attended the joint convention which is the first for Allied Artists and the 16th for Monogram.

Among those attending were:
From Hollywood—Broidy, Executive Vice-President and Treasurer George D. Burrows; Vice-President Harold Mirisch.
From New York—Monogram International Vice-President Norton V. Ritchey, Broidy's assistant, Edward Morey; Sales Director L. J. Schlaifer, and the following district managers—Arthur Greenblatt, Nat Furst, Sol Francis.
Franchise holders included Nate Dickman, Arthur C. Bromberg, Harry Berkson, Herman Rifkin, Harold Cohen, Harold Jordan, Irving Mandel, Ben Eisenberg, William Onio, Milt Curlan, Nate Schultz, Sam Schultz, Ed Blumenthal, Lloyd Rust, Ben Graham, Lon T. Fidler, William Hurlbut, Harlan Starr, J. M. Beatty, Carl Harthill, Harry Gaffney, M. J. McCarthy, Bailey Pritchard, Charles Trampe, Ray Trampe, Oliver Trampe, Morris Steinman, John Pavono, Henry Glover, George Taif, A. J. Davis, Ben Williams, Sam Fineberg, Moz Burles, Ben Tibbs, James Meyers, Ralph Abbott, Barney Rosenthal.

Will Film Babe Ruth's Life for Allied Artists

Roy del Ruth, in association with Joe Kaufman, will produce a screen life of Babe Ruth for Allied Artists, President Steve Broidy announced in Oklahoma City this week.

Under terms of the agreement, Ruth will receive $150,000 plus a percentage of the profits. The screenplay will be written by Bob Considine, International News Service sports writer, probably based on his forthcoming life of Babe Ruth which will be published in the fall and the rights to which Allied Artists has obtained.

What effect Allied Artists' announcement will have on Republic's plan to produce a picture on the Bambino could not be learned.

Technicolor, Cinecolor Cut Positive Print Cost

Both Technicolor President Herbert T. Kalmus and Cinecolor President William T. Crespinel this week announced a reduction of half a cent a linear foot on positive prints. Positive prints present the bulk of both laboratories' business. Neither cut applies to negatives.

The Technicolor cut is retroactive to April 10, Kalmus said, adding that it was possible because of the increased volume of Technicolor business. He cited the estimated net profit before tax deduction for the quarter of June 30, 1947 as $800,000 or 88 cents a share, which is ahead of the preceding quarter when the estimated net was $430,700 or 47 cents a share.

UA Winding Up Districts Meets

United Artists will wind up a series of district meetings on July 22 in Boston and on July 24 in Cleveland, following a meeting held in Philadelphia this Thursday.

NEWSREEL CLIPS

Hon. Film Smuggler

And another good yarn of how a couple of boys made a sap out of the Jap during the late war in the tale told about **Constantin Goldin,** United Artists China representative, and how he got to be that.

Goldin, a former exhibitor who had operated the Chinese Land Investment Company's Majestic Theatre in Hong Kong, went to war as a British soldier. After surrender, he followed his commander's advice, switched to civilians and presented himself to the Jap internee camp with his British passport.

The commander there said that Goldin was a naturalized Russian, and since the Japanese do not recognize naturalization, he would accept him as a Russian and accord him the freedom of a neutral. (Remember that interesting little phase that Russia at the time was warring with Germany but not with Japan.)

Goldin knew what United Artists films had been hidden in the back of a garage of a friend's house where he lived. In fact the Jap soldiers had gotten into the garage and were taking the film out of the can when Goldin went in and expostulated that it was private property. Strangely enough they agreed to let it alone, a fact which astonishes Goldin now, and he got the cans safely smuggled out in produce trucks to another hiding place, losing only as he says, about "250 feet of 'Kit Carson'."

From this new place he and Bill Way smuggled the films into French Indo-China, first making use of a Chinese packet line under Japanese supervision, then using fishing junks when the Japs got wised to the other method.

Again his Russian birth served him in good stead for the French Republic, also at "peace" with Japan, gave him a passport as a "Russian under protection of the French Republic" and the genial consul included the Australian Bill Way under the same proviso, just because he was with Goldin.

From French Indo-China, they eventually got into Free China and to Chungking. Prior to that Goldin had written United Artists that he had taken over the films and suggested that he act for them. This permission was granted so he set up business in free China with his 12 United Artists prints plus some Russian product. Included in the former were "Capt. Caution," "Rebecca" and "The Great Dictator."

It was "The Great Dictator" which Goldin had to give at a command performance for the commandant of the French Indo-China post where he first escaped. Then after he had gotten the film back and smuggled it into Free China he had to duck another command performance from a Chinese general.

Quotes

"We expected miracles from television back in 1929 when our chain of theatres was formed. We hoped to be flashing pictures of news events on our screens while they were happening. It did not work out that way, but we are still hoping that television will be working for us in another decade. We do not think of our houses as theatres, but as exponents of visual news, supplementing newspapers—"—A. G. Burger, President of Telenews Theatres, upon the opening of Milwaukee's Telenews Theatre.

Foreign

Andre Lelange of European Copyrights and Distribution has added two French films to his list—"The Honorable Catherine" and "Not Guilty." Scheduled for fall release also is "The Idiot."

Morton A. Spring, first vice-president of Loew's International, announced this week that **Al Kahans,** formerly manager for MGM in Chunking and Shanghai, has moved to take over the newly opened office in Saigon which serves French Indo-China.

Bookings

Eagle-Lion, which is planning a 100-theatre day and date opening for its "Red Stallion" got off to a fine start with a circuit deal in Fox-West Coast, another with Interstate and the third with the Paramount-Richards circuit. The same company's "Green for Danger" will day and date its New York bookings at the Winter Garden and at the Park Avenue shortly.

Names

Altec Chief Engineer **E. S. Seely** is home recuperating from a leg fracture suffered July 12 when he took on an automobile crossing the street; **Walt Disney** and **New Entertainment Workshop** have closed a deal whereby the latter will work up developments on story properties for Disney starting with "So Dear to My Heart," "The Little People" will follow; **Robert Gillham,** eastern ad and publicity director for Selznick, is back in New York after going to Mexico City for "Duel's" opening; **Mary Pickford** is getting the Epsilon Iota Chapter "Humanitarian Award" for her charitable work; Warner Bros., Star **Jean Page** will be Coronation Queen of the Latin-American Consular ball in New York.

Calendar

JULY:

21, Variety show to raise funds for Memorial Cancer Hospital, Vine Street Playhouse, Hollywood, Calif.

23, World premiere of Republic's "Wyoming" on the Battleship Iowa en route to Honolulu. Also the dual land premiere at the Lincoln and Park Theatres, Cheyenne, Wyo.

23, World premiere of Paramount's "Desert Fury," Utah Theatre, Salt Lake City.

AUGUST:

4, Annual outing Buffalo Variety Club, Tent No. 7, at Automobile Club Country Estate at Clarence, N. Y.

6, World premiere of RKO's "Long Night" in Boston.

13, World premiere of Eagle-Lion's "Red Stallion," Majestic Theatre, Houston, Tex.

14, World premiere of Warner Bros.' "Life With Father" at the Lakewood Theatre, Skowhegan, Maine.

21, World premiere of "The Roosevelt Story" at Brandt's Globe Theatre, New York.

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The wilderness ablaze with one of the great adventure stories of all time!

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Screenplay by Herbert Dalmas and George H. Plympton

Directed by GEORGE SHERMAN

Produced by SAM KATZMAN





THEATRE MANAGEMENT



The Brass Tacks of Efficient Picture Theatre Management*

GOOD BUSINESS MAN—GOOD MANAGER

By Jack Jackson

You've often heard the boss man say: "I want you to run this theatre as though it were your very own property," haven't you? It's such a familiar phrase that it rates among the cliches of the business and usually means little or nothing to the fellow to whom it's directed because experience has taught him that the minute he begins running the theatre in the exact manner he wants he is flirting with payroll divorcement.

What the boss man really means is that you make a business man of yourself and run his theatre along the lines of good business practice. There are altogether too many of us holding management posts who consider ourselves aloof from the maneuvers and restrictions of normal business practice. For some peculiar reason we look upon our profession of dispensing entertainment as being utterly divorced from the principles and standards of economics that grade success or failure in other fields. It has to be admitted that show business is of a nature that permits of wide departures from the practices that confine other forms of commercial effort. That, because of the constant change of our merchandise, a margin of waste is permissible—I might even say required—that would be considered an insurmountable handicap to the grocer, butcher and candlestick maker of the community.

But the same ABC's of sound economics must be applied to properly gauge and grade the efficiency and ability of the man at the helm of a theatre as is applied to measure the proficiency of supervisors of other businesses. The same primary principles of buying in line with anticipated public needs at figures that hold the greatest promise of profit; of carefully observing customer trends; of keeping in close contact with the always variable market; of maintaining inventories that guarantee safety but not surplus; of watching the efforts of competitors and maneuvering the activities of your establishment into the limelight as a leader; of carefully analyzing your budget of expense to conform with a conservative estimate of sales and profits and all the many other requisites of efficient management of other enterprises apply with equal—if not more—importance to the grading of a theatre manager.

To illustrate exactly what I mean let me cite a few examples of how the average theatre manager compares—in pacticable business knowledge—with the heads of other concerns:

The manager of the clothing store on the corner can tell his boss in a few short moments—from records in his files or in the drawer of his desk—exactly how many overcoats, what sizes, the cost and selling price, are left over from last season and not in storage awaiting the next visit of Jack Frost. But how many theatre managers can tell their boss—without a visit to the booth and a long period of counting—how many carbons, which are an essential part of his daily operation, are on hand and ready for service?

The manager of the soda fountain in the drug store can tell his boss—again from carefully kept records—how many malted milks can be gotten from one can of milk powder and how many chocolate sundaes can be expected from any given quantity of bulk syrup. How many theatre managers can give a reasonable estimate of the number of pencils that will be required to operate his theatre for a month; how many sacks or boxes of popcorn can be expected from a given amount of oil, seasoning, cork, etc.? Not many I'm sure.

As a general rule we fellows holding posts as managers really know very little about the ABC's of costs, expense and profits. Because if we did there would not be such wide discrepancies, one theatre against another, in the results obtained from our expendable items. That a thorough knowledge of inventories and costs is imperative in these days of varying supply and fluctuating prices goes without saying. That an accurate knowledge of the day-to-day average consumption of every single consumable item entering into theatre operation—and they are many and varied—is needed to properly gauge the size of the red or black figures that will be on your p&l statement also goes without saying. But the fellows who can do it are as rare as feathers on bull frogs. We could carry the clothier and drug store analogy above on through other fields of commercial endeavor and we'd continue to prove our ignorance, not as theatremen, but as businessmen—in instance after instance.

Most of us now are in—and those that aren't soon will be—an era where good showmanship must—and I do mean *must*—go hand-in-hand with good business methods if the theatres we handle are to continue the use of the much-to-be-desired black ink. Carelessness, in any branch

(*Continued on Page* 13)

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'Woman of Year' Honor For Mildred FitzGibbons

Mildred A. FitzGibbons, manager of the Skouras Roosevelt Theatre, Flushing, N. Y., was named Flushing's "Woman of the Year" and presented with the first "Oscar" ever bestowed by Flushing's Council of Women's Organizations, at the Council's annual luncheon held recently at the Hotel Martinique, New York. The Council is a group of 54 women's clubs of all faiths representing church, civic, parent-teacher and other clubs, with an aggregate membership of 6,000 women.



Mildred FitzGibbons

Mrs. Walter G. Fricke, the Council's motion picture chairman who made the presentation, cited Miss FitzGibbons for "the outstanding job she is doing as manager of the Roosevelt, and her interest and cooperation in all community affairs." The award was made principally, however, "because of the outstanding work she has done and is doing with children at the theatre and the ideal children's shows she put on, which have won wide recognition."

The "Oscar," a charmingly colored porcelain figure of a child, symbolizes Miss FitzGibbons' work in connection with the children's shows.

Has Fire Chief Praised Your Safety Measures?

Most exhibitors pay more or less attention to fire hazards and the prevention of fires. But, of the thousands of exhibitors in the country, how many have received a letter from their local fire chief praising them for the effectiveness of their measures in clearing away all fire hazards? They surely can be counted on the fingers of one hand. Perhaps only one finger would be necessary, in which case the recipient of such a letter would be Manager Edward Sullivan of the Peninsula Theatre in Burlingame, Calif., who recently received the following letter from Burlingame Fire Chief Ed Leis:

"Recently an inspection was made of your theatre in conjunction with the Board of Underwriters of the Pacific and I want to commend you on the excellent condition in which we found your premises. Colonel Hoass, engineer of the Board, made the remark it was one of the neatest show houses he has visited since he has been in the business.

"The cooperation shown in the past by you and your staff has always been 100 per cent and we sincerely appreciate it."

And is that ammunition for Sullivan's use in telling the civic heads and the citizens of Burlingame that in operating the theatre he thinks first of its patrons' safety?

Fuel Supply

It may seem so, but it's not a bit too early to order the theatre's fuel supply for next winter. There may be strikes, and even if things roll along smoothly, it's nice to know that one chore has been taken care of.

Watch Theatre Costs and Expense—Jackson

(*Continued from Page* 12)

of our operation, can easily disperse every chance of profit and invite losses. So it becomes a necessity to actually KNOW OUR THEATRES. To know what it costs—on the daily average—for each and every ingredient that goes into the essentials of its operation.

I can hear you start scoffing right about here and saying to yourself: "How in h—— can it be done."

I've never given the matter too much detailed consideration, but the other day I heard an expert, Barry Burke, former division manager for Paramount-Publix and now a traveling auditor for Interstate Theatres, painting a verbal blue print that makes the process as easy as pie and as infallible as the law of gravity. I can't cover all of Burke's subjects so I'm just going to list the highlights of his very lucid and comprehensive coverage on "How to know your theatre—every part of it."

If you were in charge of any other kind of business it would be essential—provided you wanted to hold the job—to have your fingers firmly grasped on every single unit of controllable expense. To have complete knowledge not only of what is happening currently and scheduled for the immediate future but of steps needed to cover previous drops from anticipated receipts and how to control future expense to prevent recurrence.

Now let's get at some questions about your theatre:

How many carbons, negative and positive, are consumed in the projection booth in an average day of exhibition? How many are on hand? What will be needed to provide a safe surplus next month? Is the consumption in your booth above or below the norm?

You're going to say right quick that it can't be done and I'll prove that it can by quoting what Mr. Burke told me. Scheduled tests under conditions that duplicate those existing in the average theatre produced the following table chart to gauge the service expectancy of carbons.

(All the following figures are based on 10 hours running time so if your theatre is scheduled for longer or shorter periods of exhibition just take an hourly average and add or subtract to fit your schedule):

A 7x9 negative and 8x14 positive set of carbons will result in consumption of 5 negative and 8 positive per day or 150 negative and 240 positive per 30 day month if your projection is 55 amperes. If your projection is 65 amps you can expect to consume 7 negative and 10 positive carbons per day or 210 negative and 300 positives per 30 day month. If you use 6x9 negatives and 7x14 positives at 55 amps you will use only 4 negatives and 5 positives per day or 120 negatives and 150 positives per 30 day month.

I am told by my projectionists that the carbons being supplied now are superior in every respect to those served during the war and that unless amperage of 70 or more is applied the carbons will run in line with the expectancy scheduled in the preceding paragraphs.

If you take an inventory today it will be no job whatsoever to keep a day-to-day record and actually KNOW just how far your carbon supply will carry. Not only that, but you'll not have to depend on the operator to tell you when carbons are needed. I might add that it is best that the larger packages be kept under lock and key and that the booth be supplied in numbers consistent with the consumption expectancy. Carbons are quite an item on the expense sheet and a careful check may bring out some slight error in equipment that will save plenty of money.

It quite naturally follows that the same guide—an accurate average of previous consumption (corrected frequently to allow for varying conditions) will give a yardstick to measure the needs for brooms, mops, sweeping powders, cleaning compounds, light bulbs, pencils and just about every other consumable item used and needed in the efficient operation of your theatre.

The toughest task is in setting up the system, as that will require personal examination of the needs of each and every department. Instead of placing barrels of soap powder and gallons of disinfectants and chemicals at the disposal of your cleaners you'll have to find out for yourself what their nightly requirements really are and dole them accordingly. Instead of taking the porter's word for it that he needs a new broom you'll have to look at the used one and make a memo of how long its lasts insisting that the dust weapon be used and cared for to insure the longest possible life. Other factors of operation will have to be treated in like manner if you want to be in position to anticipate actual needs sufficiently in advance—but not too far—to permit of bargaining for the best possible prices in a market that is fluctuating day to day.

I'm presuming that you are wondering what happened to those admonitions of a year or so ago to "buy well in advance and stock up on needed wares whenever the opportunity presented itself." Well, them days is gone and we are looking at and living in times where the items of need are more plentiful and the prices—generally speaking—on the down grade. Also there is the problem of insurance. When you stock in excess of reasonable expectancies you have not only tied up the theatre's money but you have assumed the burden of insurance and in case of flood, fire or other disaster you are the one that is holding the sack.

I could go on quoting reasons until I filled this book but it can all be summed into one sentence: if you equip yourself with this kind of information you'll always be running your job and the job will never be running you.

Drive-in Playground

The drive-in theatre on Pendleton Pike, near Indianapolis is advertising itself as "the only theatre in the world with a playground." Starting July 8, Manager Sydney Sayetta added a pony track and supplied ponies with trained attendants to give rides to children before the show starts. Track will operate Tuesdays, Wednesdays and Thursdays throughout the summer.

Building Community Goodwill a Top Industry Effort in St. Louis Area

In these days when community goodwill is so important to successful theatre operation, industry folk in the St. Louis territory are alive to its possibilities.

In St. Louis itself, for example, the Fanchon & Marco interests and Fred Wehrenberg, president of the Motion Picture Theatre Owners of America, were among the first in the nation to form Youth Cinema Clubs.

Since he came to St. Louis several years ago, Harry C. Arthur, head of the Fanchon & Marco organization there, has encouraged members of his organization to take an interest in community affairs in the vicinity of their theatres. On several occasions F. & M. first-run managers have appeared as speakers before service clubs, educational groups and the like. Wehrenberg, of course, since around 1907, has taken an active part in community life along Cherokee street, Michigan avenue, South Grand boulevard, etc.

Out in the territory exhibitors also realize the importance of proper public relations. In Springfield, Ill., hardly a local civic welfare committee is formed without a motion picture man being a member. The Kerasotes Brothers, the Frisina Amusement Company personnel and the Public Great States managers in Springfield and other southern Illinois towns always take an active interest in community affairs.

Through the courtesy of the Fox Midwest Circuit and Dick Wright, manager of the Capitol Theatre, Benton, Ill., a free motion picture show for children was given in the 1200-seat Capitol recently. A Joe E. Brown picture was the screen feature.

Recently Benton conducted a 10-day citywide "Clean-Up, Paint-Up; Fix-Up" campaign. Manager Wright was co-chairman for that campaign. Later he announced that the Fox Midwest organization would give a free show as a reward for the children who worked to make the campaign a success. The motion picture projectionists and other theatre employes helped the cause by donating their services "as an expression of their willingness to cooperate in this 'clean-up' campaign."

Naturally, the mothers and fathers, aunts and uncles, and other relatives of the kiddies who saw the free show feel kindly toward the management of the Capitol.

A somewhat different but also a very effective goodwill-builder was the address delivered by Pete Nepote, resident manager for the Frisina Amusement Company in Olney, Ill., to the Olney Rotarians at their weekly luncheon meeting recently.

Nepote described the role of the motion picture in promoting international understanding, stressing the increase of knowledge and goodwill that can be attained through motion pictures as a medium. He also told of the advantageous use of films in training Army and Navy personnel in World War II.

400 Free Sodas Per Week Entice Kids to Matinees

A free soda, in addition to seeing a Wednesday film show designed especially for them, is something hard for kids to resist, as was recently demonstrated at Reade's Paramount Theatre in Plainfield, N. J.

City Manager Murray Meinberg tied up with a Plainfield soda store to sponsor his Wednesday kid show, the sponsorship taking the form of free sodas for the first 400 children admitted to the fun show. The sponsor was so pleased with the results obtained that he decided to continue furnishing the theatre with 400 sodas per week for the rest of the summer in exchange for the advertising he gets out of the tieup.

BOX OFFICE SLANT

Prairie Raiders

Columbia Western With Music 55 mins.

AUDIENCE SLANT: (Family) There are noticeable lapses in this western that will have the fans squirming in their seats.

BOX-OFFICE SLANT: Should get by nicely at houses catering to action trade, despite picture's drawbacks.

Cast: Charles Starrett, Smiley Burnette, Nancy Saunders, Robert Scott, Hugh Prosser, Lane Bradford, Ray Bennett, Doug Coppin, Ozie Waters and his Colorado Rangers. Credits: Producer, Colbert Clark. Director, Derwin Abrahams. Original screenplay, Ed Earl Repp. Photography, George Kelley.

Plot: The Durango Kid rides again, this time to help a young rancher from having his herd of horses taken away from him by fraud. Durango, doubling as a government agent, manages to keep the villains at bay long enough to secure a written statement from the Secretary of the Interior that a disputed document bearing his name is a forgery. The young rancher marries his sweetheart, the gang is hustled off to jail and honest Charles Starrett rides off again.

Comment: This "Durango Kid" release suffers from a spotty story and equally inconsistent direction. There are noticeable lapses in the film that will have the average western fan squirming in his seat. It is as though the scenarist and director said, "Let's hold off the action for a while," just like a trick photo of a man halted while in dizzy descent. Starrett, as usual, is tops, and Smiley Burnette tries hard. Nancy Saunders is good as the heroine and Hugh Prosser does a fine job as the head villain. Exhibitors should do okay with this release in action situations, despite its shortcomings.

Variety Girl

Paramount Comedy-Music 93 mins.

AUDIENCE SLANT: (Family) This excellent comedy, based on the founding of the Variety Clubs of America, will provide plenty of laughter, fun and all-around swell entertainment for everyone. It has a roster of stars and players seldom found together in one film. A picture no one should miss.

Box-OFFICE SLANT: Every exhibitor should get solidly behind this picture. The Variety Club angle, plus the roster of star names, should make it one of the top money pictures of the year.

Cast: Mary Hatcher, Olga San Juan, DeForest Kelley, Bing Crosby, Bob Hope, Gary Cooper, Ray Milland, Alan Ladd, Barbara Stanwyck, Paulette Goddard, Dorothy Lamour, Sonny Tufts, Joan Caulfield, William Holden, Lizabeth Scott, Burt Lancaster, Gail Russell, Diana Lynn, Sterling Hayden, Robert Preston, Veronica Lake, John Lund, William Bendix, Barry Fitzgerald, Cass Daley, Howard Da Silva, Macdonald Carey, Billy De Wolfe, Patric Knowles, William Demarest, Mona Freeman, Cecil Kellaway, Virginia Field, Richard Webb, Frank Faylen, Cecil B. DeMille, Mitchell Leisen, Frank Butler, George Marshall, Pearl Bailey, Spike Jones and his City Slickers and others. Credits: Produced by Daniel Dare. Directed by George Marshall. Original screenplay by Edmund Hartmann, Frank Tashlin, Robert Welch and Monte Brice. Photography, Lionel Lindon and Stuart Thompson. Special George Pal Puppetoon sequences in Technicolor by Thornton Hee and William Cottrell.

Plot: Suggested by the history of the Variety Clubs of America, this relates the amusing adventures of two girls when they crash the gates of Hollywood. At the climactic Variety Clubs convention, both girls land minor screen contracts.

Comment: Producer Daniel Dare and Director George Marshall have done an excellent job with the production they've turned out based on the story of the founding of the Variety Clubs of America. For the finished product has everything possible to make it appeal to the general run of theatregoers everywhere. Introductory scene opens with Barbara Stanwyck telling the story—a story that holds a tremendous amount of interest for the average individual who has heard the history of the Variety Clubs and the outstanding work they do. From then on it becomes a hilarious, slapstick, farce-comedy with the kind of entertainment no one will want to miss. The cast is probably one of the most impressive ever assembled for one picture, consisting of the entire Paramount roster of players. And that means such entertainers as Bing Crosby and Bob Hope doing several of their wonderful routines together; Alan Ladd and Dorothy Lamour doing a song number; William Bendix and Olga San Juan in a comedy scene, doing the famous grapefruit gag; Billy De Wolfe and his Mrs. Murgatroyd. And there are so many, many others that time and space does not permit one to enumerate all of them. Suffice it to say that each and every one, in his own way, contributes greatly to the film's fun. A running gag through the picture is the trouble Mary Hatcher always gets into whenever she is around Frank Ferguson, who plays J. R. O'Connell. Miss Hatcher, who makes her debut in this picture, is a young lady of talent, with a fine singing voice; and if her work here is any criterion of what she can do, she should be headed for stardom shortly. Another player who is outstanding, in spite of the competition around her, is Olga San Juan, who proves herself an unusually capable comedienne, practically stealing the show from under the noses of the tops in the business. There are also several good songs, among them one by Pearl Bailey of Cafe Society fame. Spike Jones and His Band do their usual messing-up, when they play their number, and the harmonica playing of the Mulcays adds another type of entertainment to the general fun. Summing it all up, "Variety Girl" is certain to have a lively box-office future, with the likelihood of becoming one of the top money-makers of the season.

'Crossfire'

Among the many interesting pictures, and an example of the very high grade of talent and intelligence that can be found in our much-abused Hollywood, is RKO's "Crossfire." This potent drama is done with a finish that adds lustre to the already shining shield of Dore Schary as a producer. Its subject matter required intelligent treatment, since bigotry and anti-Semitism are the source of the dramatic conflicts. That is what it has received in this excellently written, acted and directed screen version of a novel by Richard Brooks.

—Chick Lewis.

Merton of the Movies

MGM Comedy 82 mins.

AUDIENCE SLANT: (Family) Satisfactory fare for the Red Skelton fans and those who like the old corny gags and routines. Aside from Skelton, the film has little to offer general audiences.

BOX-OFFICE SLANT: Sell the Red Skelton name and the title to those who recall the success of the original version and would like to see the remake. Film's draw depends on the popularity of Skelton in the particular neighborhood or community.

Cast: Red Skelton, Virginia O'Brien, Gloria Grahame, Leon Ames, Alan Mowbray, Charles D. Brown, Hugo Haas, Harry Hayden, Tom Trout, Douglas Fowley, Dick Wessell. Credits: Produced by Albert Lewis. Directed by Robert Alton. Screenplay by George Wells and Lou Breslow. Based on the novel by Harry Leon Wilson and the play by George S. Kaufman and Marc Connelly. Photography, Paul C. Vogel.

Plot: A movie-struck usher in a small-town theatre stakes his future on one fling at a career in Hollywood. He finally lands a bit in a drama but he overplays and is fired. He is then cast in a big picture which he believes is serious drama, but when he discovers that it is a slapstick comedy, his faith in Hollywood is shattered. His girl finally convinces him that comedy is as important as drama.

Comment: For those who laugh at the old corny type of routines and gags, and who always enjoy Red Skelton, this remake of the once-successful film of the same name, which carries with it the 1915 version of "what-the-public-wanted," should prove satisfactory screen fare. Whether general audiences will find it entertaining will depend entirely on their admiration for Skelton's work, for other than that the picture has little to offer. The material is so dated that it has long since lost its power to make people laugh . . . and whatever hilarity there is, is due entirely to Skelton's interpretation of the comedy sequences involved. Virginia O'Brien, in the leading feminine role, is exceptionally good, playing it straight for Skelton's antics. Gloria Grahame is another player who does well with her delineation of a dumb leading lady, having more to do than such well-known performers as Leon Ames, Alan Mowbray and Hugo Haas. The picture was given top production values by Albert Lewis and Director Robert Alton deserves credit for able direction.

The Secret Life of Walter Mitty

(Technicolor)

RKO Radio Comedy 108 mins.

AUDIENCE SLANT: (Family) Based on the James Thurber best-seller of the same name, this new Danny Kaye comedy is top-notch entertainment for the entire family. Plenty of comedy, color and the glamorous Goldwyn Girls for eye-appeal.

BOX-OFFICE SLANT: Has every indication of scoring heavily at the box-office.

Cast: Danny Kaye, Virginia Mayo, Boris Karloff, Fay Bainter, Ann Rutherford, Thurston Hall, Gordon Jones, Florence Bates, Konstantin Shayne, Reginald

(*Continued on Page* 28)

IT'S A BOXOFFICE WONDER!

I wonder who's kissing her now

"I WONDER WHO'S KISSING HER NOW"
TECHNICOLOR
starring JUNE HAVER
MARK STEVENS with
MARTHA STEWART • REGINALD
GARDINER • Lenore Aubert
William Frawley • Gene
Nelson • Truman Bradley
George Cleveland • Directed by
LLOYD BACON • Produced by
GEORGE JESSEL • Original
Screen Play by Lewis R. Foster
Additional Dialogue by
Marion Turk • Dances Staged
by Hermes Pan





Color by Technicolor!

A NEW ALL-TIME 20TH CENTURY-FOX RECORD FOR ANY THEATRE, ANY WEEK IN THE SHOW-BUSINESS HISTORY OF CHICAGO!

And in Detroit: THE BIGGEST OPENING IN 20TH HISTORY AT THE HUGE FOX!

The Whole Industry is Cheering the Wonderful Boxoffice Hits from Wonderful

20th CENTURY-FOX

SELLING THE PICTURE

Carey Beats the Summer Slump Thru Exploitation

Manager James A. Carey keeps the summer slump "wolf" away from the door of his Hiway Theatre in York, Pa., through continued exploitation, the use of giveaways and special displays.

Take, for one instance, a display of $500,000 worth of diamonds on the stage of the theatre. A local York girl displayed the diamonds. The cooperating jeweler took care of all the expense and arranged for a broadcast of the event over station WORK. During the two days preceding the opening of 20th-Fox's "Wake Up and Dream," Carey gave six broadcasts on the jewelry display from the stage, had a recording made and rebroadcast it the following day. The jeweler placed an ad in both York newspapers with a cut of the attraction.

Giveaways were taboo during the war. Carey re-established them by promoting free gifts through a cooperating merchant. The gifts, on display in the lobby, included radios, clocks, oil burners, coffee-maker, electric ironer, etc., all attractive and useful. They attracted attention and increased business.

Gifts for the children were not overlooked at special kiddie shows. They were promoted through a dry-cleaning establishment and included dolls, croquet sets, flashlights and toys of various sorts.

When Paramount's "The Perfect Marriage" was the bill, Carey decorated a car supposed to have newlyweds as passengers and sent it through the streets, with side banners giving picture and theatre credits.

As a stunt for Columbia's "Johnny O'Clock," he stuffed a dummy and hung it by the neck from a flagpole which extends out over the street, causing a traffic jam as drivers slowed up to look at it. Because it stopped traffic, the police asked him to remove it.

Summer slump? It has ceased to be a bugaboo for Manager Carey.

Lazarus Off for Coast On UA Campaign Budgets

United Artists Director of Advertising and Publicity Paul Lazarus arrived in Hollywood this week in connection with a series of discussions with coast producers on the advertising and publicity budgets for campaigns on the company's forthcoming product.

Reduced Ads Costly

A report from the Minneapolis territory by film buyers blames recent box-office slumps on cuts in advertising budgets by major distributors, declaring that an apparent lack of pre-selling is reflected in the drawing power of recent film releases. Buyers claimed that the public was not acquainted with "some pretty good pictures" as the result of the advertising retrenchment program of the producers and consequently there have been some unexplained drops in grosses at the box-office.

Flying Saucers!

What makes show business the exciting enterprise it is includes in a foremost spot—showmen! And among the enterprising gents that add to the giggles and excitement caused by another novel showmanly accomplishment is the unnamed genius who manages the Ritz Theatre in Milwaukee who, being intrigued like millions of other Americans by the flying saucers so much in the news now, decided to dress his marquee with the wording "Flying Saucers to the Ladies." A picture was made of the front, taken to a newspaper editor who printed it in two columns, with the comment that ". . . maybe the Ritz Theatre has the answer (to what the flying saucers are). . . ." Oh, yes, incidentally the titles of both features were prominently displayed on the marquee just under the "flying saucers" line!

And not to be outdone, the manager (also unnamed) of the Majestic Theatre, Centerville, Ia., hitched his showmanly wagon to the flying saucers craze by hiring an airplane pilot to drop hundreds of paper saucers to plug 20th-Fox's "Boomerang." Some of the saucers contained free passes.

Sponsored Film Radio Shows for Britain

The first sponsored film program to be broadcast regularly throughout the United Kingdom goes on the air July 20 backed by MGM, Warner Bros. and Associated British Cinemas in a long-term deal with the Continental station, Radio Luxemburg.

Presenting MGM and WB stars in specially recorded interviews, scenes from current releases and studio news, the "Hollywood Half Hour" will be broadcast every Sunday. There will also be quarter hour broadcasts on Tuesdays and Fridays with spot announcements on other days covering ABC programs.

MGM will occupy 32 weeks and WB 20 weeks of each year's broadcasting. The first program will feature "The Hucksters" and an interview with Deborah Kerr.

The scheme, which was developed by MGM's Mervyn McPherson and then extended to link up with ABC and WB, provides for the cooperation by ABC's 400 cinemas which will exploit the "Hollywood Half Hour" with slides and posters to their 245,000,000 annual customers.

'Soap Box Derby' Short To Have Benefit Premiere

A $2 benefit premiere, followed by special openings in 135 cities, has been set for Warners' two-reeler, "Soap Box Derby," story of the juvenile sporting event held annually in Akron, Ohio.

In a nationwide tieup embracing the sponsors of the Derby (Chevrolet), the Akron *Beacon Journal* and newspapers in 135 other cities where preliminary derbies will be held, "Soap Box Derby" will have its world premiere July 22 at the Strand, Akron, under sponsorship of the *Beacon Journal*. Proceeds go to newspaper's child welfare fund.

L. A. Advertising Code to Become Effective Aug. 1

A new code governing amusement advertising in Los Angeles, one of whose 10 points rules out "false or misleading statements," will go into effect Aug. 1, it was learned from that city's Newspaper Publishers' Association this week.

The 10 points are:

1. Good taste shall be the guiding rule of all amusement advertising.
2. Illustration and text in ads shall faithfully represent the productions themselves.
3. No false or misleading statements shall be used directly, or implied by type arrangements or by distorted quotations.
4. No text or illustration shall ridicule or tend to ridicule any religion or religious faith; no illustration of a character in clerical garb shall be shown in any but a respectful manner.
5. History, institutions and nationals of all countries shall be represented with fairness.
6. Profanity and vulgarity shall be avoided.
7. Pictorial and copy treatment of officers of the law shall not be of such a nature as to undermine their authority.
8. Specific details of crime, inciting to imitation, shall not be used.
9. Advertising copy with salacious or suggestive text or illustrations shall not be used.
10. Court actions relating to censoring of motion pictures or stage performance or other censorship disputes are not to be capitalized in advertising.

Observers here noted that the code covers most of the complaints that have been heard in recent months about motion pictures or their advertising.

McCoy Heads Augusta (Ga.) Advertising Club

P. E. McCoy, Augusta, Ga., city manager of the Georgia Theatre Co., has been named president of the Augusta Advertising Club, it was learned this week.

McCoy, who has received more than 35 awards for showmanship, was instrumental in organizing the Advertising Club, which is composed of newspaper and radio advertising representatives, as well as others connected with the publicity and display fields. Present plans are to have leading advertising men from all parts of the country as guest speakers in order to keep abreast of the current trends in advertising.

Naval Premiere

A battleship premiere for Republic's "Wyoming" to be held July 23 aboard the U.S.S. "Wyoming" to coincide with the land premiere which will be held on the same date at the Lincoln and Paramount theatres in Cheyenne, Wyoming, was announced this week.

The premiere on water will be held as the ship travels to Honolulu. The land premiere is designated as the official picture of the 51st Annual Frontier Days celebration and will be attended by Republic President Herbert J. Yates and Rear Admiral Felix L. Johnson, naval public relations head.

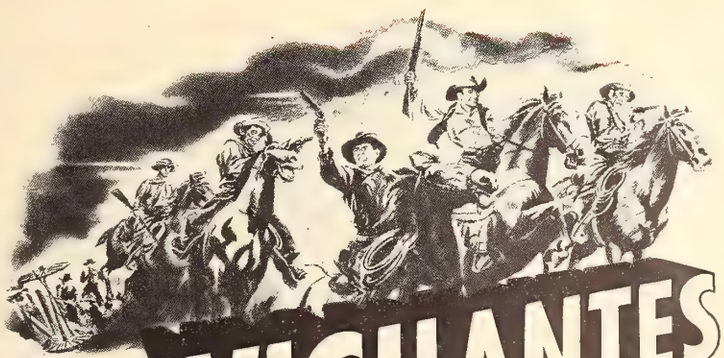
UNIVERSAL-INTERNATIONAL

ANNOUNCES THAT PRINTS OF

"THE VIGILANTES RETURN"

ARE NOW AVAILABLE IN OUR

EXCHANGES FOR SCREENINGS



The VIGILANTES RETURN

IN Cinecolor

with JON HALL MARGARET LINDSAY
ANDY DEVINE
PAULA DREW ROBERT WILCOX
JONATHAN HALE JACK LAMBERT

Original Screenplay by ROY CHANSLOR · Directed by RAY TAYLOR
Produced by HOWARD WELSCH · A UNIVERSAL PICTURE

Money Dates for August

August is the month of box-office doldrums when many patrons are away on vacation or are just returned from vacation and keeping a sharp eye on expenses. Added to that fact is the weather—always a topic of interest, if not of comment, to the exhibitor. Heat drives patrons to the beaches or for a motor ride. If the exhibitor wishes to overcome the box-office slump he must take advantage of every least possibility of stamping his wares on the public consciousness. The month is almost bare of national observances on which, with showmanship at its top bent, income may be tilted upward. Therefore occasions, anniversaries, etc., which would in ordinary better-profit months be entirely overlooked, should be milked dry of any patron-pulling power which the exhibitor can infuse into them. August is the month when showmanship gets its greatest test, and is most needed to avoid going into the red.

National Observances Periods

AUGUST 1—NATIONAL AIR FORCES DAY, the 40th anniversary of the founding of our National Air Forces. Theatres in the vicinity of any air forces training camp should arrange with its commandant for a mutual advertising tieup. The camp might loan material for a lobby display or a recruiting post, or both. Anything of the sort should be advertised to the hilt, but do not forget that National Aviation Day comes on the 19th of the month when the exhibitor should fire his big exploitation guns.

AUGUST 19—NATIONAL AVIATION DAY. The war is long over and the public is far from being as aviation conscious as it was during the years of actual combat. But the military, naval and air authorities are keenly aware of the necessity of strengthening aviation in view of the atomic age just around the corner, if not already upon us. They are seeking vigorously to publicize this necessity, and the exhibitor is overlooking the best exploitation bet of the month if he does not contact the head men of any military, naval or air forces camp or training ground in his vicinity. Mutually beneficial advertising and display stunts can be worked out, from posters, newspaper ads, lobby and window displays to airplanes dropping heralds and guest tickets. There are a number of yesteryear features devoted to aviation which might be booked as the "come-on" for military and naval and air authorities to help the manager promote business, such as Warners' "Air Force," RKO's 'Bombardier," etc. If there is an aviation camp nearby it should not prove very difficult to arrange for a parade or a theatre party, with your newspaper lending valuable publicity aid. To interest the kids, work up a model plane contest with the newspaper as sponsor, and promote suitable prizes from merchants for exchange of advertising. Such a contest should be started long in advance so that the model planes will be ready for display in the lobby by the 19th. An essay-writing contest on "Why aviation is the main arm of offense and defense in the atomic age" is another avenue of approach to the juvenile audience, and one in which a newspaper would cooperate, with worthwhile prizes for the best essays. Do not overlook commercial air passenger companies which are on the lookout to increase air travel. Material for a lobby or window display can likely be obtained from them. Manufacturers of airplanes afford another possibility for a worthwhile tieup. Even the local post office might be interested enough to make some sort of lobby display on the beginning and the growth of airmail service. Airplane manufacturers might send silhouettes of their different types of planes from which the exhibitor could arrange for a juvenile plane-identification contest.

AUGUST 31—NATIONAL AIR RACES start on this day and continue to Sept. 3. If any such races are scheduled in your town or neighborhood seek a tieup, if only of posters advertising the races and the theatre's feature picture.

Sectional Observances

August 1—Colorado joined the Union, 1876.

August 10—Missouri admitted to the Union, 1821.

August 16—Battle of Bennington (celebrated in Vermont).

Anniversaries

August 3—Germany declared war on England and France, 1914.

August 4—Percy Bysshe Shelley born, 1792.

August 5—First cable message between America and Europe, 1848. A display might be arranged with a local newspaper showing how the paper gets its domestic and foreign news. A kid essay contest on development of means of foreign communication from sailing ships, steamers and cable to trans-oceanic telephone and radio.

August 6—Alfred Lord Tennyson born, 1809.

August 6—First atomic bomb dropped on Hiroshima, 1945. If the theatre has not shown MGM's "The Beginning or the End" this is an opportune time to show it, and to splurge in advertising it.

August 6—First talking picture shown in New York City, 1926. Book, if possible, the first sound picture, "The Jazz Singer" or another early one and a later one—say "The Jolson Story"—for contrast. This would have a good advertising angle.

August 9—Roosevelt-Churchill meeting at sea, Aug. 9-12, 1941.

August 9—First steam locomotive train operated, 1831. A contest among juveniles for the best drawings of an old steam locomotive and a modern streamlined electric train is an effective stunt for this date. Approach your newspaper editor on this. Or try an essay-writing contest on advances made in transportation since the time early man went on foot.

August 9—Francis Scott Key born, 1780. The exhibitor should play up the occasion through a trailer, lobby cards and newspaper advertising. A flag dedication on the stage while the audience sings the Star Spangled Banner is a "natural."

August 12—Sewing machine patents granted to J. N. Singer and A. B. Wilson, 1851. If an old Singer machine is available (perhaps through a dealer) display it in your lobby with a modern electric sewing machine.

August 14—Japan surrended unconditionally, 1945.

August 14—Atlantic Charter Day. President Roosevelt and Prime Minister Churchill signed the charter, 1941. You may be able to promote a local observance of the day through an offer of your theatre to some patriotic or educational organization.

August 15—Panama Canal opened, 1914, with traffic beginning July 12, 1920. Exhibitors may get some valuable newspaper publicity through a contest among juveniles on what good the canal has accomplished for the world, and what would happen if it were destroyed by a few strategically placed atomic bombs.

August 15—Sir Walter Scott born, 1771.

August 17—Robert Fulton's first steamboat made the trip from New York to Albany, 1807.

August 18—Virginia Dare, first child of English parents, born in America at Roanoke Island, 1587.

August 22—The Red Cross established at Geneva, 1864. This opportunity to play up the humanitarian work of this great organization should not be overlooked, particularly in view of its relief efforts in the floods and airplane crashes of the past spring. A good idea would be to show again Warners' Technicolor two-reeler, "Flag of Humanity" (STR, Oct. 26, 1940). See if it is available at your exchange. Contact your local Red Cross organization or women's clubs for a tieup on the observance.

August 22—Oliver Wendell Holmes born, 1809.

August 23—General Jonathan M. Wainwright, the hero of Bataan, born, 1883.

August 26—Woman Suffrage adopted in the 19th amendment to the constitution, 1920.

August 27—First petroleum well opened, Titusville, Pa., 1859.

August 30—Germany declared war on Poland, 1939.

August 31—Labor Sunday, probably the "offset" off-day of the summer. Play up the coolness and comfort of the theatre as against the heat and the crowds for those planning trips. No matter what the weather, they can be comfortable in the theatre and be entertained. Play it up in a trailer and ads, no matter if weather is hot and dry or cold and wet.

'Red Stallion' Premiere Set for Houston, Aug. 13

World premiere of Eagle-Lion's Cinecolor production, "Red Stallion," has been set for August 13 at Interstate Circuit's Majestic Theatre in Houston, Texas, it was announced jointly this week by A. W. Schwalberg, Eagle-Lion vice-president and general sales manager, and R. J. O'Donnell, Interstate vice-president and general manager. The world premiere will be followed right down the line with openings in all top key-city theatres of the Interstate Circuit.

Initial engagements of "Red Stallion" will be supervised personally by Schwalberg and Max E. Youngstein, E-L director of advertising, publicity and exploitation, who are now on a cross-country tour conferring with top circuit executives on sales and promotion plans and policies under the nationwide campaign which has been budgeted at $325,000.

Selling approach will be handled on a circus carnival angle now being tailored by Youngstein's promotion division to the outdoor action appeal and color photography of the picture. The greater part of the budget has been earmarked for pre-selling in local situations. Boy Scouts, Girl Scouts, schools, parent-teachers groups and outdoor clubs will be brought into play.

Jeweler Buys 1,000 Star Photos in 'Yearling' Tieup

Star Jewelers in Gary, Ind., were induced by Mrs. Kallares, manager of the State Theatre, to purchase 1,000 colored pictures of Claude Jarman, Jr., star of MGM's "The Yearling," and of Flag, the deer, as giveaways for children who called at the store and asked for the picture.

The jewelry firm also carried a two-column ad in the Gary *Post-Tribune* announcing the giveaway and illustrated it with a cut of Gregory Peck, young Jarman and the deer. It also gave the picture a front window display with a 30x40 blowup and scene stills and theatre credits.



WINDOW CONTEST, promoted with a local store by Manager Frank Henson of Loew's, Akron, offered guest tickets to persons who could correctly identify the stills from other Mickey Rooney pictures. This elaborate display presented the contest to passersby to promote MGM's "Love Laughs at Andy Hardy."

Parade Marks Premiere Of 'Black Gold' in O.C.

Hollywood screen stars, bands, riding clubs and hundreds of Indians took part in a parade through Oklahoma City downtown streets Wednesday (16) as ballyhoo for the world premiere of Allied Artists' Cinecolor film, "Black Gold," at Warners Midwest Theatre. Anthony Quinn and Katherine DeMille, who head the cast, featured the procession, and others in line were Governor Jimmie Davis, starred in "Louisiana"; Noel Neill, Wanda McKay, Freddie Stewart and Dottye Brown.

Oklahoma City Retailers Association, through Emmett E. Barbee, secretary-manager, cooperated on the opening with mentions in their regular newspaper and radio advertising, window displays, counter cards and other aids.

REGIONAL NEWSREEL

LOS ANGELES

An agreement has been reached between an American group and interest-holding Portuguese financiers, headed by Luis Filip Nunes, to form a new producing company called All Americas Pictures Co., Inc. Plans are to make two pictures "Offenbach" and "Don Pedro." The original story for "Offenbach" is by Alfred Neumann. Corporation will be represented in the U.S.A. by Edward Raiden, attorney, as secretary.

Sam Gardner, assistant to MGM West Coast Sales Manager George A. Hickey visited the Los Angeles branch from his headquarters in San Francisco. Gardner formerly managed the local office.

Paramount studios last week played host to five out-of-town exhibitors, taking them around the lot. They were Joseph Campbell, Fanchon & Marco, St. Louis; Irving Blumberg, Midwest Theatres, Detroit; Dr. L. J. Fein, Manta & Rose Circuit, Chicago; F. Christensen, Lyric Theatre, Anderson, Mo.; and W. H. Castay, Castay Circuit, New Orleans.

"The Hucksters" opened simultaneously in all key Southern California towns on July 15-16. MGM West Coast Chief George Hickey arranged a total of 23 spots as part of the 1000-theatre world-wide premiere.

The Picfair, Vermont, Arlington and Cinema, known as the "Four Academies of Proven Hits," celebrated their first anniversary July 9. The unit was started last year after the Picfair's policy of putting on old attractions was successful. The policy has paid off, with over 1,500,000 admissions during the past 12 months.

On July 7, the FWC Rivoli Theatre, which shows westerns, presented its annual awards. Male honors went to Roy Rogers as most popular cowboy star, as a result of poll taken by manager Frederick O. Gebhardt. Dale Evans was chosen most popular cowgirl and also received Rogers' plaque in his absence. Tom London won supporting honors and Roy Barcroft "most hiss-able villain." Monte Hale received plaudits as most promising western player.

Rube Harris, MGM salesman who has been on a two-year sick leave, is having his first vacation during this period at Blythe. Head booker Gordon Wilson is vacationing at home.

Ben Sachey has been installed as head booker at Monogram's Los Angeles exchange. Sachey, who replaces Bob Bigelow, resigned, for several years held similar position with local Universal branch.

WASHINGTON

Bernard Lust was host to the local trade press at a dinner in the Variety Club rooms on the night of the grand opening of Sidney Lust's Drive-In Theatre, at Beltsville, Md., after which the party went to the opening, to inspect the unique theatre. Believed to be the second largest open air theatre of its type in the world, the theatre has a capacity of approximately 1,000 cars and boasts one of the largest film screens in the country, 32 by 40 feet. The theatre covers 11½ acres and has all the latest devices to assure perfect sound reception. The theatre will be open evenings from 8 to midnight, with special "owl" shows on Friday and Saturday.

Once again Sam Galanty and Carter T. Barron are making arrangements for Variety's annual golf tournament and dinner dance, which will be held this year on Sept. 5 at the Manor Club. In addition to the co-chairmen, the committee includes: George Grouch, Frank Boucher, Herbert Sauber, Arthur Jacobson, Jack Foxe, George Nathan, Jerry Price, Harry Bachman, Nathan D. Golden.

Tom Baldridge, Middle Atlantic States promotional representative for MGM, has become engaged to Miss Dorothy de Grange of Winchester, Va., and New York City. Baldridge was at one time manager for Warner Bros. Capital and Colonial Theatres in Winchester, Va.

Seven hundred and ten dollars was collected for displaced presons in Europe by the Unitarian Church which sponsored a booth in the lobby of RKO Keith's during the run of the short subject, "Passport to Nowhere."

The Variety Club was deeply saddened upon learning of the death of Barker W. E. S. Wilcox, a former theatre owner, who retired some years ago from active business. His funeral, on July 8, was attended by many local theatre people.

Newest member of Tent No. 11 is Albert C. Dripps, vice-president and general manager of the Potomac Amusement Co. and film editor of the U. S. Naval Photo Center.

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Raises License Fee

The city council of St. Paul, Minn., has approved as to form (which is held equal to adoption) an ordinance to increase the license fees for movie theatres. The fees are changed from a flat $100 to a scale based on the number of seats—$100 up to 750 seats; $150 up to 1,000 seats; $200 up to 1,500 seats, and $300 for any theatre having more than 1,500 seats. Theatres presenting theatrical performances, regardless of size, will be charged $1,000.

NEW YORK

Jules Liggett, veteran film booker with some 29 years of experience, left the Island Circuit last week to join Sam Steinfel in a partnership whereby the Steinfel booking activities will be broadened to handle a wider range of theatres. Steinfel previously had 17 theatres; Liggett brings in approximately 25 more, a move which may precipitate a struggle between his former employer — Island — and the new set-up.

Nat Harris, formerly Long Island salesman for 20th Century-Fox here, has moved over to Island to replace Liggett and the Island partners are reportedly out to hold onto their accounts and to expand as well. Island at last report booked for about 50 houses.

MGM Salesman Howard Levy is off on his vacation. The fish along the Jersey coast are about to catch the proverbial bait with Levy reported all lined up to use blarney as well as lures and a white fishing cap that is the best bargain 42nd Street could offer.

Oscar A. Doob returned Monday from a visit to Loew's theatres in Cleveland, Toledo, Akron and Canton.

Marvin Schenck has returned to his office at Loew's from a stay at the MGM studios.

Loew New York Division Manager Maurice Seidlitz has returned to the office following a minor operation.

BOSTON

United Artists Branch Manager John Dervin returned to duty this week after a short stay in a hospital to clear up an ailment.

Publicist Phil Engel spent some time in Hartford, Conn., assisting in exploiting "The Outlaw" for United Artists.

The Cinema Club was entertained by E. M. Loew at his beautiful estate in Milton. The affair celebrated the homecoming of Phil Berler, who, before going into business for himself a year ago in North Carolina, was the head booker and film buyer.

At a meeting in Augusta, Maine, last week with Maine Governor Horace Hidreth presiding, a committee was set up to work with Roy Symons, secretary of the Skowhegan Chamber of Commerce to make a state-wide event of the world premiere of Warners' "Life With Father" at the Lakewood, Skowhegan, on Aug. 14.

The Independent Exhibitors of New England, Inc., leased the entire second floor of the Bay State Film Company building at 38 Melrose Street, and will vacate its present Shawmut Street quarters some time before Aug. 1.

Vacationists: Abe Bernstein, publicity director at Columbia, and his wife are vacationing in Canada. Marian Daley and Dorothy Ring, Columbia, are vacationing at Hampton Beach. Pearl Ordesky, MGM boxoffice statement department, is on vacation. Isabel McGrath, RKO, is on vacation and plans to spend a few days in Connecticut. Mary Quinlan, RKO Contract Department, is vacationing. Barbara Brown, mail clerk at 20th Century-Fox, is vacationing in Maine.

(*Continued on Page* 20)

REGIONAL NEWSREEL

(*Continued from Page* 19)

Congratulations are in order at MGM for Ruth Cummings and Jerry Crowly, booking staff workers here, on their recent marriage. While housekeeping in Braintree, both will continue with their work at MGM.

It was with great sorrow that the many friends of Harry Goldstein, RKO salesman, heard of the death of his wife, Edith, on June 22. Mrs. Goldstein had been bedridden for several years.

The Boston amusement world was shocked by the death of the veteran press agent, Thomas Rutledge Killilea, who died in a New York hospital of leukemia on July 5, after having been rushed there from this city where he was taken ill. Killilea was press agent for many amusement organizations—the longest one with the Ringling Bros. and Barnum and Bailey circus. He had recently been married to Mrs. Ann Gillespie of New York City who is his only immediate survivor.

CHICAGO

Plans for a world film festival to be held in Chicago in October were discussed this week by the Chicago Film Council. President Ralph Creer said it would be the first ever held in this country. Films of South American and other world producers will be shown.

Norton Bros. have arranged with Rud Lohrenz to take over the direction of their Wanee Theatre in Kewanee, Ill., when he retires on Sept. 1 as district manager for United Artists.

Arthur Greene, film financier, has returned from New York.

Chicago theatres have been given till Dec. 31 to comply with fire and building regulations.

B & K Secretary-Treasurer John Balaban donated $3,500 to the fund-raising campaign for the new Mercy Hospital.

Barbara Scranton and her baby daughter, Virginia, of Eugene, Ore., are visiting Will Scranton, Ampro director, and his family.

New firms organized: Capitol Amusement Co., formed by Frank Balige in Springfield, Ill.; Religious Film Service, organized by Jerr J. Jeswick, in Chicago, with a capitalization of $50,000; Dick Lewis Studios, formed by Dick Lewis, in Chicago, to distribute films, with a capital of $50,000; Electronics Equipment Manufacturing Co., Chicago, formed by Raymond M. Grossman, to distribute electronics equipment to the theatre trade.

Court Upholds Ascap

The right of the American Association of Composers, Authors and Publishers to charge individual theatres license fees when they show movies containing copyrighted songs was upheld by Judge Gunnar H. Nordbye in Minneapolis Federal court. Judge Nordbye ruled for four member publishing houses in suits against four Minnesota theatre corporations including those of the Berger Amusement Co. and Mrs. Jessie L. Jensen of White Bear Lake, Minn. Judge Nordbye stated that fees paid for the use of the music in making the pictures did not take care of license fees for subsequent public performances.

Mrs. Joseph Chesser, President of the Better Film Council, in her July report on current films here lists four for the entire family — "Blaze of Noon," "The Great Waltz," "Honeymoon" and "Miracle on 34th Street."

John Siple of the editorial department of *The Billboard* was married to Betty Blake. Couple is honeymooning in Canada.

The Roshon Film Exchange has moved into new quarters here at 1241 South Wabash Ave. The Atlanta exchange has new quarters at 105 Forrest Ave., in Philadelphia at 34 South 17th Street, and in Houston, Tex., at Suite 202 of the Terminal Sales Building. The company reports a record number of films available for its exchanges.

Appointments: James M. Franey, manager film division of United World Films; Dan Murray, manager the Lyric, Marion, Ind.; Tom Harmeson, manager of Alliance Circuit's 600-car drive-in at Anderson, Ind., which was opened July 11; Leo Salkin, executive director of the local William Morris Agency.

DES MOINES

The Villa theatre at Lovilla, Ia., has been closed by Harold Sieverding of Bellevue who has moved to Savannah, Ill. The theatre is for sale.

A local organization has been formed at Iowa City to become affiliated with the Better Film Council of America and the National Film Board of Review. Attending the meeting were representatives of the Parent-Teacher Association, the Boy Scouts, Girl Scouts, recreation center, ministers' association and the public library. John Hedges, director of the bureau of visual education at the University of Iowa, was named chairman.

Charles T. Kindt, 86, one of the pioneer showmen in Iowa, died at Mercy Hospital at Davenport, Ia., following a lingering illness. He was the first exalted ruler of the Davenport Elks Lodge and was owner and operater of the old Burtis theatre.

Work has been started on the new theatre at Shell Rock, Ia., by Mr. and Mrs. Don Whitaker. The theatre will be housed in a former hatchery building which is being remodeled. Whitaker formerly was an exhibitor at Rockford, Ia.

KANSAS CITY

Mrs. Gorge B. Link has been appointed chairman of the children's film library by the Parent-Teachers Association. She is a former president of the organization, and will work closely with Mrs. Eleanore Walton, city film censor, on the new project.

Bill Brisco has taken over his new duties as assistant manager at the Orpheum Theatre under Lawrence Lehman. He replaces Willim Kelty.

Rube Finkelstein, Belmont, Paseo and Byam Theatres, took time out one day last week for a visit to the dentist and a tussle with a wisdom tooth.

The Paramount exchange has a couple of new faces in Mrs. Betty Phillips and Charlotte Solomon. Mrs. Phillips replaces Lila Garrett as secretary to Jim Castle, exploitation man, and Miss Solomon replaces Doris Garrett. Both Garrett girls left the exchange for matrimony.

Bob Krause, Paramount booker, took off for a vacation in Sioux Falls, S. D., as soon as Al Morris, booker, returned from his vacation last week.

Milt Overman, PRC exploiteer, is very busy passing out releases about the company's activities over the past year.

Arthur Cole, of the Paramount exchange, and Dick Biechele, of the Kansas-Missouri Theatre Association, attended the city-wide meeting to study application of the Taft-Hartley bill.

Seen on film row last week were Robert Egender, Waverly, Mo., exhibitor, and Paul Ricketts, Charm Theatre, Holyrood, Kans.

Leon Robertson, Fox Midwest city manager, took a trip out of town over the last week-end.

The Uptown and Granada Theatres held special children's matinees last week. The main attraction was performance at each theatre by Hanley's Marionettes.

OKLAHOMA CITY

Griffith Consolidated Theatres, Inc., opened its new 1,200-seat Hornbeck Theatre at Shawnee, Okla., on July 10. It is built of brick, concrete, with steel floors. The stage curtains are of spun glass and the draperies have been treated with fireproof solution. The building is four stories with offices on the third floor. A new feature for Shawnee is the theatre's "cry" room. A refrigerated cooling system of the latest type is operated from a unit on the fourth floor. The furnace is also on the fourth floor. Theatre was named after Adam F. Hornbeck, first associate to be taken in as a partner of the Griffith brothers in 1932. It is one of the three houses named for associates of the Griffiths. Elmer Adams, Jr., will manage the theatre. He has been with the organization since



ON HAND FOR 'VARIETY GIRL' TRADESHOW. **Exhibitors of the metropolitan area were on hand at the Normandie Theatre last week for the tradeshowing of Paramount's "Variety Girl." Pausing to face the birdie above are (l-r) Arthur Wakoff, Raritan Theatres; Myron Sattler, Paramount's New York branch manager; Joseph Rosenblum, Ansell Theatres, and Max Wallack, owner of the Orpheum, Stuyvesant and St. Mark's theatres in Manhattan.**

REGIONAL NEWSREEL

1932, and moved from the Bison theatre at Shawnee to the Hornbeck. Policy will be single features first-run, with two changes per week. Griffith theatres also announce a new drive-in theatre to be built at Enid, Okla., soon.

National Screen Service, Oklahoma City, has plans in progress for a one-story 45 x 140 film service building. Two film vaults are included in the plans.

The Criterion Theatre in Oklahoma City will hold a special screening of the movie "Dear Jane" July 15. Proceeds of the showing will go to the Oklahoma Symphonic Orchestra treasury.

ATLANTA

Foster FitzSimors, Jr., a youthful Atlantan, has sold the movie rights of his first novel, "Bright Leaf," story of the tobacco industry in the south, to Warner Bros. for $75,000.

Jack Barrett, Monogram sales representative for Florida, and Mrs. Barrett were here for sales conferences with Babe Cohen.

Vacationist: Porter Epperson, head shipper for Monogram in Atlanta, and Mrs. Epperson have returned from a Florida vacation. Charlie Woodward of 20th-Fox's booking department is back after a vacation with his mother in Greensville, Ga. Miss Katie Evans, secretary to Roy Hall, head booker for Screen Guild of Georgia, is spending her vacation in Florida. Joe Reeves of the sales department of Wil-Kin Theatre Supply, is home from a South Georgia vacation, while E. H. Geissler of the same firm is spending his with his family in Chicago. Miss Pearl Moos of Columb's booking department, is vacationing in Lincoln, Ill.

B. E. Savini, special representative of Astor Pictures, is back after a visit to the St. Louis and Kansas City branches.

Peggy Neeley of the Columbia exchange is back at her desk after a leave of several months.

Harry H. Greenway, for many years with Paramount as a representative of the roadshow department, died here recently after an illness of several weeks. He is survived by his widow.

Mrs. Bernice Wadsworth, secretary to A. C. Bromberg, of Monogram, spent the July Fourth holidays with relatives in south Georgia.

PRC Southern District Manager Grover Parsons, has returned from a business trip to PRC branches in Oklahoma City, Dallas, Memphis and New Orleans. Mrs. Hazel Hooks has been appointed as his secretary.

Cliff Wilson of the Columbia booking department has been named sales representative for the company in Georgia.

A surprise birthday party arranged by Georgia Theatre Company managers and employes in Columbus was tendered I. Lawrence Shields, city manager, recently. Shields is the circuit's oldest employe.

MILWAUKEE

The Warner Alhambra in downtown Milwaukee was closed for remodeling and redecorating the first week in July and reopening is set for the first week of August. Future policy and admission price have not been announced. House was Milwaukee's first legit theatre to adopt a film policy.

The town board of Brookfield, Waukesha, Wis., is against the building of another drive-in theatre, one having been proposed for Brookfield on Capitol Drive on the state highway from Milwaukee to Madison. Ninety residents of the township have made strong objection to the proposed drive-in, while the sheriff claims it would bcome a traffic hazard. Wisconsin Memorial Park also has raised objections as the drive-in would be next door to the Park which is a cemetery.

William Benjamin, Wisconsin and upper Michigan manager for Screen Guild Productions, with offices in Milwaukee, announces the appointment of S. G. Honeck as sales representative for Screen Guild in that area.

People's Theatre, Inc., of Superior, Wis., has been incorporated by Anna Dauplaise, Irene Lemponen and Florence Staupe to operate a motion picture theatre. Capitol stock of 80 shares of $100 par value has been approved.

BUFFALO

William Dipson, Dipson Theatres executive, suffered an appendicitis attack at his home in Batavia, N. Y., and underwent an operation. After remaining at St. Jerome's Hospital in Batavia for several days, he is now recovering at home. "Bill" is widely known in upstate film circles, and is first assistant chief barker of Variety Club, Tent No. 7, Buffalo. His many friends wish him a speedy recovery.

With fair weather prevailing over the long Fourth of July weekend, theatre grosses, generally were down, while beaches, amusement parks, and racing tracks were doing capacity business.

Visiting the local exchanges on a recent booking-buying expedition was Hoyt Eastwood of the Hollywood Theatre, Gowanda, N. Y.

Curtiss Mitchell, Paramount advertising and publicity director, personally supervised the "Welcome Stranger" campaign in Rochester. Picture will open at the Century on July 23.

Variety Club Tent No. 7 of Buffalo will hold its annual outing at the Automobile Club Country Estate at Clarence, N. Y., on Monday, Aug. 4. Prizes will be offered for many of the events of the day. In the evening there will be a dance contest, also with prizes and the famous Auto Club chicken dinner. Tickets are $3 and may be had from Jack Goldstein at National Screen Service, 505 Pearl Street.

(*Continued on Page 22*)

Fabian Meeting

Fabian Theatres opened the three-day meeting of executives in New York Tuesday with talks covering present theatre problems.

In his initial talk President Si Fabian said that standardization of show business had robbed the modern operator of the "rich experience incident" to earlier-day operations and tended to get him in a rut. He pointed out that while the patterns of the business had changed it demanded more than ever thinking, imagination and discrimination.

Executive Vice-President Sam Rosen spoke of "Human and Public Relations," Harold Fisher on "Service in the Theatres,' Mary Becker on "Home Office Administration," Joe Eagan on "Insurance." Robert Coyne and Ted R. Gamble were guest speakers. Gamble lauded Fabian's war service and his exhibitor leadership; Coyne spoke on motion pictures as an information medium and predicted "the screen will soon rank in public esteem with the newspaper, the radio and the magazine."



REGIONAL NEWSREEL

COLUMBUS

Lloyd Goad, former Columbus theatre manager, is now exhibitor relations representative for Screen Guild in southern California and Arizona, it was reported here by Byron Stouder, Variety Club member just back from aviation engineering school at Hawthorne, Calif.

Competition from outdoor sports is greater than during previous summers. A two-week roller skating derby which started July 17, is the theatres' newest competitor.

A baby boy was born recently to Daniel F. Flavin, columnist and relief theatre editor on the Ohio *State Journal*, and Mrs. Flavin.

William S. Cunningham, on the studio publicity staff of Paramount for the past year, is here on the advance campaign for "Variety Girl." Formerly theatre editor of the Columbus Citizen and a member of Variety Club, Tent No. 2, Cunningham assisted on technical details during the filming of "Variety Girl."

Tent No. 2, local Variety Club, heard Col. William McCraw, national executive director of Variety Clubs International, outline at a buffet dinner plans for the premiere of "Variety Girl," coming here soon, receipts from which will go to the Tent's heart fund.

Manager George E. Rappold of the Ideal Theatre, reported to the police that a thief, who had apparently hidden in the theatre until after closing time, had stolen a radio, money and candy to the value of $48.

MEMPHIS

J. H. Wisdom, official of the Griffith Theatre Circuit in Oklahoma City for more than 17 years and more recently head of his own air conditioning firm, has joined the Flexer Circuit at Memphis in an executive position. He will supervise the Flexer houses in Mississippi and Tennessee. President David Flexer also announced exploitation prizes of $50 each to Mrs. Mary Aiken, manager of the Tower Theater at Sardis, Miss., and Eugene Boggs, manager of the Varsity and Strand Theatres at Amory, Miss.

Emory Austin, MGM advertising and publicity director from Atlanta, has been visiting Memphis.

Johnny James, Cotton Plant, Ark., exhibitor who was stationed at the Memphis Naval Base during the war, visited old friends at the Variety Club and along film row.

Dick Stettoon of Paramount Pictures and Mrs. Stettoon have been hosts to Mr. and Mrs. Malcolm R. Logan of New York, Stettoon's mother and stepfather. Logan is a writer for the New York *Post* and an author of detective fiction.

Fred Sears, former director of the Memphis Little Theatre during part of M. A. Lightman's administration as president of that group, has joined Columbia Pictures in Hollywood as a dialogue director, and is reported to have been assigned to "It Had To Be You."

HARTFORD

Jack Yacavone, stage manager at the Colonial Theatre, Hartford, and Mrs. Yacavone are the parents of a baby boy named Mark.

Al Schuman, general manager, Hartford theatres circuit, Hartford, and Mrs. Schuman, have returned from a trip out to Hollywood.

James Smith is the new manager at the Markoff Strand, Willimantic. He succeeds Carl Griswold, resigned.

New candy-soda stand has been installed at the Strand, Sound View, by Tom Grasso.

George Smith, purchasing agent and maintenance manager for Hartford theatres circuit, Hartford, is back on the job again, after recovering from hip injuries.

Joe Ruggerio, manager of the Lyric, Hartford, is home from a vacation.

Ted Markoff of the Markoff Theatres—Colchester, East Hampton, Moodus, and Willimantic—caught a 300-pound swordfish, off New London recently on a fishing trip!

The Hartford Drive-In, newest link in the E. M. Loew Theatres circuit, was opened over the weekend. E. M. Loew, George Landers, were among circuit executives attending the opening of the drive-in, situated in suburban Newington, Conn.

Actor Raymond Massey has purchased a 2,000-acre estate at Ipswich, Mass.

The Arcade, Springfield, Mass., has inaugurated special Saturday children's film shows.



BRIEF CHAT. William Goetz, in charge of production at Universal-International, stops for a brief chat with Mr. and Mrs. J. Arthur Rank at the party given by Goetz and Leo Spitz for the Ranks following the premiere of Rank's Technicolor "Black Narcissus" at the Carthay Circle in Hollywood.

CHARLOTTE

"Butch" Finlayson, one-year-old son of Republic office manager Robert Finlayson, won first prize in the recent Morris Field beauty contest.

Warner Divisional Manager Norman Ayers was in town this week conferring with Branch Manager Ralph Iannuzzi.

Columbia Branch Manager in Washington Ben Caplon was a recent Charlotte visitor where he came to see Harry Pickett of S. W. Craver Theatres.

U-I District Manager Pete Rosian was in town last week conferring with Branch Manager Jim Frew.

Warner Office Manager Steve Bareneck flew to New York to spend the Fourth with his family.

Billie Harris, Republic booker, is vacationing in Florida and Cuba. Also off on vacation are Bill Briggs, UA booker who is visiting his father in Sumter; Virginia Porter, Columbia booker's stenographer who is visiting in Washington and Myrtle Beach, and Charles J. Leonard, Columbia head booker, who, with his family, is visiting in New York and New Haven, Conn.

Twentieth-Fox Branch Manager J. E. Holston, together with Salesmen Olin Mock, George Graves, Frank Lowrey, and George Ebersole, and Office Manager Harry Jones and Head Booker William Henderson, recently returned from New Orleans where they attended their company's sales convention.

Harry Williams, United Artists salesman, entered the Memorial Hospital last week where he underwent a minor operation.

CLEVELAND

A. M. (Matt) Goodman celebrated his 20th anniversary with United Artists last Friday.

Rudy Norton has resigned from the Paramount sales force to devote himself exclusively to his Ohio Theatre, Kenton, O., and the Princess and Chief Theatre in Wauseon. George Devine, formerly with Universal-International, succeeds Norton at Paramount.

Harry Schreiber, RKO Columbus city manager, and Cleveland Variety's chief barker until the recent transfer, will attend the July 19 open house club affair. Max Mink, who succeeded Schreiber as RKO city manager, had as his week-end guest Mrs. Mink who has now joined the long line of apartment seekers.

Joe Lissauer of Skirball Brothers Circuit and Mrs. Lissauer have returned from a North Carolina vacation.

W. N. Skirball of the Skirball Circuit has returned to California. He expects to be back here in about two months.

Word was received last week of the death of Mrs. Edna B. Russell, wife of Hoy and mother of Blair. Until she became ill a year ago, she managed their Russell Theatre in Millersburg. Blair has been doing the booking for the house since his mother's illness.

Sol Gordon, SRO office manager, and Mrs. Gordon celebrated their first wedding anniversary last week.

Vacationists of the week include Howard Spiess and Grace McKee, co-op booker and secretary respectively.

F. D. Krichbaum has acquired the interests of R. L. White in the Diana Theatre, Rittman, O.

Milton A. Mooney, head of Co-operative Theatres of Ohio, has been named to the board of directors of the Variety Club by Chief Barker Nate Schultz. Mooney was named to succeed Harold Raives, Schine Ohio zone manager, who, since his recent illness, is not assuming any outside responsibilities.

PHILADELPHIA

PRC-Eagle-Lion had their official house warming in their new offices. Stanley Kositsky is in as branch sales manager and Harry Berman has been named branch manager. Fred Rohrs, district manager for PRC and Joe Minsky, Eagle-Lion Films district manager, were present at the opening.

Francis Flammer, out-of-town booker for Stanley-Warner will leave after 15 years with the company to join Columbia as Harrisburg salesman.

Three youths were captured this week trying to jimmy open a steel exit door at the Stanley-Warner Columbia Theatre.

Betty Naren, Beatrice Duffy, Rita Rankin and Rena Tobin, all of Monogram, had birthdays in the same week.

Mrs. Mary O'Donnell is at RKO as secretary to Charley Zagrans, branch manager, re-

(*Continued on Page* 24)

(Advertisement)

DAILY VARIETY DAILY

Vol. 56 No. 16 Hollywood (28), California, Friday, June 27, 1947 5 Cents

CHAPLIN PIC STIRS STORM

'VERDOUX' ON NEWS PAGES OF COUNTRY

True to the Charles Chaplin tradition that each production is a news event, "Monsieur Verdoux" has leaped from drama pages to front pages.

Tabulated clipping returns disclose that "Verdoux" has been accorded more critical acclaim and controversial discussion than any other picture.

Key exhibitors point out that this natural news reception of "Monsieur Verdoux" indicates that Chaplin has his biggest grosser on hand.

Led by the mighty and influential Christian Science Monitor, editorials on "Verdoux" have flooded thousands of newspapers.

The Monitor concluded its editorial with:

"What democracy needs is more education of the public to a higher level of judgment, taste and patriotism."

Top Champion For 'Monsieur Verdoux'

In raging controversy over "Verdoux," famed N. Y. critic, Archer Winsten, of the N. Y. Post, lined up on Chaplin side, wrote in part:

"'Verdoux' will inspire strong champions throughout the country. Most emphatically not a picture to be shunted off among the common run of American pictures, serious or comic . . . it is great in intention, big in theme and thoroughly original.

"An enjoyment of Chaplin's genius of gesture and movement . . . a respect for his courage and conviction."

'Verdoux' Must Be Seen Many Times Says Sage

Harold Clurman, noted author, in July issue of Tomorrow Magazine, writes in part:

"Charles Chaplin's 'Monsieur Verdoux' is one of the most fascinating documents of our day. The picture is great! Chaplin does not escape the world through his comic disguise; he faces it. That is why he is an artist of singular force. Those who do not quite decipher his meaning or who do not wish to fathom it because it disturbs them, would do well to listen and attend again and again. Here is a picture that will not be dismissed!"

TIME, WINCHELL TELL OF 'VERDOUX' SUCCESS

New York.—Walter Winchell today told his twenty-five million readers, and Time Magazine tipped off its five million, that the most extravagant words of praise are being written and said of Charles Chaplin's "Monsieur Verdoux."

Winchell wrote: "James Agee has written a monumental piece for The Nation in praise of Chaplin's 'Monsieur Verdoux.' Agee thinks the film 'is one of the great works of our time'."

Time Magazine devoted three columns to "Verdoux," hailed it "as the most notable film in years—the most fascinating—" and described Chaplin's portrayal of Verdoux as "one of the most beautiful single performances ever put on film."

Time Magazine summarized:

"The film is a daring individual gesture, dared in an era when such acts are rare. He has replaced his beloved sure-fire tramp with an equally original character. The set pieces of pure slapstick are as skilled and delightful and as psychologically penetrating as any Chaplin has ever contrived."

'Verdoux' Greatest Classic Ever Made

Hailing "Verdoux" as the greatest classic ever made, Federated Press told its hundreds of thousands of readers, in part:

"A film which will stir up controversy, Chaplin's past films are considered the greatest classics yet produced for the screen. All of them are only warm-ups for this new tragi-comedy. 'Monsieur Verdoux' is the finest piece of social satire that has ever been filmed."

Marilyn Nash Returns

Marilyn Nash returned this week from New York and Detroit.

'Verdoux' Gets Great Rave

In a 5000 word review, requiring three installments in The Nation, James Agee, famed critic and magazine author, wrote in part of "Monsieur Verdoux:"

"A magnificent and terrifying song . . . the richness and quality of the film is a work of art, in fact, of genius. I wish I might use the many thousands of words I would require to do it adequate honor purely as fun.

"The anarchic and immortal lily of the field, the tramp, the most humane and most nearly complete among the religious figures our time has evolved has been set aside by Chaplin to give his century its truest portrait of the upright citizen.

"I wish I may faintly express the frame-by-frame appreciation, the gratitude and tribute which we owe this great poet and great poem. Chaplin's performance as Verdoux is the best piece of playing I have ever seen. Verdoux embodies much of the best that can be said of modern civilization."

Critics Applaud 'Verdoux' As Daring Chaplin Winner

With critical acclaim and violent controversy, "Monsieur Verdoux," prepares to meet the public.

Famed critics have written:

National Board of Review: "Exceptional rating. Completely new and fascinating. Greatest of all Chaplin films."

Bosley Crowther, New York Times: "Chaplin believes in using his talent for socking hard . . . screamingly funny . . . He is both satan and faun . . . his performance is remarkably adroit . . . a lot of controversy will be created by 'Monsieur Verdoux'."

Robert Coleman, New York Mirror: "It runs gamut of satire, slapstick, drama and problem drama . . . had first-nighters roaring with laughter . . . it comes from a higher perch than most of the pictures you will enjoy."

Richard L. Coe, Washington Post: "Daringly different . . . a wise and witty picture . . . very funny in its horseplay. It is far more stimulating than any current film."

TOP GROSSES FOR 'VERDOUX' SAY EXHIBS

New York — Precipitating the greatest storm of controversy ever attendant upon the showing of a film, Charles Chaplin's "Monsieur Verdoux," in a pre-release debut here, conclusively proved that it will be the star's greatest money-making film.

Top exhibitors have applauded the world-wide exploitation plan "to condition" the public to the "most unusual entertainment ever put on the screen."

One of the master advertisements, spearheading the candid campaign, will read:

A WARNING!

Before you see Charles Chaplin in "Monsieur Verdoux" you must know some facts about the most controversial motion picture of all time.

Charles Chaplin, deserting his beloved little tramp character, enacts the role of the slick, sinister and charming French Bluebeard. His business: murder.

Charles Chaplin introduces a revolutionary pattern of screen story-telling, confident the public will welcome the most original humor and the most original drama ever filmed.

There is a peculiar intensity of story and an even more peculiar hysteria of laughter in "Monsieur Verdoux."

We must warn you — and YOU must warn your friends — that you must come prepared to behold something never before shown on the screen.

Please remember, this is not "just another motion picture!"

Charles Chaplin has dared to create for your unforgettable entertainment the diabolical but amusing story once told only in whispers.

But with all its strangeness, there is a pathos and beauty and richness devoted to a love story that will haunt you until pictures are no longer made.

The genius of Chaplin holds a copyright on his type of love story—a love story that hurts, that frightens, that stays with you as a lingering memory.

But remember — a warning — come prepared for the most startling experience you have ever undergone in a motion picture theatre.

Come prepared for the strangest and the most entertaining shock of your life.

—Adv.

(Advertisement)

REGIONAL NEWSREEL

LONDON OBSERVATIONS

High Production Budget Is Indicated by Lavish Sets For Korda's 'Ideal Husband'; ACT Backs Plan for an Increased Import Tax; BBC Show Spares Hollywood

By JOCK MacGREGOR

How much can all this cost? was the topic of conversation between Sir C. Aubrey Smith and his co-stars on the breathtakingly spectacular set of Sir Alexander Korda's Technicolor version of Oscar Wilde's "An Ideal Husband."



MacGregor

London's Hyde Park Corner with the entrance to the Park and Rotten Row as it was in the gay nineties had been reconstructed. On call were a troop of the King's Royal Horse Guards and their mounted band of thirty wearing dress uniforms and shining breastplates for the first time since 1939. Gaily dressed players rode in some fifty period carriages or walked the paths. Many others were on horseback.

It was a most colorful and animated scene, but the weather was not kind and when the sun did break through it coincided with a Constellation taking off for America from nearby London Airport. Then rain stopped work for the day on what will probably be Britain's most opulent and expensive production this year.

Sir Alexander is unquestionably bucked with his 20th Century-Fox tieup, for it means a guaranteed outlet and continued production at his two studios. "An Ideal Husband," he tells me, is due for New York screening in October and he took great pride in introducing his cast which includes, in addition to Sir Aubrey, Paulette Goddard, Michael Wilding, rapidly becoming Britain's top male draw, Diana Wynyard, Glynis Johns, Constance Collier and Hugh Williams.

Also shooting at Sound City is Julien Duvivier's "Anna Karenina" with Vivien Leigh and Kiernon Moore, Korda's new discovery. Tests were also being made for Robert Stevenson's "Bonnie Prince Charlie" in which David Niven stars, while at Worton Hall Burgess Meredith was completing "Mine Own Executioner."

* * *

In a letter to the Chancellor of the Exchequer, George Elvin, secretary of the Association of Cine-Technicians, welcomes the plan for an increased film import tax. The third paragraph of this incredible letter reads: "Might I add that not only do we feel such a step imperative in the economic interests of the country, but we also welcome it for the cultural reasons as tending to restrict the entry into this country of some of the more inferior product of other producing countries, mainly U. S. A."

Coming from this group, which is ruled mainly by shorts technicians, this is pretty rich. If they are so interested in economy they might well review their workings on overtime. It is ridiculous that the fuses should be pulled at the knocking-off time when a few minutes would get a scene in the can and save a heavy and expensive call the following day, to say nothing of time.

Britain is making excellent pictures today, but she is also making her percentage of stinkers. It is certainly no time for the ACT to take this high-handed attitude. They have only to examine the worldwide earnings of comparative pictures to see what the general run of cinemagoers prefer.

* * *

Sir Henry French tells me that the British Film Producers Association is taking a strong line regarding the increasing number of Continental film festivals. He assures me that it is from the financial and time viewpoint that this is being taken and not because of the surprise judging at Brussels when Hollywood got only two awards and Britain one. The matter is likely to be referred to the joint MPA-BFPA Committee which was recently formed for uniformed action among English-speaking producers. It is felt that the value of these jamborees is far greater to hoteliers than producers. In the meantime Britain will not take part officially at Cannes and other festivals, but will participate at Venice.

* * *

Maybe the trade press attacks are having their effect on the BBC's "Picture Parade" series, for once Drearitone's alleged humor is directed away from Hollywood. This week Ernie Grizzle conducts Roy Plomley round Drearitone School for training new British starlets, The Harm School.

The most surprising feature is the lack of guts of the producers who support the program by allowing their films and artists to be featured. A solid front by the MPA might lose some publicity, but much respect would be gained. There seems remarkably little point in cooperating in a program by providing the BBC with free material which will draw the listener if the remainder of the items merely ridicule Hollywood.

Meanwhile, MGM and Warners in conjunction with Associated British Cinemas are sponsoring "Hollywood Half-Hour" from Radio Luxembourg which unfortunately cannot be received by all sets in this country.

* * *

Visits to the Gainsborough Studios at Shepherds Bush are always a pleasure, as such a nice atmosphere prevails and the relations between the production department and Tom Burdon's team of publicists are so cordial. Sydney Box has set himself a target of one picture a month at a reasonable budget and they are maintaining this level. Currently on the floor are David MacDonald's "Snowbound," for which scenes within a film studio were being shot, and Edgar Wallace's racing thriller, "The Calendar."

* * *

Much spade work is being put in on the second Royal Command Film performance in aid of the Cinema Benevolent Fund. The Executive Committee has Sir Arthur Jarratt and Joseph Friedman as joint chairman while Robert Wolff is in charge of the stage presentation.

(*Continued from Page 22*)

placing Mary Kehoe, who resigned. Mrs. O'Donnell is the widow of the late Vince O'Donnell who was RKO salesman for many years.

Esther Muchnick of the Warner publicity office went to lunch one day with her usual long bob and returned hardly recognizable with a new feather bob. It is very becoming and much cooler, too.

Joseph DePalantino, 21, an usher at the Stanley-Warner Ogontz Theatre was slashed twice this week in a successful battle to hold a man captive after the latter had threatened Wanda Hankel, 18-year-old blond cashier of the theatre. The suspect is a paroled convict.

William Goldman Theatres has filed an affidavit in the U. S. Circuit Court of Appeals for the Third Circuit stating that it will open the Erlanger on Aug. 30 for the first-run exhibition of motion pictures.

ALBANY

Among those attending the Fabian Theatres' annual golf tournament and party on July 17 from this area were Republic's Frank Dervin and Arthur Newman; Film Classics Jos. Miller; Neil Hellman of Hellman Interests; Fabian's Saul Ullman, Joseph Saperstein, Milton Schosberg, Paul Wallen; Fox's Joseph Rosen.

Congratulations to Sherburne Hutchinson, manager of the Madison Theatre, Albany, upon the birth of his first child—a boy, William, weighing seven pounds two ounces.

Vacationists include: Warner Bros. Theares—Mae Finin, telephone operator, to Friend's Lake; Pearl Weissblum, office manager's secretary, to Montreal and a Sagenay cruise; Mildred Belkin, contact manager's secretary, and Irene May Smith, assistant zone manager's secretary, to Scaroon Manor, Schroon Lake, N. Y.; National Screen head shipper, Frank O'Neil, to the Adirondacks, Paramount office manager, Mrs. Marie B. Eddy, at home; RKO cashier, Min Wendell, at home; Universal branch manager's secretary, Ethel Anamaier, on an auto trip.

Jane Bayliss, daughter of Mr. and Mrs. Henry Bayliss (he's Warner Bros. Theatres projectionist) married Albert O'Brien at Troy, N. Y.

Word has been received that MGM Assistant Eastern Sales Manager Herman L. Ripps is doing nicely after a recent operation and is expected to return home within ten days.

MINNEAPOLIS

Ben Marcus, Columbia midwest district manager, was vacationing at Breezy Point Lodge, Big Pelican Lake, Minn., with his brother-in-law, whose name also is Ben Marcus.

The Welworth theatre circuit owned by Edmund R. Ruben has rejoined North Central Allied. Membership includes 13 houses, exclusive of Ruben's LaCrosse, Wis., holdings.

"Variety Girl" has been given rental free to the Variety Club by Paramount Pictures and the Radio City Theatre, 4,000-seater, has been made available rent-free by Minnesota Amuse-

New Mirrophonic Sound
JOE HORNSTEIN has it!

REGIONAL NEWSREEL

ment Co. for a show to raise funds for the organization's charity fund.

Gordon Greene has filed incorporation papers with the secretary of state of Minnesota for the Valley Corp., capitalized at $100,000, he has notified the village council of Golden Valley, a Minneapolis suburb. Greene recently was granted a permit to build a theatre in the village.

Harold Babb, Altec engineer covering downtown Minneapolis, is convalescing, following an emergency appendectomy.

Bert Waldron has resigned from the sales staff of the Minneapolis Monogram exchange.

HARRISBURG

Present at the Fabian convention this week (July 14) in New York, were Jack O'Rear, Colonial; Gerry Wollaston, State; Francis DeVerter, Rio; and Edgar Goth, Fabian publicity man from this area.

Vacationists include: Frank Maury, Colonial assistant manager, and his wife, and Jim Maury, Allentown, to Washington, D. C.; Mrs. Jack O'Rear, wife of the Colonial manager, and Mrs. "Red" McCarthy, wife of local orchestra leader, in Atlantic City; Miss Sarah Keim, and Mrs. Daisy Bumbaugh, both of the Colonial.

Visitors locally included Milt Shulman and Lou Golding.

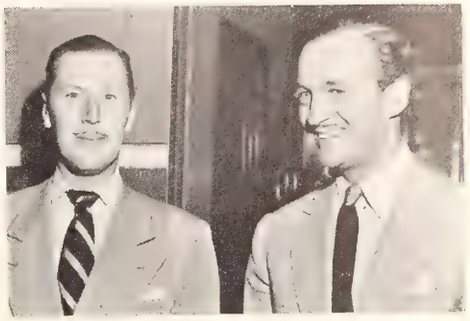
DENVER

B. D. Stoner, west coast division manager; Alex Harrison, division booker, and C. L. Walker, district manager, 20th Century-Fox, were in town and held a sales meeting with the local sales force.

Chas. Klein, Black Hills Amusement Co. general manager, Deadwood, S. D., is in the Mayo Brothers hospital, Rochester, Minn., for a routine checkup.

Jim Mooney, for some time office manager at Universal, has resigned to take on a selling job at 20th Century-Fox.

Ralph Frame, former Scottsbluff, Neb., theatre manager, has been made manager of the Pace, Chadron, Neb., succeeding S. J. Shaffran, who died recently.



EUROPE BOUND. Robert Coote (left), featured in RKO Radio's "Berlin Express," shown on arrival in New York with David Niven whose latest picture is "The Bishop's Wife," a Samuel Goldwyn production for RKO Radio release.

Howard Campbell, Warner exchange office manager, is spending his vacation fishing in Western Colorado.

Mayer Monsky, Universal branch manager, says the Denver exchange has been on top in the current $50,000 sales drive for the past five weeks.

Mr. and Mrs. E. J. Conner (he's an auditor for Fox Inter-mountain Theatres) are the parents of a baby boy.

Mr. and Mrs. Sam Dunevitz are on a two-week New York vacation. Dunevitz is a Park theatre partner as well as doing booking for a number of theatres.

A. N. Beezley, Midway, Burlington, Colo., owner, was discharged from the hospital after an operation.

ST. LOUIS

Peoria Drive-in Theatre Corp. has been incorporated at Springfield, Ill., by Melba Barkley, Arleigh Davis and Harry E. Witherell and authorized to issue 2,000 shares of no par value stock. Purpose as given is to operate theatres and places of education and amusement.

J. Robert Harrell of Louisville, Ill., has sold the 400-seat Lyric to G. E. Bertch and his son, Peter, of Suring, Wis. Harrell, ex-army airplane pilot, bought the house two years ago from C. T. Wade.

The Colonial in Athens, Ill., has been closed during July for redecorating by W. J. Redell.

The Shell Oil Co.'s full color picture, "Prospecting for Petroleum," will be released this summer for exhibition in schools, churches, lodge halls, civic and educational clubs, etc. It employs George Pal animation and runs about 23 minutes.

Commonwealth Amusement has reopened the Strand in Monott, Mo., following redecoration and installation of new seats.

Mrs. Mary Elizabeth Thimmig, widow of Charles Thimmig, an oldtimer in the theatre business here, died last week.

The new 400-seat theatre in Auburn, Ill., to be operated by Mrs. C. G. Redford, is expected to open early next month.

Universal-International St. Louis Manager Harry Hynes, wife and daughter motored to Minnesota for his vacation.

OMAHA

The Omaha Variety Club, which since 1944 has sponsored drives to raise $16,000 for the new Children's Memorial Hospital here, is still at it. Latest announcement comes from Treasurer Meyer Stern who says a special premiere will be held August 27 at the Paramount of the picture, "Variety Girl," with all proceeds going to the hospital.

Vacationists: Mae Withauer, biller at 20th-Fox, is vacationing in California. Mona Hansen, Universal inspectress, is vacationing at Ames, Neb., his home. Mildred Novak, RKO-Brandeis cashier, is vacationing in Colorado. A former employe, Dorothy Swisher, will take over temporarily. Beverly Spence, RKO-Brandeis employe, also is vacationing. Phil Christensen, secretary to Office Manager Sid McArdle at United Artists, is spending her vacation in Canada.

MGM District Manager Ralph Maw of Minneapolis visited the local exchange.

Branch Manager Joe Scott and Salesmen Pat Halloran, Hymie Novitsky and Harold Ironfield attended a meeting in Milwaukee.

Mary Gagnon is a new RKO secretary.

LOUISVILLE

The annual election of the Kentucky Association of Theatre Owners was held here July 11. Guthrie F. Crowe of LaGrange, Ky., was re-elected president, and Willard Gabhart, Har-

(*Continued on Page 26*)

Jolson Plea Spurs UJA Drive

An impassioned plea from Al Jolson Tuesday sent the New York amusement industry's contribution to the United Jewish Appeal up to $1,100,000, or $650,000 short of the $1,750,000 to which this group of the drive now stands committed.

In a talk delivered at a luncheon held to strengthen the New York amusement drive, which had been lagging, Jolson pointed out that since UNRRA's help to dispossessed people had expired July 4, this group was expected to live on a quarter a day. He asked the lunchers if they thought these people should exist on a "quarter a day for the rest of their lives" and, exhibiting the tattered rags in which a Jewish boy who had died, wound up:

"Is this the garment that our Jewish children should wear for the rest of their lives? Well, that's the first and second act. You'll have to finish it. You can decide whether others of these Jewish boys shall live or die."

Chairman Barney Balaban opened the meeting explaining the intensified need of the fund due to the expiration of UNRRA together with the curtailment of other relief funds, including those allotted the U. S. Army for that purpose. Crop failures and inflation added to the burden of misery, he explained, adding that the Jewish dispossessed had increased from 85,000 to 250,000 in a year.

"This campaign," he pointed out, " is based wholly on human needs and is without any political consideration." Balaban also declared that the New York amusement industry goal would be its last year's figure of $1,750,000 instead of the increased figure of $2,100,000 originally announced. He was assisted in his fund collections by Universal-International Vice-President Matty Fox, Paramount Theatre Managing Director Bob Weitman and Century Circuit's Max Cohen.

Seated on the dais were: Malcolm Kingsberg, Fred Schwartz, Nate Blumberg, Nick Schenck, Jack Cohn, Jolson, Balaban, Spyros Skouras, Ned Depinet, Fox, Dave Weinstock, Max Cohen, Sam Rinzler, Weitman, William Pine.



REGIONAL NEWSREEL

(*Continued from Page* 25)

rodsburg, Ky., was re-elected vice-president. Re-elected directors-at-large for two-year terms were W. Freeman Smith, Cadiz, Ky., and Andy Anderson, Hartford, Ky. Re-elected for one year terms were Lew Hensler, Lexington, Ky., and Ned Greene, Mayfield, Ky.

Re-elected directors for two-year terms from the Nine Congressional Districts were: Jack Keiler, W. E. Horsefield, Fred J. Dolle, C. S. Caldwell, Tom Hill, Willard Gabhart, Joe Isaacs, A. J. Sexton, and Charles R. Mitchell. New directors elected for two-year terms were: Mrs. Gratia Locke, Gene Lutes, Leon Pickle, and Mrs. O. J. Minnix.

President of the Kentucky Association of Theatre Owners Guthrie Crowe has announced that the KATO annual convention will be held at the Brown Hotel in Louisville, starting Monday, Oct. 22.

The Kentucky Association of Theatre Owners, the Motion Picture Theatre Owners of Kentucky, and Guthrie W. Crowe, president of KATO, were each awarded the American Red Cross Certificate of Honor for their generous assistance in the recent Red Cross Drive.

Protest 'Killer Films'

The Lions Club of Haney, British Columbia, at a recent meeting protested that too many underwold and "killer" films were being shown in the local theatre, and Odeon Theatres of Canada, which runs the house, yanked the killer type of picture from the programs.

INDIANAPOLIS

Williston Enterprises has acquired Hills Indiana Theatre from James D. Hill. The new owners changed the name to Avenue Theatre. The new house makes five colored houses now operated by Williston Enterprises in Indianapolis. It has several in Louisville, Ky.

William Carroll, executive secretary of Allied Theatre Owners of Indiana no longer commutes between Indianapolis and Louisville, Ky. He was able to obtain a permanent residence at 51st Street and College Avenue.

Lieut. Ingram and wife, formerly Patricha McKean, daughter of Claude McKean, Warner Bros. exchange manager here, spent the holiday in Indianapolis with Mr. and Mrs. McKean.

Universal-International District Manager Peter Rosian, of Cincinnati, visited the local exchange last week on business.

VANCOUVER

Frank Soltice, British Columbia manager of Eagle-Lion (British) Film exchange, is back in town after a two-month selling trip which covered Alberta and British Columbia.

Producer Saul Elkins and his production crew passed through Vancouver on his way to Calgary where he will shoot scenes for a two-reel subject for Warner Bros.

Contrary to general belief, there is little competition between British and U. S. film companies, said Scott R. Dunlap, executive director of Monogram and Allied Artists film studios in Hollywood, in a press interview at the Hotel Vancouver. The producer, here on vacation, said good British pictures will find a market in the U. S. "just as good Hollywood films will in Great Britain."

Mrs. Nickolson who has operated the Rialto Theatre at West Summerland, B. C., for the past five years, sold the 275-seater to Max Metroplit, Saskatchewan exhibitor.

TORONTO

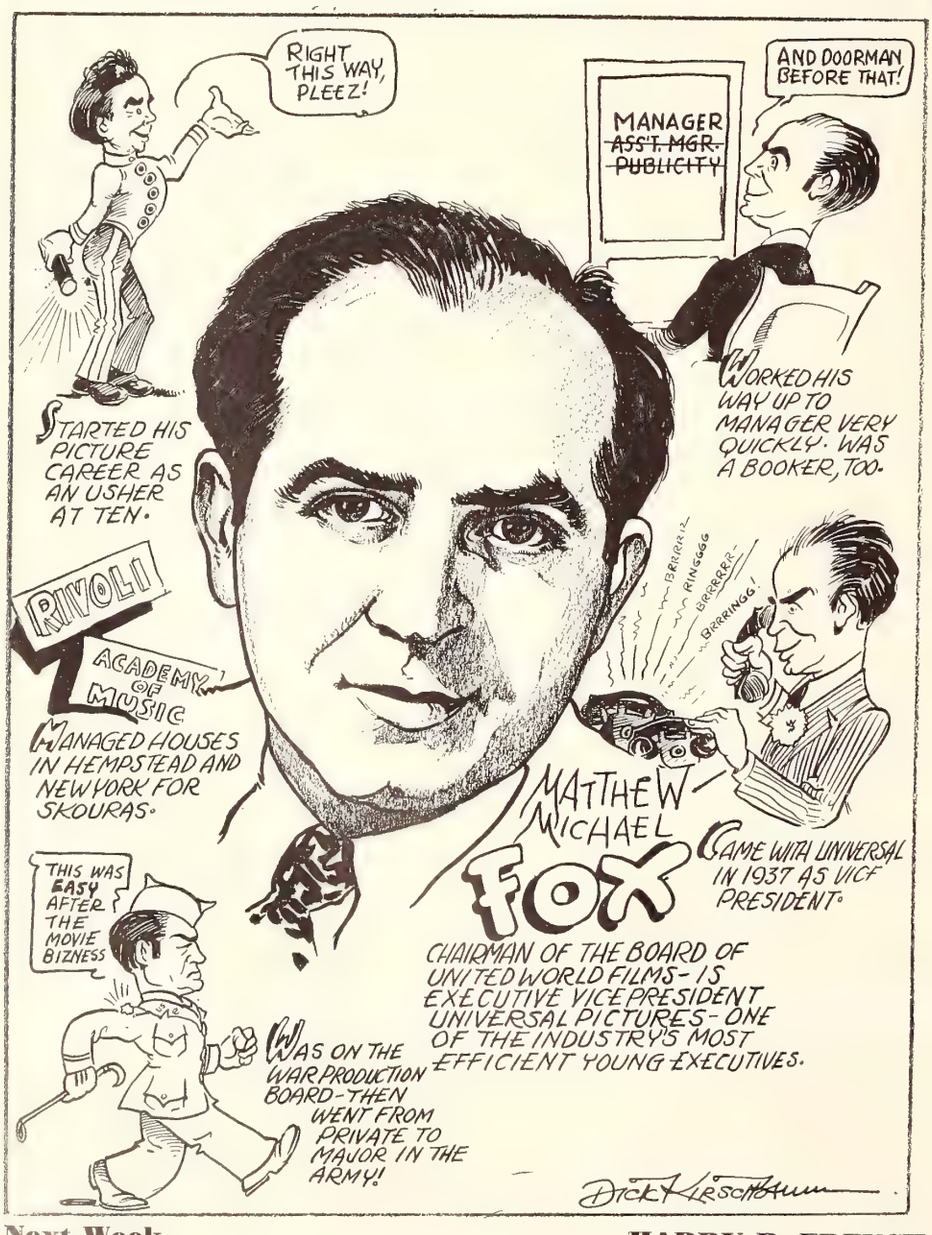
In signing a long-period contract with 20th Century-Fox Corp. for Canadian theatre rights to Alexander Korda's British productions, Famous Players Canadian Corp., Toronto, has obviously recognized the new importance of British product in the Dominion and has decided to meet the opposition of Odeon Theatres of Canada with respect to the playing of features from England.

"A Yank in Rome" has gone into the International Cinema, Toronto's foreign-film centre, where it followed "Les Miserables."

Canadian theatre people are mostly non-committal regarding the statement of Dr. C. F. Garbett, Archbishop of York, in England, in support of Sunday entertainment when it does not conflict with church attendance. Chain officials in Canada have stated several times that they had no desire to open theatres for regular performances on Sundays because the six weekdays were sufficient for screen entertainment.

During his visit to Ontario, John Mills, British film star, expressed the view that the improvement in British films in recent years had been due to two factors, the war and J. Arthur Rank. Comparing Britain and Hollywood, Mills said the British movies had a better approach to realism, perhaps because of the war experience of the British people. He expressed astonishment at some of the deletions which had been made in the United States.

SHOWMEN'S SILHOUETTES by Dick Kirschbaum



Next Week . . . . . **HARRY B. FRENCH**

New Ideal Theatre Chairs
JOE HORNSTEIN *has it!*

THE MOTION PICTURE

THEATRE

EQUIPMENT and MAINTENANCE

A Special Section Published Every Fourth Week by Showmen's Trade Review

July 19
1947

Featured
In This Issue
Live Entertainment

The Service Paper of the Motion Picture Industry

Exclusive Regular Features:

Architects' Advisory Council
Theatre Advisory Council
Projection Advisory Council
Managers' Maintenance Check List
Projectionists' Maintenance Check List

Aaron Nadell, *Technical Editor*

Accent on Elegance

Achievement in Comfort

KEYNOTING A GREAT NEW LINE OF THEATRE CHAIRS BY HEYWOOD-WAKEFIELD



- ★ *Good looks to key your whole house to a new note of elegance.*
- ★ Comfort *that stands the test of the longest double feature.*
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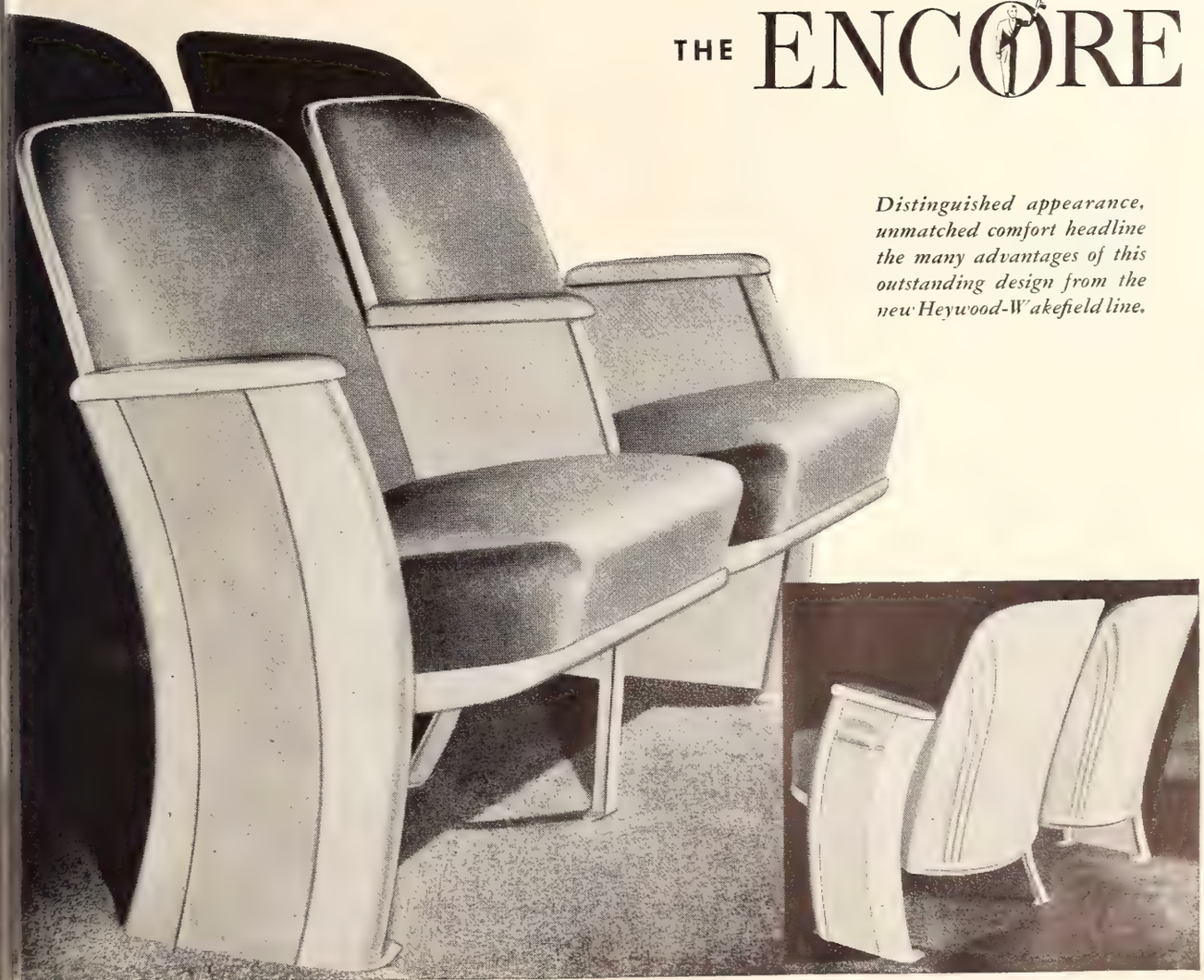
These are only the most obvious reasons why the new Heywood-Wakefield theatre chairs are a must for making your modernization (or new construction) plans mean business. Get the full story *now* from your nearest independent distributor or Heywood-Wakefield sales office in Boston, Baltimore, New York or Chicago.

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EST. 1826

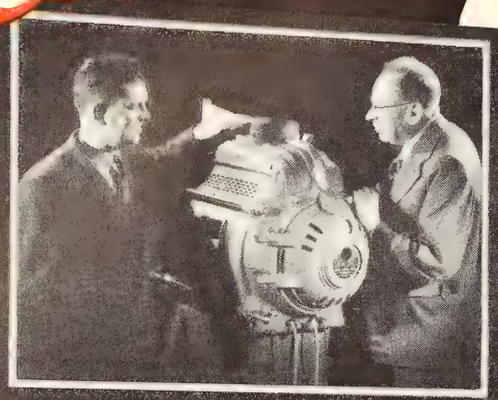
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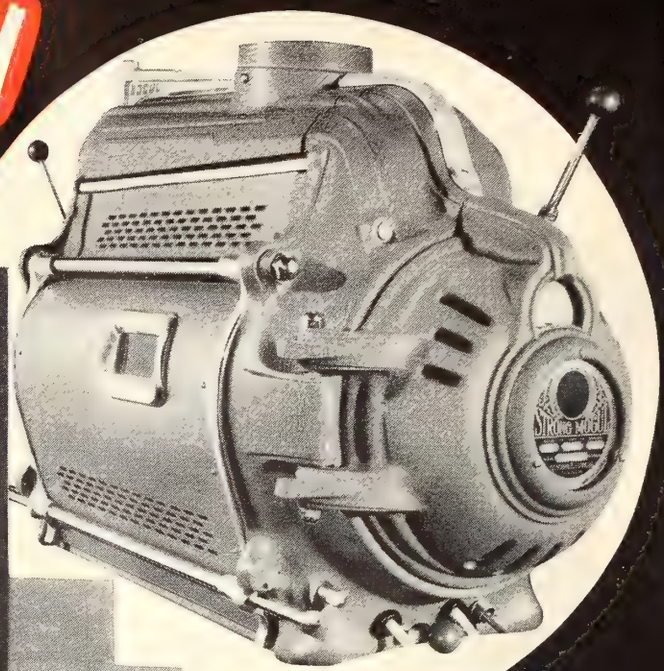
THE ENCORE

Distinguished appearance, unmatched comfort headline the many advantages of this outstanding design from the new Heywood-Wakefield line.



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Now you can see for yourself—
in your own theatre, without cost
or obligation—just how the

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STRONG MOGUL

The Ultimate in
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SOLVES ALL SCREEN LIGHTING PROBLEMS IN DRIVE-INS AND LARGE THEATRES

Projects 15,000 lumens of light

THE MAXIMUM LIGHT FILM WILL ACCEPT WITHOUT DAMAGE AND AT THE LOWEST POSSIBLE COST!

Utilizing all the advantages of 70 ampere, 40 volt burning of Suprex carbons, this Mogul projects a brilliant picture on 48-foot and larger screens with all details clearly visible 500 feet or more back from the screen.

It is impractical to use more than 15,000 lumens as it would damage the film, and no advantage is gained by the use of contraptions for cooling the gate, or glass heat filters, for they absorb practically as much light as they do heat, in addition to being too expensive and complicated for typical theatre applications.

It is furthermore wasteful, as well as futile, to burn more than 70 amperes in any reflector lamp, or twice the current in condenser lamps.

Write today for further details and a free demonstration, or see your Strong Independent Theatre Supply Dealer.

THE STRONG ELECTRIC CORPORATION

TOLEDO 2, OHIO

"The World's Largest Manufacturers of Projection Arc Lamps"

NOW, MORE THAN EVER

When the lamps are **STRONG** *the picture is bright!*

Equipping Theatres for Live Entertainment

38% of Council Members' Theatres, Including Small Houses, Have Facilities for Live Talent

STR THEATRE ADVISORY COUNCIL

An average of 38 per cent of all theatres operated by circuits whose members participated in this month's Council meeting are equipped for live entertainment. Such equipment is installed even in small theatres by the majority of the members.

There is no circuit at all among those represented at the meeting that does not have some of its theatres fitted out for use of live talent, while a number of these chains have 75 to 80 per cent of their theatres so equipped.

The facilities, even in small houses, include some or all of the following: stages or stage aprons, stage curtains, stage lighting, spot and flood lighting, means for getting the projection screen and speakers out of the way, dressing rooms with toilets, and public address apparatus.

However, not all theatres that are equipped for live entertainment use their equipment at present; and a number of those that do, do so irregularly and not as part of every program.

"Twenty per cent of our houses have the equipment for live talent. About half of them use it."

"We use live entertainment for special events only."

"Our stage facilities are used for home talent, and for neighborhood and civic affairs."

Although the large majority of the members install live entertainment facilities in even small houses under their jurisdiction, they follow differing policies with respect to the extent of such facilities, where small theatres are concerned.

"We confine ourselves to a front curtain, and removing the picture screen."

"We put in a stage platform, stage lighting, and a public address system and a piano."

"Some of our newer plans for small theatres call for dressing rooms and toilet facilities, but we do not go into any elaborate stage equipment with the exception of over-light floods or spots."

"We provide spotlights in the ceiling, side lighting, and portable footlights."

"Border lights, spot equipment in the projection room, and a PA system of good quality."

"Stages are not deep in our smaller houses, but we use title curtains and public address systems."

Equipment Details

The large majority of the Councilors prefer to get the projection screen and speakers out of the way by flying them, wherever conditions allow, rather than by rolling them offstage. One member of this majority comments:

"It is easier to keep the equipment in proper adjustment and in proper alignment by flying it than by other methods."

"Yes. Conditions vary, but where it is possible to fly them that method is by far the most satisfactory."

"We prefer flying them."

"Flying if possible."

But there is a dissenting minority that prefers to roll the screen and speakers into the wings. A member of this group asserts:

"Either method is satisfactory, but rolling involves less maintenance."

For the control of stage lighting, the majority prefers to use resistance-type dimmers, but there is a fairly large minority in favor of the inductance type. The difference of opinion arises from the fact that the inductance type consumes less power, but the majority appears to feel the resistance type is more reliable, less likely to cause trouble or break down.

"We prefer the inductor type as no current is wasted."

"We believe the resistance type is more reliable."

"We prefer the resistance type."

And one member believes: "Either will do."

Ultra violet or black light effects are strongly favored for illuminating both scenery and costumes. Costumes and scenery must, of course, be painted or dyed with fluorescent materials. Only the portions thus treated will be visible when all lighting except the ultra-violet is switched off.

"This is very effective where cost is not too important."

Some two-thirds of the members present favor ultra violet effects for both costumes and scenery, and there was a small additional vote for ultra-violet confined to costumes only.

With respect to general stage lighting, fluorescent, neon or cold cathode light sources are decidedly not favored. The large majority make no use whatever of these light sources for stage illumination. And among the minority, one Councilor comments:

"Our main objection is that it is very difficult to get proper color effects by fluorescents. We use neon tubing for special outlined effects near the proscenium arch."

Live entertainment in the form of audience community singing has little popularity. In the large majority of the circuits represented this is no longer done. In two of them, there is community singing with the help of non-synch phono records or the public address system. One circuit only

(*Continued on Page E-18*)

THE COUNCIL

C. B. AKERS
Griffith Theatres

K. F. ANDERSON
W. S. Butterfield Theatres

W. B. ARMSTRONG
Golden State Theatres

E. E. CLEVELAND
Western Mass. Theatres

J. H. ELDER
Interstate Circuit

MARVIN FOX
Evergreen Theatres

EMANUEL FRISCH
Randforce Amusement Corp.

MELVIN C. GLATZ
Fox Inter-Mountain Theatres

HARRY J. GLENN
Wm. K. Jenkins Theatres

HERMAN R. MAIER
Warner Brothers Circuit

R. H. McCULLOUGH
National Theatres

HARRY MOSCOWITZ
Loew's Incorporated

SAMUEL ROSEN
Fabian Theatres

FRANK D. RUBEL
Wometco Theatres

LEONARD SATZ
Century Circuit

CLAYTON TUNSTILL
Malco Theatres

R. VAN GETSON
Balaban and Katz Corp.

JULES S. WOLFE
Famous Players Canadian

An Intimate, Comfortable Neighborhood Theatre

WARNER BROTHERS'

Vogue

SHAKER HEIGHTS, CLEVELAND, OHIO

An intimate, comfortable neighborhood theatre, serving a newly developed suburban community, Warner Brothers' new Vogue at Shaker Heights, Cleveland, Ohio, accommodates 1,564 persons on one floor and provides its patrons with every refinement of relaxed sight lines, automatic air conditioning, luxurious chairs, hearing aids and glareless lighting.

The facade is red brick with white trim, faintly Colonial in appearance, with a marquee designd to flow softly into the building lines. The soffit is generously lamped with incandescents, while structural glass mirror walls, facing each other across the box-office, multiply this lighting into an endless number of reflected bulbs. Valence hooks are installed around the entire border of the marquee to facilitate use of valences whenever required. The box-office provides space for two cashiers. Flooring of the vestibule is colored terrazzo.

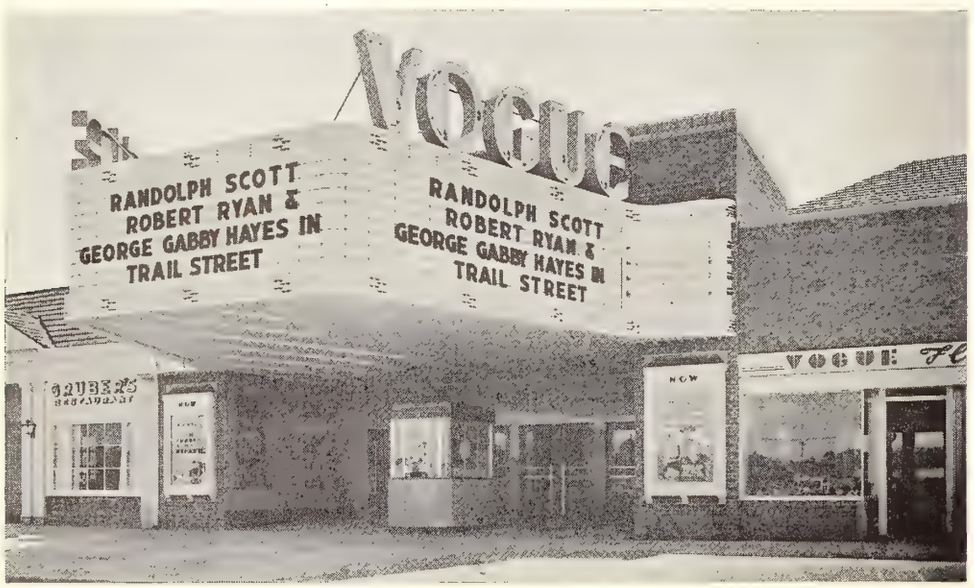
The lobby sets the air of luxurious comfort that pervades the entire theatre. Except for a recessed rubber mat at its entrance, it is carpeted in a rich, formalized pattern by Alexander Smith and Sons Carpet Company; the lobby walls are covered with flame-proofed damask in deep rose provided by Novelty Scenic Studios, Inc. Lighting is indirect white neon, from a central cove which also conceals an air conditioning duct.

The spacious foyer walls are covered with flameproofed damask in a gold chevron pattern above a wainscot of light bleached walnut. Ornamental focal point of the foyer is a brilliantly-illuminated recessed panel displaying an air view of the Warner studios at Burbank, California.

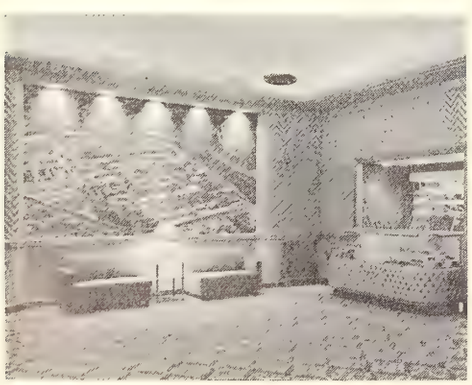
The auditorium is decorated in rust and gold flameproofed damask, behind which is mounted spun glass that serves both as insulation and as acoustic treatment. The auditorium ceiling is finished in acoustic plaster.

Chairs are Ideal Seating Company's Mercury Streamliners, arranged optimum for sight lines that permit patrons to relax completely while watching the picture. Illumination is by glareless, dimmer-controlled downlights.

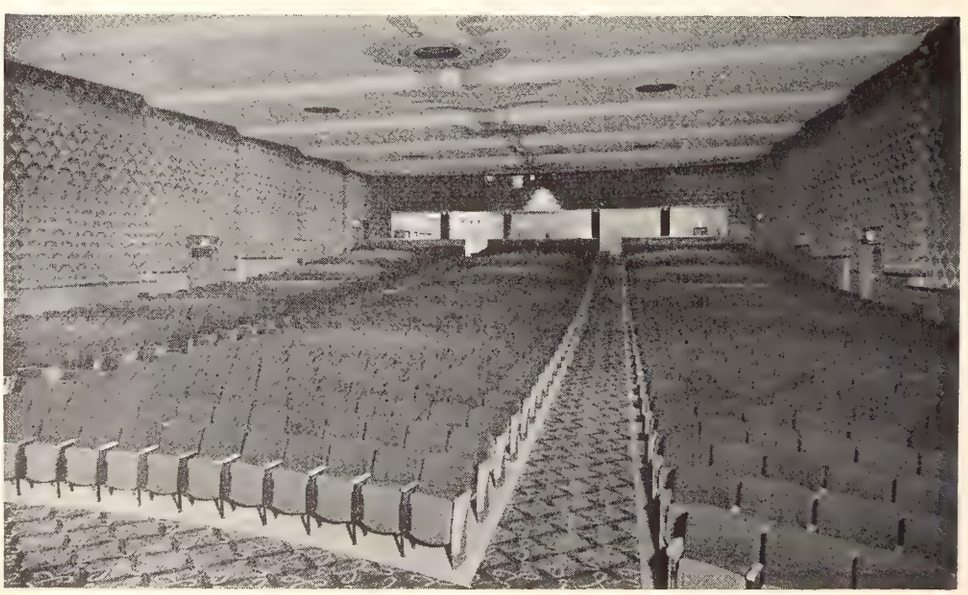
Projectors are Simplex E-7's mounted on Ed Wolk pedestals. Projection lamps are by C. S. Ashcraft, sound by RCA.







FACADE, above, is red brick with white trim, faintly Colonial in style. Lobby and foyer, left, are luxurious with deep pile carpeting and rich damask wall treatment. Auditorium, below, has three exit doors along each side wall in addition to the ample exit at the rear—the third pair are down front at either side of the screen; the brightly lit foyer mural gleams at rear, left.



Showmanship in the Projection Room

Projectionists With Vision And The Will To Try Can Dress Up Any Show, Even With Very Limited Equipment

An Interview With
HARRY RUBIN

HARRY RUBIN is Director of Projection and Sound for Paramount's theatres, and a member of STR's Projection Advisory Council. He received his own training in showmanship while serving as chief projectionist for the immortal Roxy, and later for Hugo Reisenfeld and Paramount. In this article, Rubin carries his readers beyond mere mechanics into the fields of art and emotion.

The projectionist who is a showman at heart can make entertainment in his theatre stand out head and shoulders above any competition that merely throws a picture at the audience as a matter of routine.

He can do this with a minimum of expense for equipment. He can do it even more effectively if his manager is willing to invest in extra apparatus such as slide and effects machines.

But there is one quality he must have—he must be a showman.

The first requirement of showmanship in a motion picture theatre is to see to it that the audience receives the full value of everything Hollywood put into the film. That is a big job in itself. It requires skill, care and devotion.

Value of Trifles

The best talent money can buy comes to the theatre in those tin cans. And because the best talent money can buy knows the value of trifles—knows that showmanship is built up out of trifles—Hollywood spends enormous effort and fantastic sums even on tiny details. No stone is left unturned.

With respect to those cans of film the projectionist who is a showman has two duties.

First it is his business to put the picture and sound before the audience exactly the way Hollywood put them into the film. For example, don't try to improve the dramatic effect of the sound by playing with the fader. Set the level properly for your theatre. The people who put the sound on the track knew what they were doing. Play no tricks at all with either picture or sound.

The second and equally important duty is to see that nothing is allowed to spoil the illusion. All showmanship is only illusion. All drama is only illusion. The audience must never be allowed to remember that they are only watching shadows. The least flaw in presentation can remind them of that—then the illusion and its enjoyment are broken. A difference in light intensity or sound volume at changeover, a home-made cue mark, an unevenly illuminated screen—any such trifle will seriously harm the entertainment value.

To avoid such flaws of showmanship requires skill, knowledge, alertness—and an immense willingness to take pains, to be perfect.

Only the projectionist who is willing to go that far can hope to go much further.

Dressing the Show

There are many ways in which the projectionist who is a showman can dress up his performance.

Consider for example the screen announcements of coming attractions. They are valuable advertising. In too many theatres people do not watch them. When "Coming Attractions" is thrown on the screen the patrons get up and go to the washrooms. Here, then, is one ideal place for throwing in a bit of extra showmanship.

The projectionist might insert a special aperture, so that "Coming Attractions" will appear inside an oval border instead of a rectangular one, or in a diamond-shaped border—anything to attract attention, to keep the audience in their seats watching to see what this is all about. Or he might use a small and inexpensive stereopticon to throw colored light on the screen valance and curtains—the stereopticon being so masked that no light from it reaches the screen itself, either directly or indirectly.

Or, suppose he is advertising a feature that depends for its appeal on the number of stars who appear in it. With his stereopticon he can project a star-studded border of color around the boundaries of his screen.

Anything at all to hold the audience—to make them feel that something exceptionally important is going on—so they will really watch the advertisements of the coming attractions.

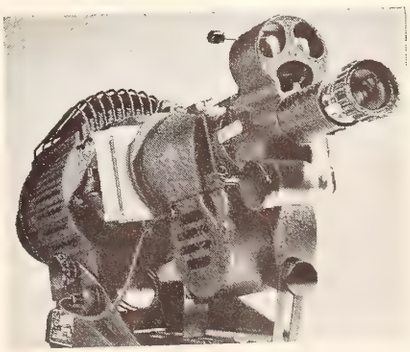
It is up to each projectionist to *create* the means by which he will hold his audience. That is creative showmanship.

If the projectionist can create and is willing to, he can go still further.

He must have vision, the will to do, and imagination. He must be willing to spend time—to try—to work and keep on working until he achieves an original result which his sense of showmanship tells him is right.

There would be no advantage here in going into the details of all that a projectionist can accomplish along these lines. If he is a creative showman, and if he is a man willing to work and try and spend time, he will develop his own fancy dress for the shows in his own theatre.

Aid to Showmanship



NEW GoldE 1,000-watt slide and film strip projector, just released, can provide effective fancy dress for motion picture entertainment.

Apparatus

Demand of creative projectionists for apparatus that would help them put their ideas into practice has led manufacturers to build such equipment, and it is available. If the theatre is willing to buy it, or if it is already installed, a creative projectionist can use it to dress up his show very impressively indeed. But the apparatus alone does not and cannot produce showmanship. That the projectionist must supply.

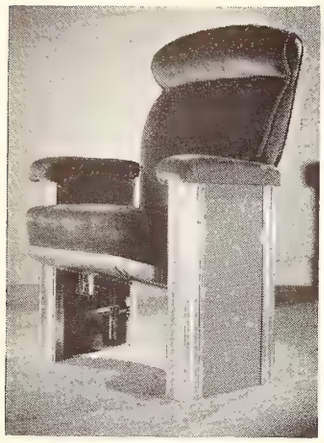
The most highly developed of these contrivances are the slide and effect machines, which are devices for the projection of still pictures and of mechanically moving effects. The pictures are on glass or metal slides. They may be photographs in black-and-white or in color, or silhouette designs cut into metal. The slides may be locally made—as in the case of the color and star slides referred to earlier—or they may be bought from a national manufacturer. In the latter case they may be standard slides or effects selected from his stock, or special ones made to order for a projectionist who is a creative showman and knows what he wants.

Slides and effects may be projected on the screen or used to throw plain or patterned or pictured borders on the curtains and valance around the screen. Many slides contain opaque areas so positioned that no light from the slide or effect machine can reach the screen itself. When an effect is projected on the screen, the picture title can be projected on the effect.

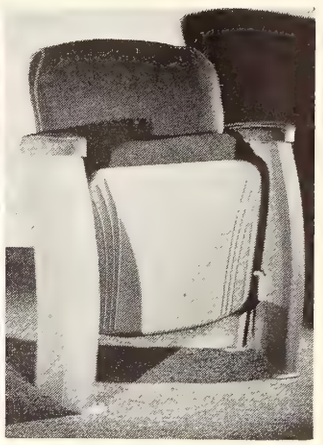
Different models and makes of slide and effect machines are on the market. New ones are brought out constantly. Operating instructions for any model can be obtained from its manufacturer; and the details of its construction and operation can be studied in manufacturers' catalogs.

NOTE: Showmen's Trade Review will gladly submit to the Projection Advisory Council any questions of detail readers may wish to ask concerning the operation of any make or model of slide or effects machine.

Postwar Chairs By Heywood-Wakefield Now Available — Stress Comfort







Extreme comfort for the theatre-goer is emphasized in the new postwar line of Heywood-Wakefield chairs just released.

Additionally the Company's long experience in the theatre field and extensive scientific researches have made possible incorporation of other features looking toward sturdier and longer-lasting construction, ease of maintenance, economy in cleaning and extreme protection for the patron's person and clothing.

The new line embraces two general types, known respectively as Airflo and Encore. Both are available in several models.

Comfort in seating is greatly enhanced by incorporation of a spring base principle which makes it unnecessary for the patron to seek the exact center of the chair. Seating is equally luxurious over its entire area. The specially designed spring base adjusts itself automatically to the user's most comfortable position.

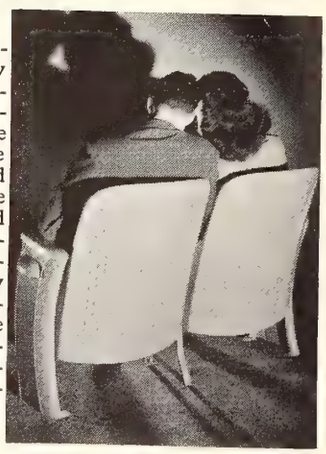
Comfort is further assured by a back-to-seat ratio scientifically established by Harvard University's eminent anthropologist, Dr. Ernest A. Hooton.

Comfort in use, and efficiency in cleaning, are promoted by the automatic hinge action that raises the seats whenever they are unoccupied. This action is gentle, not abrupt. It does not raise the seat back all the way, so that no difficulty is offered to a patron attempting to sit down. Seats do hinge up, however, until they are just inside the end standards, thus affording the maximum possible clearance to patrons passing, and also to the cleaning staffs.

Another feature of help both to patrons and to cleaners is the fact that the steel back panels extend down below the bottoms of the seats. Thus, persons in the row behind cannot put their toes in between the seat and back of the chair in front, and cannot get their toes caught when the seat in front hinges upward. At the same time, they cannot soil the upholstery of that seat with their shoes—a point of great importance to efficient cleaning and maintenance.

Construction of all the new Heywood-Wakefield chairs is of steel and fabric throughout. It is furthermore so arranged that changing damaged seat covers is a very simple matter.

In the fully upholstered models of both Airflo and the Encore types the backs as well as the seats are fitted with tempered coil steel springs under heavy upholstery, and arm rests consist of sponge rubber pads under upholstery. In the semi-upholstered Encore chairs coil spring units are used in the seats only, the backs are thickly padded but without springs, and arm rests consist of seasoned birch wood finished in natural lacquer.



ULTRA - luxurious, fully spring - upholstered new Airflo models are shown in the two left hand pictures; the two right hand pictures present the single-unit, fully spring - upholstered Encore and double-unit, semi-upholstered Encore.

Chairs bottoms have a flared rib motif that adds materially to their basic strength and simultaneously increases the attractiveness of the design. In the Encore model, double as well as single units are available.

Encore end standards are available in numerous colors; Airflo end standards combine enameled center panels with chromium plated end posts. Aisle lights with adjustable louvers are built into end standards as integral parts of them, not added as separate accessories.

The new Heywood-Wakefield line was introduced to the Company's salesmen and distributors on July 17th, at a national conference held in Menominee Mich. Distributor representatives present included: Des Moines Theatre Supply Company's R. G. Faulds; Farnam Company's M. W. Knoblauch; Graham Brothers' H. W. Graham; Gulf States Equipment Company's J. C. Kettlesen; Hughes-Ogilvie's W. D. Stucky; Missouri Theatre Supply's L. J. Kimbriel; Oklahoma Theatre Supply's J. Eldon Peek; B. F. Shearer Company's L. H. Abbott, B. F. Shearer and H. I. Tegtmeier; Wil-Kin Company's E. H. Geissler and S. B. Van Delden.

Television, Architecture Featured by TESMA

Television demonstrations, architectural displays, and exhibitions of models of standard and pre-fabricated theatres will be among the attractions at the Tesma-Tedpa trade show and convention to be held in Washington this Fall, Roy Boomer, Tesma Secretary, announces.

The trade show and convention will be held in Shoreham Hotel in the nation's capital September 24th through September 29th. It is the outstanding annual event of the Theatre Equipment and Supply Manufacturers Association and the Theatre Equipment Dealers Protective Association.

RCA will show much of their newest television equipment for the first time; prominent speakers will address open forums of theatre owners, supply dealers, manufacturers, architects and technicians. A wide variety of theatre equipment and building materials will be on display.

Hotel reservations may be obtained through Rebecca Hyde, Shoreham Hotel, Washington, D. C.

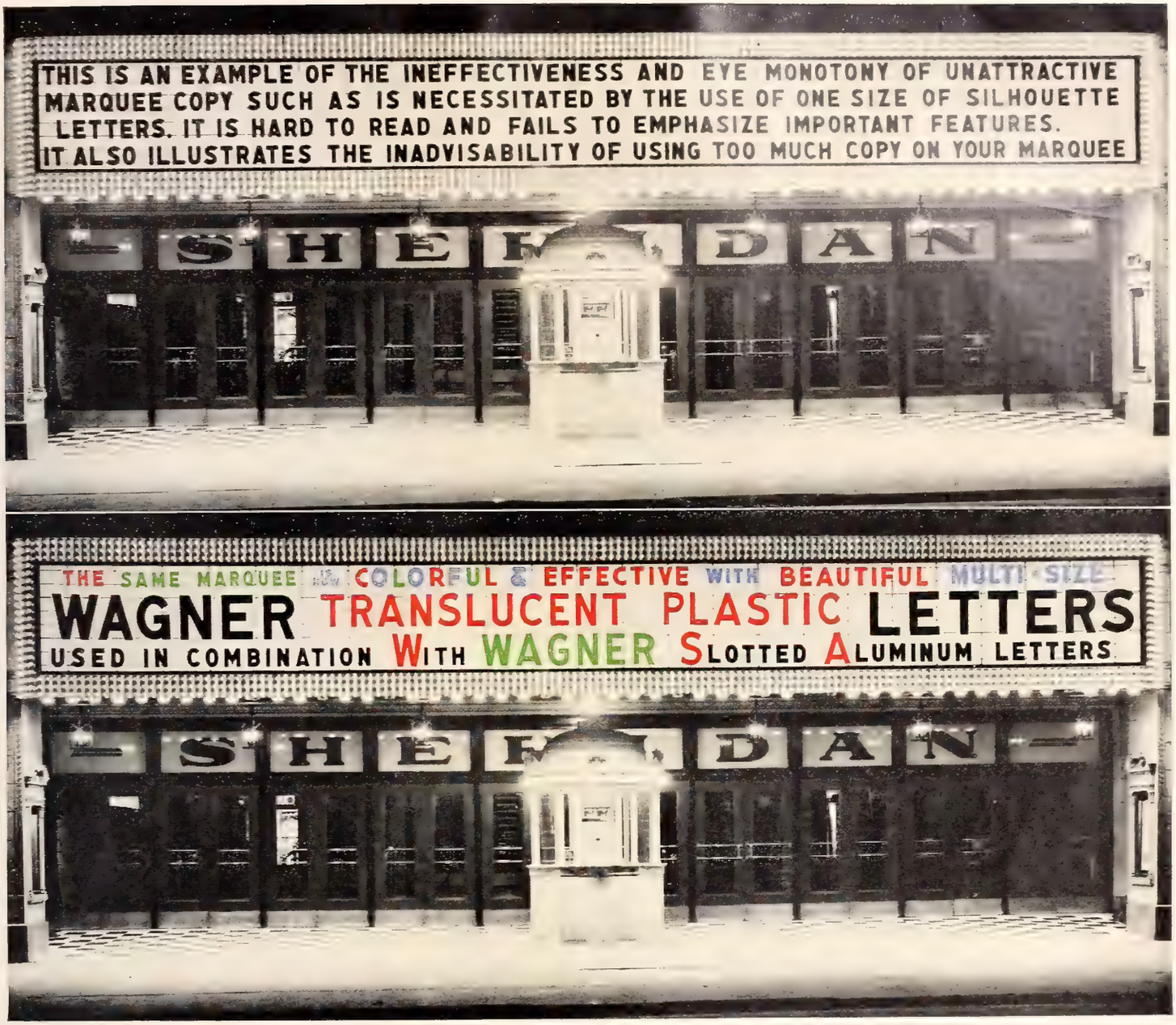
Pennsylvania Railroad will run special cars on two of their ace trains for the convenience of Midwestern manufacturers, theatre owners and others. On September 22nd and 23rd Pennsylvania will add special Pullmans and club cars to their crack Liberty Limited, which leaves Chicago in the afternoon and arrives at Washington the following morning. Reservations aboard these special cars can be booked through any local ticket agent.

The B. & O. Railroad will provide special cars from St. Louis, leaving September 23rd and 24th. Reservations aboard these cars can be obtained from E. M. Tenholder, District Passenger Representative, Room 925 Boatmans Bank Building, St. Louis, Mo.

A new committee on arrangements has been appointed by Oscar F. Neu, Tesma President. Sub-committees will be formed within this body to take care of program, transportation, decorations, reception, entertainment, and so on. The committee comprises:

J. J. Arnsfield, Adler Silhouette Letter Co.
C. S. Ashcraft, Ashcraft Manufacturing Co.
J. B. Contner, Blue Seal Cine Devices.
L. W. Davee, Century Projector Corp.
J. K. Elderkin, Forest Mfg. Corp.
J. A. Fetherston, Kollmorgen Optical Corp.
J. R. (Bob) Hoff, The Ballantyne Co.
C. P. Hughes, Fort-A-Cide Corp.
L. E. Jones, Neumade Products Corp.
D. W. Matthews, Motiograph, Inc.
Jake Mitchell, LaVezzi Machine Works.
Pete Mole, Mole-Richardson.
J. F. O'Brien, RCA Manufacturing Corp.
A. Samuels, Automatic Devices Co.
W. C. Stober, General Register Corp.
C. J. Williams, Wenzel Projector Co.

Subcommittees appointed to date include: Banquet and Entertainment, William Kunzman of National Carbon Company, Phil Wicker of Standard Theatre Supply, Ray Busler of United Theatre Supply; Local Arrangements, Joe Hornstein of Joe Hornstein, Inc., Elmer Brient of Brient Theatre Supply Co., Henry Dusman of Dusman Theatre Supply Co.



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Write for prices and free catalog on the world's largest line of marquee display equipment.

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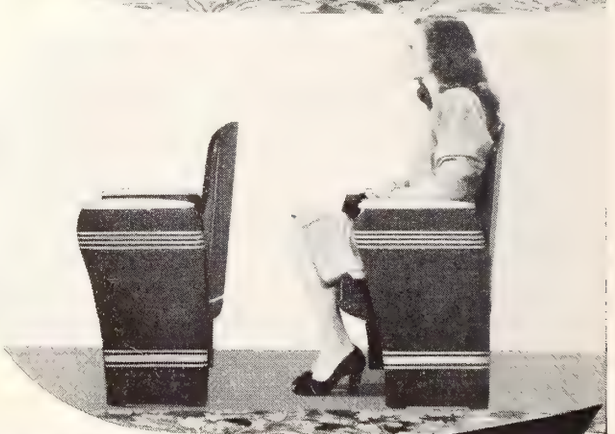
HERE'S REAL SPACE-SAVING SEATING WITH NO MAINTENANCE HEADACHES!

The NEW IDEAL SLIDE-BACK CHAIR

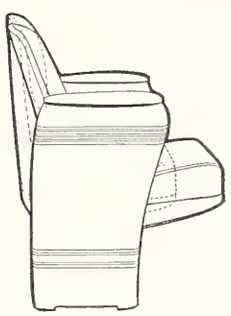
THE GREATEST ADVANCE IN THEATRE SEATING IN MANY YEARS





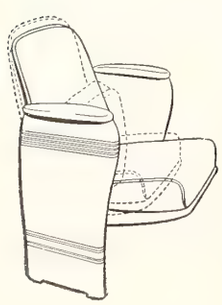


Simple in design (only 3 more moving parts than conventional chairs) . . . built for long, trouble-free service without adjustments, lubrication or replacement of moving parts . . . easily installed without the aid of specialized mechanics. More than six inches of smooth, effortless, horizontal retraction . . . no humps, no jarring, no disturbance to those behind.



100% MORE PASSING SPACE

occupied, 50% more when unoccupied. Ample to eliminate standing. (Note: Illustrations show chairs spaced only 32" back to back!) Normal position automatically resumed after person passes.



THE ONLY CHAIR OF *ANY TYPE* THAT AFFORDS 100% SAFETY IN CASE OF EMERGENCY

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How to Light the Stage for Live Entertainment

Stage Lighting Requirements for Theatres of Every Size and Policy Are Here Set Forth in Detail by a Specialist in the Art

An Interview with Herbert Kliegl
of Kliegl Brothers

Lighting equipment for live entertainment normally fulfills two requirements and additionally can be made to serve a third function with great advantage to the theatre in point of economy.

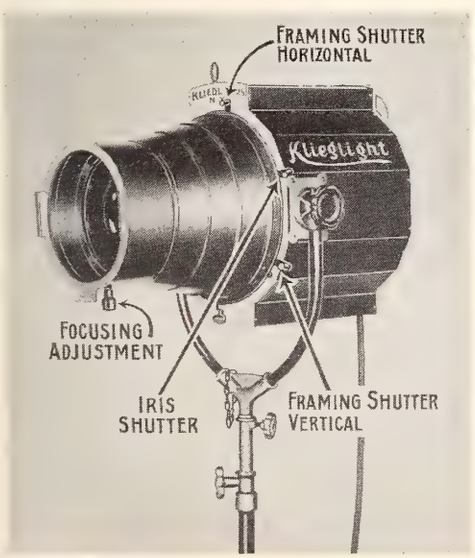
One basic requirement of all stage lighting is to provide proper illumination so the audience can see the entertainers, and the scenery if any. Almost equally important is the use of light to direct the attention of the spectators as desired, and to emphasize a given performer or action.

The third function that lighting can perform, with an enormous gain in economy, is to provide the scenery. This is done by projecting scenic effects—clouds, moving water, fire—or still scenery of any kind, by means of suitable machines. Projected slides are incomparably less expensive than built-up scenery, and infinitely more flexible.

In meeting the first requirement—general illumination—it is necessary to avoid shadows, except at times when they may be wanted. Therefore the light sources cannot be concentrated in any one location. Except in the smallest theatres, the stage is surrounded with a frame of lights—footlights, overhead lights and lights at either side. Additionally, there are front lights, installed along the balcony front, or in the ceiling or along the side walls. These may be concealed by decorative panels or the like. The total light intensity available must be ample and more than ample. An underlit stage can be a dreary thing.

To direct the attention of the audience as desired, or to emphasize a given performer or action, spotlights are used. These may be located with the front lights just referred to, or in the projection room.

The types and quantities of lighting units at each location referred to, will vary both with the size of the theatre and the type of live entertainment to be illuminated.



MODERN KLIEGLIGHT, utilizing high-power incandescent lamp, and equipped with vertical and horizontal shutters, adjustable iris and focusing adjustment. The shape and size of the projected light beam can be controlled exactly by these devices. No light is spilled where it is not wanted.

Minimum Lighting

A theatre that uses live entertainment only occasionally will naturally want only the minimum of lighting equipment, and in fact will need very little in addition to what it already has for curtain lighting.

All picture houses, whether they ever use live entertainment or not, need curtain lighting. Few things are more dismal than a theatre that has made no provision for ornamental curtain illumination to be used at opening, at closing and during intermissions or breaks. There are very few theatres that do not have such provisions. A good footlight and a few ellipsoidal Klieglights located in the ceiling and shining through small apertures, or located on the balcony front or on the side walls, (all operated with dimmers) will meet every requirement of pleasing curtain lighting, and in addition will constitute an important foundation for lighting live entertainment.

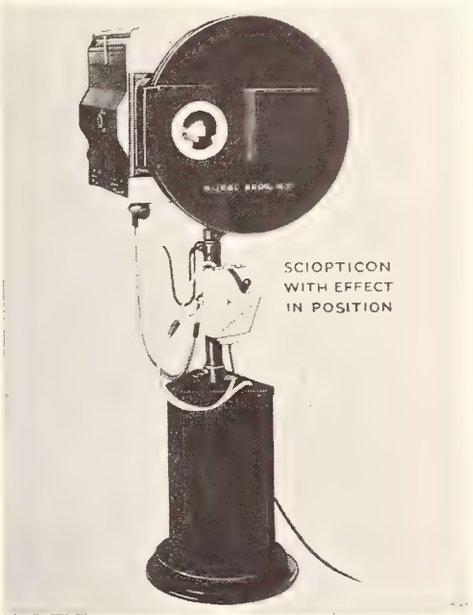
With this foundation already installed, especially in the case of the smaller theatre, the only additions needed by the smaller theatre that uses only occasional live entertainment are two rows of border lights, and a spotlight in the projection room.

Medium Requirements

Where live entertainment forms a substantial part of the theatre's program, and has an important bearing in attracting patronage, somewhat more elaborate equipment is required, approaching though not equalling that of the full-fledged presentation house.

In addition to the facilities above described, there will be needed banks of Fresnel spotlights located backstage to the right and left of the proscenium opening. Since these are portable, and may have to be re-located from time to time as the program is changed, floor pockets for connections must be installed. Further, there should be at least two rows of overhead lights located 6 to 8 feet apart, running the full width of the proscenium opening and at least two feet beyond it on each side. These lights, the front footlights, and the proscenium spots, are all wired for both white and either two or three additional colors, and all are controlled through dimmers.

The large-size presentation house needs, in addition to all the equipment mentioned above, rows of Fresnel and Klieglight spots running parallel to the overhead lights, and upright banks of such spots at the right and left of the stage.



EFFECT PROJECTOR by Kliegl Brothers. The mechanical effect is inside the circular drum and driven by clockwork. It can readily be changed. A slide holder mounted on the drum permits projection of stills, instead of an effect, or both slide and moving effect can be projected simultaneously.

The lowest Fresnel spot in these upright banks should be located not less than 8 feet above the stage, and there should be not less than three such spots per color on each side of the stage.

For every group of three Fresnel spots, one Klieglight should be installed on independent control.

In the largest theatres, where still further side lighting is needed, the additional units should start not less than 9 to 10 feet above the stage and the proportion of this additional equipment should be reversed—the bulk of it should consist of Klieglights and only a minor part of it of Fresnel spots.

Apparatus and Wattage

Great strides have been made in recent years in the development of highly efficient, compact and durable equipment. The

(*Continued on Page E-19*)

A Postwar Line of Public Address Equipment

Reviewing Some Requirements of Theatre Sound Reinforcement and How They Are Met By Apparatus Designed Since the End of the War

By H. R. Levinger
Concord Radio Corporation

Every theatre that provides curtain music by operating a record player through its regular sound system is using "public address."

It may seem obvious that a microphone could be substituted for the record player and placed on the stage, as a device for announcements or for the reinforcing of live entertainment. Actually, that won't work at all.

If a microphone is placed on the stage it will necessarily be in front of the loudspeakers, and the sound from the speakers will blast right into the microphone. No sound reinforcing system can function under those circumstances. Separate speakers, located outside the proscenium, or elsewhere where their sound will not get back to the microphone in too great volume, are necessary.

The simplest possible version of any public address system consists of three components:—a microphone to pick up the sound, loudspeakers to play it, and an amplifier to strengthen the output from the microphone until it becomes powerful enough to operate the speakers.

Two of these three components the theatre must buy—the microphone and the loudspeakers (since the regular sound system speakers cannot be used). Some theatres try to effect an economy by using the regular sound system amplifier, with switches to change it either to the public address connections or the regular sound connections, as required. The best experts, however, frown on this practice as a false economy—see the advice of SHOWMEN'S Projection Advisory Council in the issue of August 17th, 1946, Page E-26. Considering that two of the three public address components must be purchased in any case, and that sound system amplifiers, even though of a high quality, are not well adapted to the special requirements of public address work, it is better to buy the third component also and put in an amplifier specifically designed for "p.a." reproduction. This third component, the amplifier, is not particularly expensive. The newly developed Concord "Add-A-Unit" design makes it less costly than ever.

The public address amplifier, however, can readily be equipped for photoelectric cell input, and wired through switches to serve as an emergency in any case of trouble in the regular sound amplification. Thus the theatre that installs a separate amplifier with its p.a. system and has it wired for photoelectric cell connection not only gets equipment specifically engineered for the work but also buys breakdown insurance.

Public Address Details

Principal reasons why the regular sound amplifier is not particularly well adapted to public address work have nothing to do with amplification as such, but relate entirely to the input and output connections. The sound amplifier gets its input from the photoelectric cells in the soundheads, through a switch which is operated for changeover once each 20 minutes. It delivers its sound to loudspeakers which are relatively standard equipment in all theatres.

But the public address amplifier usually must accept input from more than one source simultaneously, and "mix" these inputs into a blended whole. Public address loudspeaker arrangements are much less standardized than sound picture speakers because of a basic difficulty not present at all in reproducing from film but of vital importance when microphones are used—namely, that the sound from the speakers must never be allowed to blast into the microphone, or to reach the microphone at all except in very low volume. The placing and pointing of loudspeakers is thus a much more complex problem with public address systems than sound film systems. The solution differs from theatre to theatre, according to auditorium acoustics; and the public address amplifier must be built with output connections that permit use of almost any number of speakers from one up.

Further, and again depending on auditorium acoustics and other conditions, the public address loudspeakers may need strongly directional baffles to assure that



THIRTY WATT de luxe Concord amplifier (60 watts peak output) with six-channel mixer, separate treble and bass tone controls, and neon volume indicator.

sound can be effectively pointed away from the microphone or microphones.

Directional microphones are also available, and may be needed in addition to directional speaker baffles, to assure that the microphones do not pick up more than the safe minimum of sound from the speakers.

While the above-mentioned precautions against harmful interaction between loudspeakers and microphones are all helpful, all of them together are insufficient without the primary precaution of using only equipment of high quality. Poor apparatus components respond more strongly to some sound frequencies than to others. Where such equipment is used, feedback from speaker to microphone is almost certain to exceed safe limits at the frequency to which the apparatus responds most strongly; the system then ceases to amplify and becomes an oscillator, producing no sound except a continuous howl, wail or shriek at that particular frequency. With poor equipment, which favors some frequencies much more than others, the volume control cannot be turned down far enough to prevent oscillation without making the overall volume of sound too weak for good hearing.

In electrical record players and in sound film reproduction, poor quality equipment merely spoils the pleasure of listening to the sound. In public address work, use of poor quality equipment is even more serious than that—it stops the operation of the system altogether by reason of feedback to the microphone.

Engineered Equipment

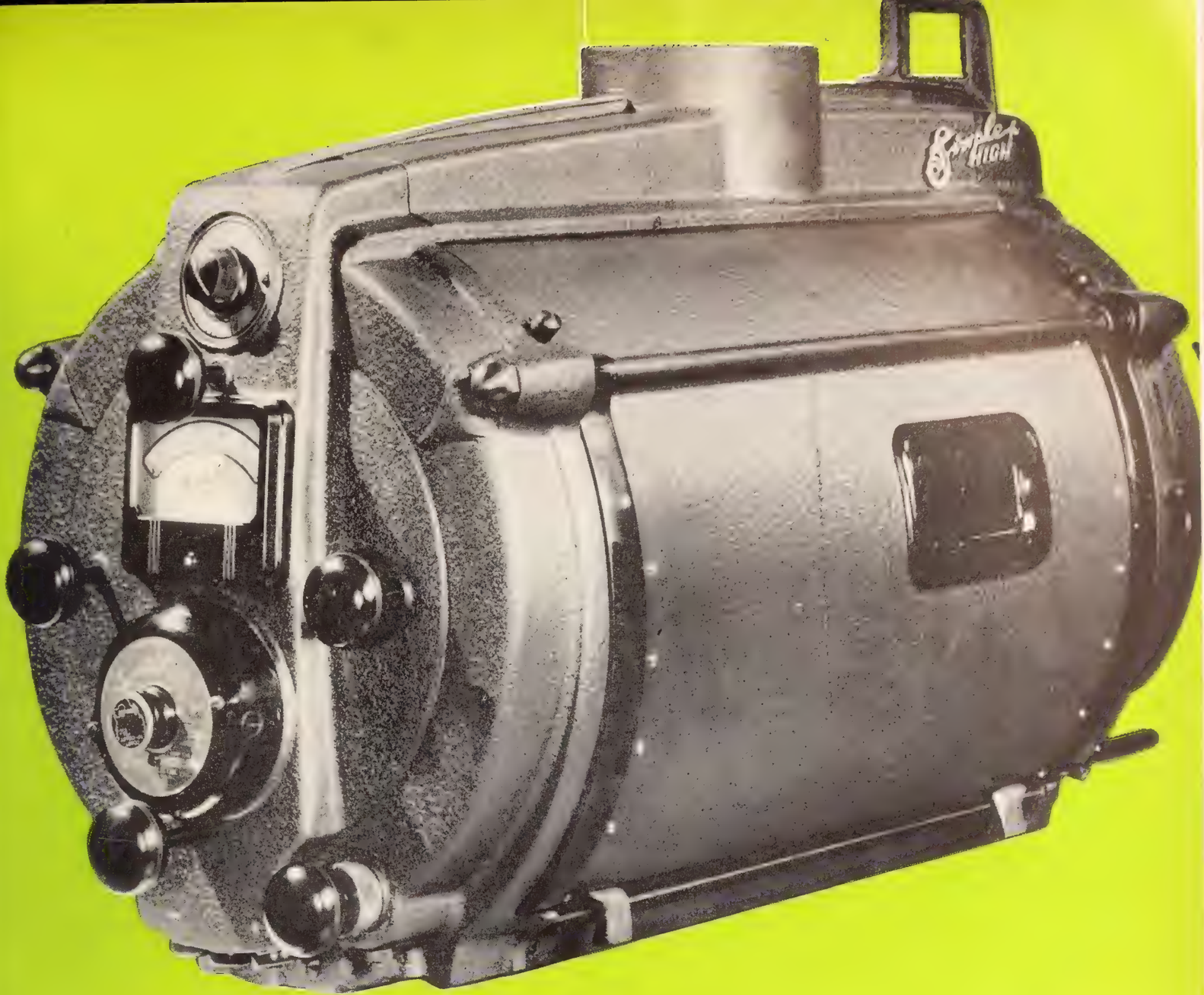
Years of pre-war experience with public address apparatus, and new skills and inventions developed in the course of war work, have been engineered into the latest, post-war, Concord Add-A-Unit public address systems.

Of special interest to theatremen is the new design whereby component units are connected merely by plugging them together with the help of suitable cables. Installation costs, which with some equipments equal or even exceed the cost of the apparatus itself, are thus reduced to an inconsequential minimum.

Also of interest is the way this plug-in, Add-A-Unit construction minimizes expense when changes are made in the theatre or in its policy. For example, redecorating, or adding acoustic treatment, may increase the sound absorption of an auditorium, with a resulting need for more power than was originally installed. Even putting in new and different chairs can have that effect. With the Concord Add-A-Unit system all that is needed is to buy an additional output amplifier, mount it in the same cabinet or rack already installed (there will be room for it) and plug in the necessary connections. Or the theatre may change its policy, going over to more elaborate live entertainment which in turn will need additional microphones and perhaps a record player also for background music. The original installation may have had a mixer unit inadequate for the new requirements. All that is needed in that case is to buy a larger-size Concord mixer and plug it in in place of the other.

Additional input channels, the ingenious new Concord volume indicator, a record player (single record or automatic changer type as preferred) and additional power stages—any or all of these can be added at any time, in or on the same

(*Continued on Page E-18*)



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ARCHITECTS ADVISE: WARM AIR HEAT, COPPER TUBE PLUMBING—OPPOSE METAL-CHANNEL WIRING

Warm air is overwhelmingly the favorite system for heating the motion picture theatre among members of the Architects' Advisory Council, regardless of whether other air conditioning apparatus is installed or not.

The Council favors insulation of the non-conductive type, such as rock wool or exploded mica, in preference to reflective insulation as typified by aluminum foil.

With regard to fireproofing, the architects prefer to use materials that are inherently non-combustible, and frown on combustible ones that have been subjected to flame-retarding treatment.

Flexible copper tubing is by far the favorite piping material for water pipes, with brass pipe a moderately strong second.

Rigid conduit is even more strongly favored for carrying electrical wiring; metal channels are voted down by an enormous majority.

Heating

While the great majority of the Council favor warm air heating, several members note that this method is even more desirable in small theatres than in larger ones. There is some small difference of opinion as to the best system for providing warm air. A minority of the Council members express a preference for steam or hot water heating. Combination methods were also proposed.

One member favors warm air only for theatres up to 1,000 seats; steam or hot water for larger houses; one believes the dividing line should be 700-800 seats and that steam only should be used in theatres larger than that; and a third suggests steam for larger houses and warm air for smaller ones without specifying just where he would draw the line. This architect explains:

"I prefer low pressure steam; however warm air in a small theatre may be all right and is usually cheaper."

As to methods of obtaining the warm air, some preferences are:

"Gas or oil fed furnace or furnaces. Where gas or natural gas is available, this is a simple problem."

"Our heating systems invariably consist of a heating coil, with duct distribution to all points in the theatre."

"Warm air from heat exchange coils."

"Warm air heated by steam."

Combination systems were suggested by several members. One of the Councilors prefers to use:

"Warm air, with standing radiation at the stage and in some of the other rooms."

'In some theatres we install gas-steam radiators in the lobby and foyer in addition to heating the main auditorium by warm air."

Among the minority that prefer other methods of heating, one noted that:

"Hot water heating gives a better opportunity to vary the temperature."

And a number of the architects stress emphatically that an adequate supply of fresh air is vitally important regardless of what method of heating is used.

Fireproofing

A minority of one member prefers the greater flexibility of materials that are at the architect's disposal if he relies on flame-retarding treatment. Another, who prefers to use inherently incombustible materials, nevertheless accepts flame-treated substitutes where it is necessary to cut costs. With these two exceptions, all participating in this month's meeting prefer inherently non-combustible components for the motion picture theatre.

"Flame retarding is not necessarily positive," one notes.

'Flame retarding treatment fulfills its purpose only for a short time. The process must be repeated often to maintain a fireproof condition."

"Of course; there isn't any choice."

"It's a kindergarten choice. Use 100 per cent non-combustible materials, zero per cent of the flame-retarded kind."

A similarly strong majority favors non-conductive types of insulation, such as rock wool, over the reflecting, metal-foil type. One member declares:

"The former has proved more flexible for general use."

Another adds:

(*Continued on Page E-25*)

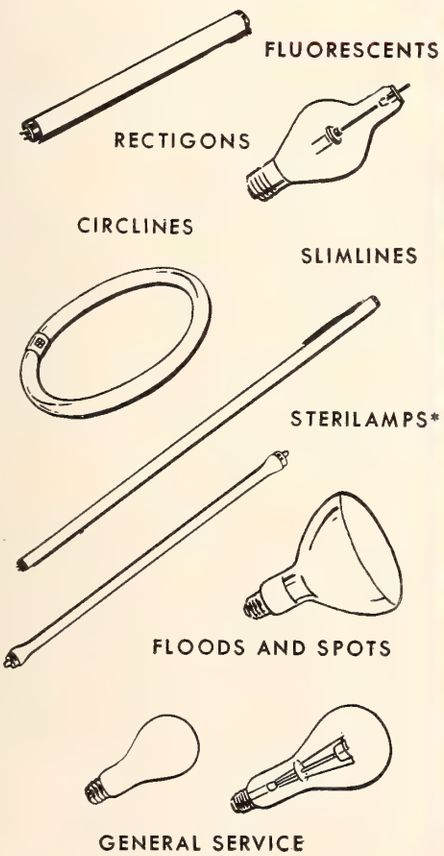
Meet Drew Eberson



DREW EBERSON is a theatre architect of international reputation whose extreme interest in the motion picture led him to acquire and operate his own chain of theatres in Florida. He has also done some work as a director in Hollywood. With the help of this background he has built many outstanding theatres in the United States (for one example, see STR for March 1st, Pages E-14 and E-15), and such houses abroad as the Rex Theatre in Paris and the Plaza in Sidney, Australia. Col. Eberson is a graduate of the Architectural School, University of Pennsylvania. During the war he acted as officer in charge of building $220,000,000 worth of Army construction.



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New Method Devised for Sterilizing Air in Theatres, Other Enclosures

Accident contributed largely to the discovery of a new and entirely different method of sterilizing air in crowded enclosures (such as theatres); wartime and postwar tests by the armed forces proved its effectiveness. It is now ready for commercial use by the theatre industry and others.

The accident began in 1940 in the Seamen's Bank for Savings in New York, where the air conditioning system was not doing a good enough job of dehumidification. To improve it, the bank had a consulting firm install a new de-humidifier, one that took out moisture by washing the air with a liquid called tri-ethylene glycol. This stuff is similar to "Prestone" anti-freeze used in automobiles; it has a powerful affinity for water; when it is sprayed into an air stream moisture in the air clings to the spray globules and drops with them to the bottom of the spraying chamber. The air goes on its way dehumidified.

In the year following the installation of this device, employes absences due to illness dropped almost one half—from 965 days off to 496.

The de-humidification was not responsible; other methods of de-humidifying air which produce equally good results so far as removing moisture is concerned were not known to reduce absences.

So much for the part played by accident.

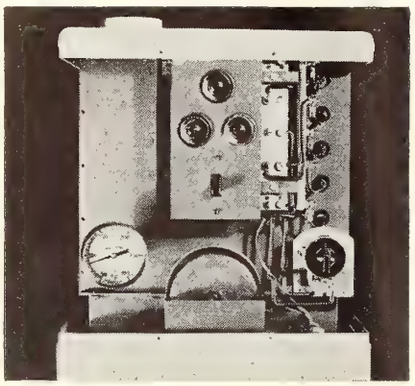
The Science of It

In the meanwhile, Dr. Oswald H. Robertson and his associates at the University of Chicago had been making a long series of solidly scientific tests which established the fact that tri-ethylene glycol is a highly germicidal substance.

Dr. Robertson's researches appeared to explain what had been going on at the Seamen's Bank in New York. In the course of the operation of the de-humidifier, trifling amounts of glycol would be evaporated and carried along with the air stream as vapor; the powerful germicidal properties Dr. Robertson had discovered could easily be responsible for the reduction in employe illnesses.

Confirmation came during and after the war, when Dr. Robertson was chairman of the U. S. Army Commission on Air-Borne Infections. Working under him, and using glycol vapor, members of the Army Commission effected substantial reductions in respiratory infections in Army and Navy camps and training centers, in hospitals and in childrens' homes. Careful tests were run under controlled conditions. The excellent results are now part of medical literature. They can be found in such publications as The Journal for Infectious Diseases, Vol. 76, and the American Journal of Public Health, Vol. 35.

Commercial apparatus for use of this method of air sterilization in theatres and other places of public assembly is now available through Air Purification Service, Inc., of Newark and New York. One model is pictured here with its cover removed to show the internal parts. Essentially, the apparatus is a device for heating air electrically and passing it over an extended surface of tri-ethylene glycol. More or less glycol vapor, depending on the temperature of the air, is thus picked up and carried along into the conditioning ducts. The concentration of glycol added to the air in this way is controlled by controlling air temperature. Generally, the concentration used is one volume of tri-ethylene glycol vapor to half a million volumes of air.



AIR STERILIZER, utilizing tri-ethylene glocol vapor, manufactured by Air Purification Service, Inc.

In the picture here shown the vertical column of round spots at the right are the ends of the air heating cartridges and the cartridge thermostat. Air goes down over these heaters, turns left and passes over the evaporative surface in the center of the picture, then turns up and out. The dial thermometer indicates the temperature of the gylcol-laden air. A switch and three pilot lights are shown in the panel at top center. Thermometer, switch and pilot lights remain visible when the cover is replaced.

Machine Sells Cokes, Gives Change

An automatic change making, "coke" selling machine has been developed by Westinghouse Electric Corp. and the Coca-Cola Company to mix and sell cola drinks, and to accept nickels, dimes or quarters, returning correct change.

Slugs and counterfeit coins are automatically rejected. The machine checks every coin inserted for diameter, thickness, weight, holes, bounce and magnetic properties, and accepts only those that pass every test.

When a coin is accepted, the change, if any, is returned—one nickel if a dime was inserted, four nickels for each quarter—and a paper cup skids down a chute into a dispensing chamber illuminated with a protective Westinghouse "Sterilamp." Syrup and carbonated water are dispensed into the cup under sufficient pressure to cause thorough mixing. The customer lifts a glass window and takes his drink.

An additional feature is a precaution against the machine being unable to make change because it has run out of nickels. When that happens a "Use Nickels Only" sign lights up.

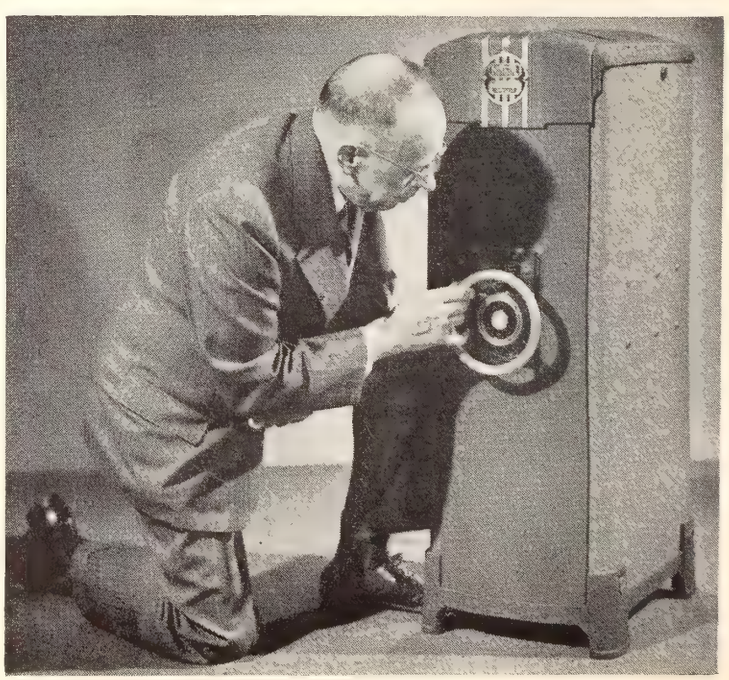
These dispensers are now in production in the 1,000 cup size; a 400 cup model will be manufactured in the near future.

Radio City Music Hall Using Stroblite

Stroblite fluorescent colors used on the costumes of Radio City Music Hall performers make possible an entertainment number called "Black Magic" in which apparently dismembered bodies dance across the stage. The fluorescent costumes are illuminated by carbon arc spot lights fitted with Stroblite filters.

"Black Magic" is part of the Music Hall's stage presentation accompanying "The Ghost and Mrs. Muir."

25,000th Rectifier



HARRY H. STRONG, President of Strong Electric Corporation, is here seen inspecting his company's 25,000th rectifier. The day No. 25,000 came off the assembly line work stopped, and a factory party started. The wire in the 25,000 rectifiers thus far produced by Strong is enough to wire completely a city of 10,000 persons, the company estimates; while in one year of theatre operation they consume enough electrical power for a city of 75,000. The Strong plant, which produces arc lamps and reflectors, as well as rectifiers, utilizes 47,000 square feet of floor space.



The passwords to bigger box office

WITH "National" High-Intensity Projector Carbons in your lamp houses, you have the most efficient source of light, providing an ideal combination of brightness and color balance, available to any theatre. In fact, you've got the most powerful light, for this purpose, in the world. It is like a tiny sun. The light of a "National" projector carbon arc is snow white, perfect for bringing out detail and full rich color.

The cost of "National" Projector Arc Carbons is negligible when compared to other operating costs. And yet their sparkling white light is the best box-office insurance you can get. It produces better pictures . . . pleases your patrons . . . and keeps your ticket seller busy.



For Perfection in Photography and Projection, Use the Carbon Arc.

The term "National" is a registered trade-mark of

NATIONAL CARBON COMPANY, INC.

Unit of Union Carbide and Carbon Corporation

UCC

30 EAST 42nd STREET, NEW YORK 17, N. Y.

Division Sales Offices: **Atlanta, Chicago, Dallas, Kansas City, New York, Pittsburgh, San Francisco**

MANAGERS
Maintenance Check List

☐ JULY 21.—Do you check exit areas and alleys regularly for rubbish, parked automobiles or trucks and other obstacles to safety?

☐ JULY 22.—Do you periodically inspect air intake screens for tightness; have bugs washed off and screens washed with kerosene?

☐ JULY 23.—Does your routine assure that condenser water of the cooling system is changed often enough to prevent silt deposits?

☐ JULY 24.—Do you insist on tidy maintenance of summer uniforms, hold frequent staff inspections for neatness?

☐ JULY 25.—Time for another ladder checkup? Replace dangerous rungs, hinges, to avoid employe accidents.

☐ JULY 26.—Is your sound WATCHED—projection room signalled to raise or lower volume as audience conditions change?

☐ JULY 27.—Are the gay summer trimmings of your theatre beginning to look dingy? Renovate or remove them.

☐ JULY 28.—Have your staff slacked up on FREQUENT check of wet and dry bulb thermometers?

☐ JULY 29.—Time to recheck brass work around the theatre? Keep kick plates, door hardware, handrails and plumbing brightly polished.

☐ JULY 30.—Are cooling system motors, belts, bearings and filters maintained at peak efficiency?

☐ JULY 31.—How often do you check air washing structure for leaks which may spread rust on structure, roof or gutters?

☐ AUG. 1.—Time to check discoloration of the screen? Pin on a piece of the original material, compare whiteness.

☐ AUG. 2.—Do you carefully watch fire extinguisher refill dates to prevent oversight in this vital matter?

☐ AUG. 3.—Are your blacklight decorative surfaces and designs allowed to lose appeal because of dust?

☐ AUG. 4.—If a thunderstorm cuts off all power, will you face a panic for lack of emergency lighting?

☐ AUG. 5.—If the microphone or other live entertainment equipment has not been used recently, have it checked.

☐ AUG. 6.—Days beginning to shorten again. Have you modified your outdoor lighting schedule accordingly?

☐ AUG. 7.—Are employes wasteful of air conditioning efficiency by leaving doors open too long, or leaving windows open?

☐ AUG. 8.—Do any plumbing fixtures drain a little sluggishly? Don't wait till pipes are seriously clogged.

☐ AUG. 9.—Are door stop devices inspected and oiled as frequently as they should be; glycerine added promptly as needed?

☐ AUG. 10.—Is your popcorn machine kept sparkling, immaculate, odorless, and its motor well cared for?

☐ AUG. 11.—Time to wash plastic upholstery? Use soap and water; a thin coat of wax will help preserve it.

☐ AUG. 12.—Does your staff keep alert for vermin in seats and carpets; spray daily during this season of the year?

☐ AUG. 13.—Is there a damp area under your auditorium? If so, open window on dry days to avoid wood rot and odor.

☐ AUG. 14.—If you have an art shop, do you stress re-use of cardboard and wood scrim to minimize waste?

☐ AUG. 15.—Does a staff member report all projection and sound faults that occur when you are away?

☐ AUG. 16.—Do you personally inspect to make sure projection room door is kept scrupulously UNlocked during all operating hours?

☐ AUG. 17.—Does your own office set an example of tidiness that will inspire better housekeeping by all members of the staff?

'Emotional' Air Next In Conditioning?

Emotional conditioning of theatre air to influence the moods of patrons was seen as a coming possibility by Arthur Sorin, President of Armo Cooling and Ventilating Company, in a talk before the convention of the Allied Theatre Owners of New Jersey at Atlantic City.

Sorin told of an exhibitor who wired asking how to cool house temperature to 50 degrees. The theatreman wanted to turn on the low temperature as "atmosphere" for "Spell of the Yukon."

Interesting future possibilities in disseminating "mood" perfumes by means of the air conditioning system also were touched on by the speaker, who noted:

"If you were showing 'The Farmer's Daughter' you'd let loose a whiff of new mown hay, or if the picture were a Gene Autry special, you'd have the scent of sage brush all over the house."

Sorin did not minimize the technical difficulties.

"Just imagine a scene in which the boy and girl are getting married and you can actually smell the orange blossoms. In the next scene she is cooking some ham and eggs for her new husband. That is going to call for some fast switching. . . .

"If any of you gentlemen decide to experiment with nose appeal to supplement the eye and ear appeal of your picture, call your air conditioning contractor first —that is, before you pour Chanel No. 5 in the cool air ducts to create a mood for Hedy Lamarr. Remember, the idea is to keep the audience cool, even with Hedy on the screen."

Eastman Plates 'See' Fission of One Atom

A new series of photographic plates devised by Eastman Kodak Company can record the splitting of a single atom of uranium, the company discloses. Plates are coated with a special emulsion which is very nearly insensitive to light but highly sensitive to radioactivity. When one of these plates is soaked in a solution of uranium nitrate and then exposed to slow neutrons from a mixture of beryllium and radium, a white streak appears on the plate. This is the track recorded when a single uranium atom splits into two smaller atoms that fly apart in opposite directions. Study of such tracks, and of the curvatures they assume if they are recorded under the influence of magnetic or electrical fields, is expected to provide a very inexpensive method for further research into atomic science.

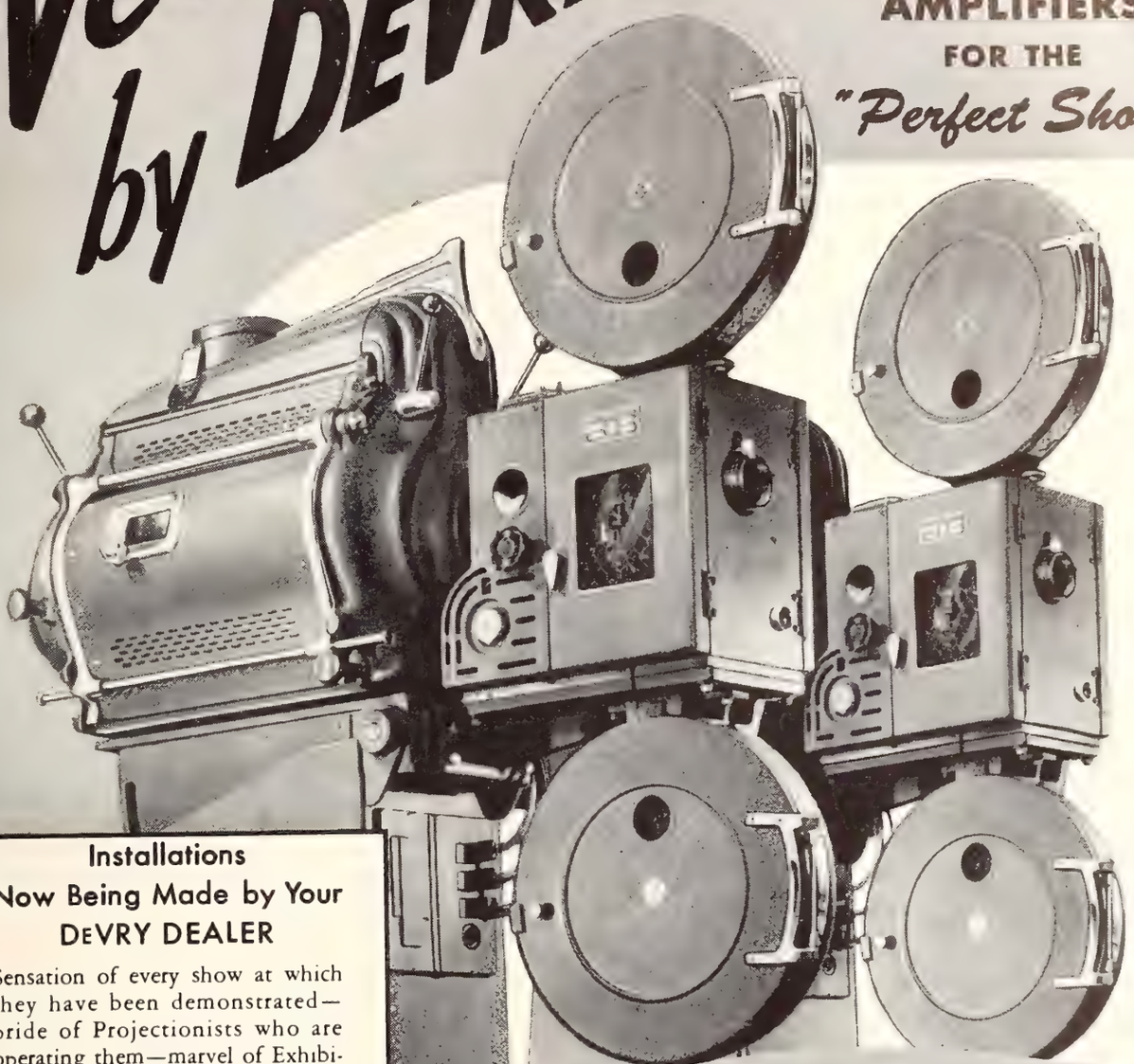
Altec Replaces Simons With Wengler

Harold Wengler has been named Manager of Advertising and Publicity for Altec Service Corporation. He replaces W. W. Simons, who has held that post since January 1st, 1946, and who now has a new and more important assignment.

Mr. Wengler is by no means strange to his new duties; he was Altec's Advertising Manager when the organization was first formed, in 1937.

New by DeVry

Improved
PROJECTORS
AND
AMPLIFIERS
FOR THE
"Perfect Show"



Sensational DeVRY "12000" THEATER PROJECTORS with Built-In Sound Head & Patented Silent Chain Drive

Installations
Now Being Made by Your DeVRY DEALER

Sensation of every show at which they have been demonstrated—pride of Projectionists who are operating them—marvel of Exhibitors who have bought them—DeVRY's new "12000 Series" Theater Projectors and Amplifiers gives you more of what you want to help achieve the "Perfect Show," and for such a moderate investment.

You want to know more about the new DeVRY "12000 Series"—to see it in action. Write for FREE literature and name of authorized DeVRY Theater Supply Dealer—or actual theater installation—nearest you. DeVry Corporation, 1111 Armitage Ave., Chicago 14, Illinois.

In Canada DeVRY Equipment is distributed by Arrow Films, Ltd., 1115 Bay St., Toronto 5, Ontario

Only 5-TIME WINNER of Army-Navy "E" for the production of motion picture sound equipment

DeVRY CORPORATION, 1111 ARMITAGE AVE., CHICAGO 14, U. S. A.

FOREST RECTIFIERS

● The New and Highly Improved 6-Tube Rectifier

SINGLE-TYPE 75-V-6 and TWIN TYPE 75-V-12. Embodying the advanced knowledge gained from building rectifiers for radar and other highly scientific projects where perfection of performance and reliability are of paramount importance. Designed for all theatres using Suprex or Simplified High Intensity Projection. Built-in remote control relays with provisions for operating spotlights. 40 to 75 amperes DC current. 3-phase rectification.

Also: LD-60 and LD-30 Bulb Type Rectifiers, SUPER MCS Rectifiers, Rectifying Tubes, Sound Screens.

FOREST ARC LAMPS

● The New Electronic Control Projection Lamp

The superiority of the Forest ELECTRONIC CONTROL Arc Lamp has become the talk of the industry! It features a completely new and faultless method of feeding positive and negative carbons by ELECTRONIC CONTROL, assuring arc control of precision accuracy, maintaining the exact focal point necessary for producing maximum light intensity at all times without constant watching and adjusting. No carbon feed motor—no gears—no clutches—no cams—no gadgets—no fast moving parts! Nothing to get out of order.

LARGE LAMP, 14" reflector. 1 KILOWATT, 10¼" reflector. LOW INTENSITY, 10¼" reflector.

FOREST MFG. CORP. 60 PARK PL., NEWARK, N. J.



Public Address

(*Continued from Page E-10*)

cabinet, and connected by simple plug-in arrangements without use of tools.

Eight different types of microphone are available (not counting contact mikes). They are of crystal, velocity and dynamic types, with either unidirectional or polydirectional pickup patterns, as needed.

Two, four and six-position mixing can be provided.

The Concord Add-A-Unit line of amplifiers comprises more than nine different amplifiers, with outputs ranging from 30 to 90 watts. These can be combined to constitute systems of 270 watts output or even more. Newly patented circuit arrangements are used for superior tone quality. High and low frequencies can be controlled separately; the setting of one control has no effect on the other band of frequency. Typical specifications are those for the 30-watt amplier:—rated output, 30 watts; peak output, 60 watts; harmonic distortion not more than two per cent; frequency range 30 to 10,000 cycles, adjustable; high gain channel, 126 db gain at one megohm input; tone controls range, 25 db; hum and noise level 60 db below 30 watts; 15 output impedances from 1.3 to 600 ohms; power line drain, 120 watts.

The standard Add-A-Unit line also includes a selection of four different types of speaker baffles, directional and non-directional.

The optional, plug-in, output indicator is of unique design. It consists of two neon indicators and a control dial calibrated in percentage. The dial is set in advance to any desired percentage of the total available power. When sound output approaches this volume, the "normal" neon indicator lights; when the actual volume exceeds the pre-determined percentage the second, "overload" indicator lights. Operation of the system can thus be controlled, as to volume, by a person so located as not to be able to hear the sound. A "sound checker" is therefore not needed.

THEATRE COUNCIL

(*Continued from Page E-5*)

conducts such audience participation with the help of theatre organs and projected slides.

To sum up: some 38 per cent of motion picture theatres are equipped for live entertainment, and as high as 80 per cent in some circuits. Not all theatres that have the equipment use it; not all that use it do so regularly. Even very small theatres are so equipped by a majority of the circuits, but such equipment varies from the extremely simple to the moderately elaborate. The Councilors prefer to remove the projection screen and speakers by flying them; they favor resistor type dimmers and ultra-violet effects for scenery and costumes. Fluorescent light sources for stage illumination, and audience community singing, are not favored.

Next month, the Theatre Advisory Council will discuss carpets, floor coverings and draperies. Their opinions and comments will be reported in STR for August 16th.

Lighting the Stage

(Continued from Page E-9)

older type plano-convex spotlights are now practically obsolete before the newer Fresnel spotlights and ellipsoidal Klieglights. The latter units are two to three times as efficient. Additionally the new Klieglights have shutter equipment that permits control of both the shape and the size of the beam to the exact area to be illuminated.

Footlights and border lights should be equipped with individual Alzak finished aluminum reflectors with hinged doors and clear and colored glass roundels. In the larger presentation houses and for more elaborate forms of live entertainment the Klieglights located along the balcony front or along the side walls or in the ceiling can be equipped with motor-operated color frames which will reduce the number of such lights needed by 66 per cent—which is very helpful where space is limited.

The portable lights for special scenery and effects now for the first time include motor-operated automatic slide changers by means of which entire scenes projected on the back drop can be changed at will. Moving clouds, rippling water, leaping flames can be created and changed by means of light alone.

As to wattage requirements: in general—

Overhead border lights should have 100-watt lamps for proscenium heights up to 15 feet; for 15-20 foot heights, 150-watt lamps; for 20-30 foot heights, 200-watt lamps; for 30-35 foot heights, 300-watt lamps; for still higher openings 500-watt lamps are used, and sometimes double rows.

Footlights should be lamped with 100-watt bulbs for stages up to 20 feet deep; for deeper stages use 150-watt lamps in either single or double rows according to depth.

For sidelighting 500-watt Fresnel spots are used both right and left with stage openings up to 20 feet wide; 1,000-watt spots for stages up to 40 feet wide, and 2,000-watt units for stage openings wider than 40 feet.

For front lighting, 500-watt Klieglights along the balcony front, with shutter systems that permit acurate framing of the light in the stage opening and eliminate spillage of light on the proscenium or into the orchestra pit, have become practically standard equipment. The number to be used depends essentially on the size of the stage, and may run to as high as 40 units in the larger presentation houses. And in these larger houses additionally, 2,000-watt Klieglights are often added in the ceiling or along the side walls.

Kroehler Push-Back chairs have recently been installed in 16 theatres in 9 states and Canada, including the: Grove, Groveland, Fla.; Miami, Miami, Fla.; Adams, Adams, Mass.; Park, East Walpole, Mass.; El Lago, Minneapolis, Minn.; Strand, Freehold, N. J.; Jarvis, Binghamton, N. Y.; Oriental, Brooklyn, N. Y.; Hillside, Jamaica, N. Y.; Esquire, Columbus, O.; Huber, Hicksville, O.; Lithia, Ashland, Ore.; Holly, Medford, Ore.; Steelton, Steelton, Pa.; Walworth, Walworth, Wisc. and Bijou, Montreal, Canada.

Six-Phase Rectifiers Now Made for 1-K.W. Lamps

McColpin-Christie Corporation, pioneers of six-phase rectifiers for motion picture arc lamp supply, now announce that are in production on a new model designed for use with the 1-K.W. high intensity arcs.

The new rectifiers provide 27-30 volts at 45 amperes continuous drain. They operate from standard 220-volt three-phase lines, and models are available for either 50/60 or 25 cycle alternating current line supply.

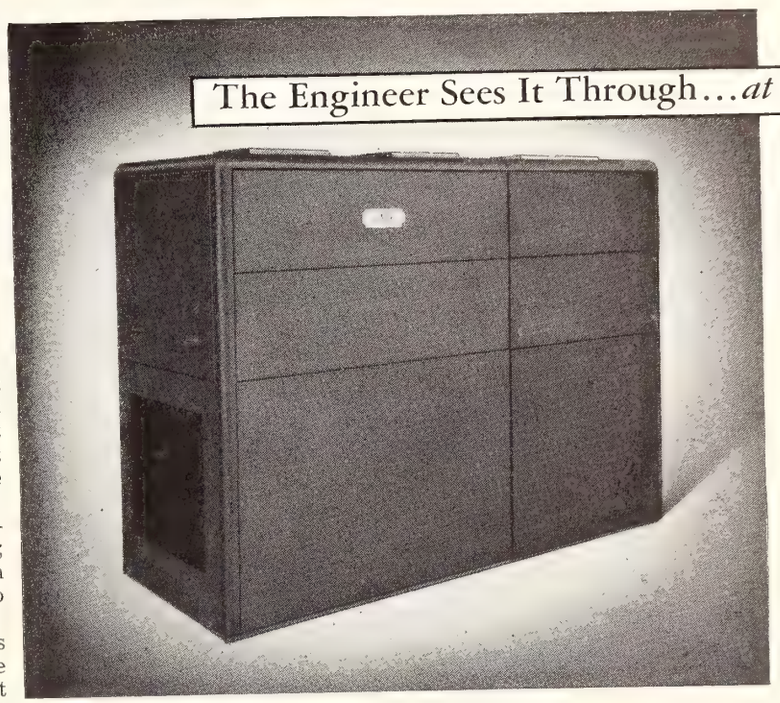
The new rectifiers extend to theatres using 1-K.W. lamps the advantage of six-phase rectification, which is said to eliminate all visible "ripple" flicker from the screen lighting.

DeVry Export Manager Will Girdle Globe

Norman D. Olsen, Sr., export manager of DeVry Corporation, is flying around the world, calling on DeVry distributors in Hawaii, China, India, Iran, Iraq, Turkey, Palestine, Syria, Egypt, Italy, Spain, Portugal and Eire, and in a number of other countries.

Olsen left San Francisco via Pan American Clipper in the middle of June, and expects to complete his job of selling DeVry equipment around the earth before the end of July.

"Unprecedented foreign interest in and demand for the new DeVry line of motion picture sound apparatus prompted the trip," explains W. C. DeVry, the corporation's president.



Refrigerated Kooler-aire....

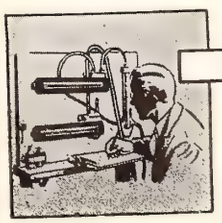
The usAIRco Refrigerated Kooler-aire combines cooling and dehumidifying units, a refrigeration compressor and evaporative condenser all in one balanced assembly.

Here's an example of usAIRco-*engineered air conditioning equipment*—it's built to make a profit. Refrigerated Kooler-aire is self-contained, self-supporting, self-sufficient.

In the compact Refrigerated Kooler-aire, usAIRco engineers have packed every major part of a complete refrigerated air conditioning system. The complete, balanced unit construction offers advantages in *lower first cost*, *lower installation costs* and *lower operating costs*. These advantages add up to more profits for you. That's why you'll want to know more about usAIRco and their engineers who see the profit-making products through for you. Call on usAIRco for your installation. There's a factory representative near you to serve you.

UNITED STATES AIR CONDITIONING CORPORATION
Minneapolis 14, Minnesota

Factory Representatives in Principal Cities



TESTED.....AND PROVED

Exhaustive tests are given the Refrigerated Kooler-aire. Blower, coils and compressor must measure up to standards set by usAIRco engineers. You can be sure that *your* Refrigerated Kooler-aire will give you *extra margins of performance.*



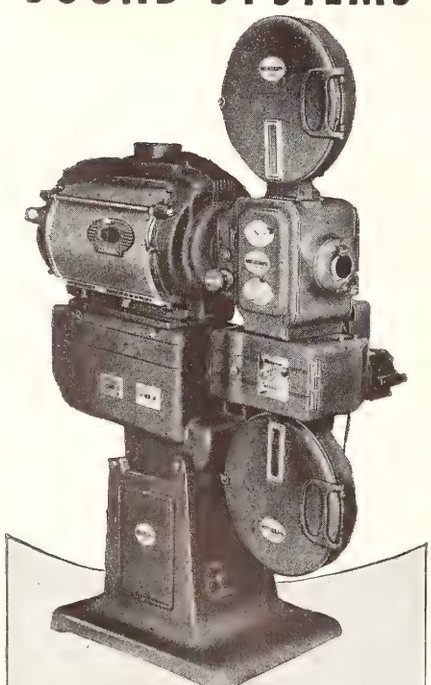
Plus
Cooperative Engineering Counsel

Available to your air conditioning, heating or ventilating problems is the advice and counsel of the engineering staff of usAIRco. With a background of nearly twenty-five years, it is one of the most experienced in the industry. We invite you to use it freely and fully.

A DEMONSTRATION WILL CONVINCE YOU THAT MOTIOGRAPH Gives You More!

The Great New MOTIOGRAPH

"AA" PROJECTOR and MOTIOGRAPH SOUND SYSTEMS



Now at leading Independent Theatre Supply Dealers.

MOTIOGRAPH, INC.
CHICAGO, ILL.

Export Department:
FRAZAR & HANSEN, LTD.
301 Clay St. • San Francisco 11, Calif.

PRODUCING THE BETTER PROJECTORS FOR OVER 50 YEARS

PROJECTIONISTS

Maintenance Check List

☐ JULY 21.—Remove all tubes, examine prongs and sockets. Look for signs of arcing, poor contact.

☐ JULY 22.—Blow accumulated dust out of amplifiers, rectifiers, motors, etc. Use bellows or reversed vacuum cleaner.

☐ JULY 23.—If projection ports have glass soundproofing, check cleanliness of glass, clean as needed.

☐ JULY 24.—Is projector vibration increasing? Locate the cause, remedy it promptly to prevent needless wear, jumpy picture, poor sound.

☐ JULY 25.—Examine all sprocket teeth in projector and soundhead for signs of wear and undercutting. Order needed replacements in advance.

☐ JULY 26.—Test each loudspeaker unit INDIVIDUALLY for volume, quality of sound, and rattle-free operation.

☐ JULY 27.—Check readings of tube meters; replace tubes as necessary for quality and reliable operation.

☐ JULY 28.—Examine the asbestos-covered leads to all lamphouses. Are they still in good condition?

☐ JULY 29.—Are all projection and sound optical surfaces immaculately clean; mirrors free from defects?

☐ JULY 30.—Test volume and tone controls; replace any that are not COMPLETELY noiseless in operation.

☐ JULY 31.—Are rectifier cooling fans behaving normally? Rectifiers operating at proper temperature?

☐ AUG. 1.—Is the sound track alignment in both soundheads the best possible to avoid sprocket hole and frame line noise.

☐ AUG. 2.—Using a watch, check the starting time of both projectors. Have they slowed down? Find and remedy cause.

☐ AUG. 3.—Is your stock of fuses and spare parts COMPLETE? Have you enough carbons—for ALL needs?

☐ AUG. 4.—Examine gears in projectors and soundheads. Order replacements in advance if any are seriously worn.

☐ AUG. 5.—Check all motor-generators for cool bearings, commutator condition, freedom from sparking.

☐ AUG. 6.—Check all oil cups, oil reservoirs, grease cups and other lubricating points. Re-lubricate as needed.

☐ AUG. 7.—Inspect tungar rectifier tube filaments. Replace all tubes that show serious filament sag.

☐ AUG. 8.—Watch the screen carefully during showing of titles for even slight travel ghost.

☐ AUG. 9.—Test fire shutters of projectors for reliability; check the action of all port safety shutters.

☐ AUG. 10.—Insert all pre-focussed spare exciting lamps into operating position. Are they in PERFECT focus?

☐ AUG. 11.—Check film guides, tension shoes, idlers, aperture plates, for wear. Order replacements now.

☐ AUG. 12.—Examine carbon jaws in all lamphouses. Sandpaper as necessary to remove all roughness.

☐ AUG. 13.—Listen to sound critically. Any flutter or wows? Remedy cause in soundhead or projector.

☐ AUG. 14.—Is take-up action smooth and correct; belts or chains taut and not excessively worn?

☐ AUG. 15.—Have you formed the habit of never allowing tools or anything else to lie on port shutter sill to obstruct closing of shutter?

☐ AUG. 16.—Have you drilled yourself to know EXACTLY what you will do in case of fire or other emergency?

☐ AUG. 17.—Do you PERSONALLY check daily to see that projection room door is UNlocked during all working hours?

Theatre Lighting Called Matter of Taste —Modern Lamps Meet Every Need

The lighting of the motion picture theatre depends largely on the taste of the designer or manager, declares L. C. Brown of the Commercial Engineering Department of Westinghouse Lamp Division.

Brown points out that theatre lighting creates the atmosphere for the patron as surely as the lighting on the set creates the mood for the screen action.

There is no wholesale prescription for theatre lighting, he adds, and never will be as long as managerial conceptions of atmosphere differ. Present-day lighting facilities are flexible enough to meet every requirement from the dazzling exterior on Broadway to the softly-lighted house on Park Avenue.

However, there are certain lighting requirements common to all theatres, Brown points out. He states:

"While the lighting of motion picture exteriors depends largely upon the taste of the designer and the problem of attracting attention in the neighborhood, from the time the patron steps into the lobby his eye needs light conditioning regardless of the exteriors.

"Glaring lights from bare lamp bulbs, for example, cause the pupil of the eye to narrow. Then when the patron strolls into the dark auditorium his pupil automatically dilates. A more comfortable transition is to have the intensity of light stepped down gradually as he walks along the lobby and, in any case, this lighting should be soft.

"Beauty, charm and atmosphere can be attained in the lobby, foyer and lounges by the soft light created by two new types of fluorescent lamps now available, the circular and slimline.

"Circular lamps are those which, either alone or in specially-designed fixtures, attain unusual decorative effects. In the ladies' powder room, too, circular lamps can be used effectively concealed in a reflector behind a wall mirror.

"Slimlines are long, slender tubes available in four lengths ranging from 42 inches to 96 inches long, which provide a line of fluorescent light adaptable to harmonizing with streamline architectural designs. They can be used in coves, where mounted end to end they supply long lines of continuous light of low brightness.

"Inside the auditorium itself, circular lamps concealed behind opaque medallions provide an attractive wall decoration. The problem here is one of creating a restful atmosphere with lighting so unobtrusive that none of it will reduce the apparent brilliance of the picture on the screen or be a source of annoyance to the patron.

"In controlled auditorium lighting, actual lighting levels are rarely above starlight or moonlight intensities with higher levels in back than down front. For general illumination, auditoriums may be lighted with light sources completely concealed. The lighting can be either totally indirect or, by recessing downlights in the ceiling, totally direct. Downlights have the particular advantage of confining the illumination to the seating area with a minimum of interference with screen brightness.

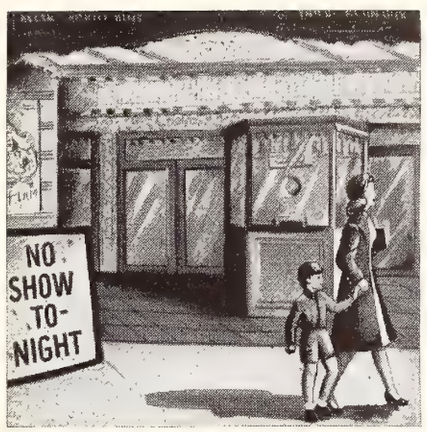
"One method of speeding traffic inside the auditorium and improving safety at the same time is the use of 'black light' lamps with fluorescent carpeting. These lamps, concealed in the ceiling, generate unseen ultraviolet radiations which cause the treated carpeting to glow softly in the dark, guiding the patrons along the aisles.

"Electric lamps truly light the way in a motion picture theatre from the moment the identification sign or marquee out front creates the desire in the potential patron to buy a ticket until he is guided to his seat by a 'carpet of light' or a flashlight-carrying usher."

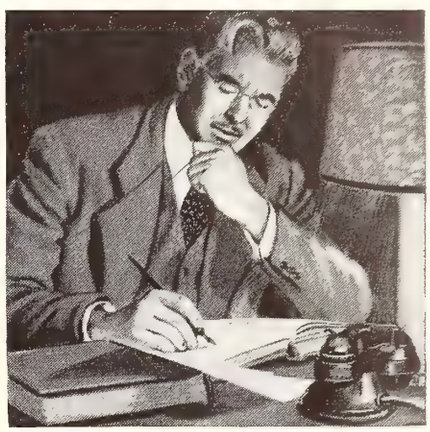
Nu-Screen Installed In Six Lust Houses

Nu-Screen curved screens have now been installed in six Sidney Lust theatres in and near Washington, according to Herman Gluckman, President of Nu-Screen Corporation, and other orders are on hand from theatres as distant as Texas and California, Mr. Gluckman has disclosed.

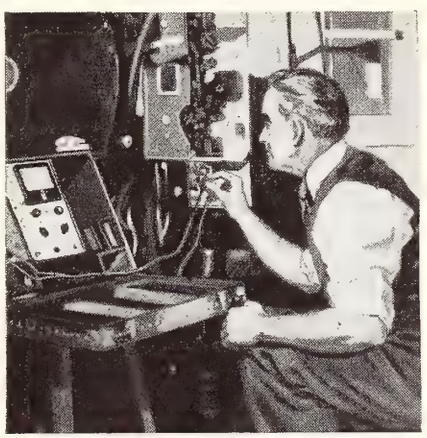
The six Lust theatres are the Bethesda, Hyattsville, Cheverly, Kaywood, Marlboro and Rockville. Sidney Lust, in a letter to Gluckman, states: "I am convinced that the picture quality and distortion corrective properties of this screen constitute the greatest thing in show business since sound and color."



1. Don't fool yourself, sound trouble *could* make this happen at your theatre.



2. And result in lost receipts that bring on box-office blues.



3. Regular checkups by RCA experts avert trouble—assure high-quality sound.



4. Continual, high-class showings please patrons—bring them back.

How to put an end to box-office blues

When you buy RCA Service, you assure yourself of trouble-free operation, economical upkeep, and Academy-approved tone adjustments for your sound system.

In addition to regular checkups by a skilled, well-equipped technician—you get fast service on parts—prompt help in an emergency.

Unload your sound equipment problems on RCA Service specialists. For the cost of a few admissions per day, you may prevent box-office blues.

RCA SERVICE COMPANY INC.
RADIO CORPORATION of AMERICA
CAMDEN, N.J.



The F & Y Building Service is the outstanding agency in Theatre Design and Construction in Ohio and surrounding territory.

THE F & Y BUILDING SERVICE

328 East Town St., Columbus 15, Ohio

"The Buildings We Build Build Our Business"

Gulistan Wilton Theatre Carpet
JOE HORNSTEIN has it!

New Television System For Theatres, Homes

A new system of television that can be used both to bring to the theatre programs which cannot be picked up on home receivers, and to bring into the home subscription entertainment without commercials, has been announced by Zenith Radio Corporation. The company will now attempt to work out business details with film producers, radio broadcasters and the telephone company. Zenith President E. F. MacDonald, Jr., predicts that the new system will be in operation in six months to a year. It will be able to handle either black-and-white or color television.

Basis of the new system is splitting the television transmission into two parts, one of which travels via radio while the other is put on a telephone line. Ordinary telephone lines cannot handle a complete television image. If television is to be transmitted entirely by copper, then the whole country will have to be re-wired with coaxial cable. If it is transmitted via radio anybody can pick it up. The Zenith discovery solves these twin problems by sending a part of the image over telephone lines. The rest travels by air, but it produces only a blur until the telephone connection is added.

Possible business arrangements, not yet worked out, include arrangements whereby theatres could show events such as the Kentucky Derby or the World's Series without any fear of competition from bars and grilles, or from home receivers. Alternatively, or additionally, complete programs of entertainment can be sent into the home without commercials—the fees paid for the necessary telephone connections would cover the cost of the programs.

German Stereo Sound Needs Only One Film

A German stereophonic sound system which is superior to previously-used American systems in that it needs only a single film and a single soundhead was discovered by the U. S. Navy Technical Mission to Europe. Secrecy restrictions have been lifted, and the technical details are now published by the Department of Commerce at $1.00.

Stereophonic sound as used in this country in Walt Disney's "Fantasia" is a system whereby there are three sets of loudspeakers, and sound shifts from one set to the others according to the changing position on the screen of the person speaking or other source of sound. Greater realism is thus obtained. The system used for "Fantasia" required two films and two soundheads.

The German arrangement investigated by the Navy utilizes a single film on which there are three parallel soundtracks each 0.7 millimeters wide. The three together occupy a space 2.65 millimeters wide. This is very little greater than the 2.54 millimeter width of present-day American variable-density tracks, and could be accommodated on present-day American films.

Each track is played through its own photocell, which in turn is associated with its own amplifiers and loudspeakers.

New Test Loop for Use With C. R. 'Scope

Direct pictorial information on the quality of performance of any sound system can now be obtained with the use of a standard cathode ray oscilloscope and a new Clarkstan Corporation test film loop merchandised through S.O.S. Cinema Supply.

The test loop is threaded into the projector in the ordinary way and the oscilloscope connected to the sound output. The oscilloscope screen then presents a single picture showing the frequency response over the entire sound range, and also pictures such faults as harmonic distortion and poor transient response. Since the whole response pattern is presented simultaneously the time consumed in testing equipment in this way is only a fraction of that needed for the more conventional gain run.

Because of the sensitivity of the cathode ray oscilloscope, component parts of the sound equipment, including preamplifiers and photocell ampliers, can be tested individually by this method.

Nemoc Now Executive Secretary of SMPE

Boyce Nemoc, formerly Engineering Secretary of the Society of Motion Picture Engineers has been named Executive Secretary, replacing Harry Smith who has resigned.

Tom LoGiudice takes over Nemoc's former duties, with the title of Staff Engineer. Margaret C. Kelly becomes Office Manager, and Helen M. Stote will hereafter be the Editor of the Society's monthly Journal.

How Long Should Projection Equipment Last?

? ? ?

How many years of useful service should you expect from projector mechanisms, sound systems, lamphouses, rectifiers, motor-generators and other projection room apparatus?

How Often Should Apparatus Need Overhauling?

? ? ?

The world's top experts in motion picture theatre projection, the members of STR's

Projection Advisory Council

will answer these questions NEXT MONTH on the basis of their vast experience and their carefully kept records . . . in SHOWMEN'S for August 16th, 1947.

Owing to the vacation schedules of many members, the Council did not meet this month and there is therefore no Projection Advisory Council report in this issue of STR.

New Decor Material Offered by Fiberglas

Unusual design effects can be achieved with a new type Fiberglas mat brought out by Owen-Corning Fiberglas Corp. for display and decorative backgrounds.

The mats consist of open swirl patterns of glass fibers, bonded with resin. It is available in yellow, two shades of red, two shades each of green and blue, in wine color and in black. The colors are brilliant; the material, being glass, cannot absorb moisture and therefore will not stretch, shrink or swell under changing humidity conditions.

Identified as Fiberglas Decorative Mat T35, the new material has a nominal thickness of 0.018 inch. It is supplied in rolls 36 inches wide, 25 feet to the roll.

Murphy New President of Dominion Sound

M. P. Murphy, formerly assistant general manager of Northern Electric Company and President of Amalgamated Electric Corporation has been chosen President of Dominion Sound Equipments, Ltd., in place of M. K. Pike, retired.

Other Dominion Sound changes include the appointment of D. E. Daniel as district manager in Winnipeg, and W. F. Graham as manager, Calgary office. J. E. Tagg has been appointed manager at Saint John, N. B., and A. T. McCormick, formerly of Winnipeg, has been transferred to Montreal for special duties.

$60,000 Theatre



330-SEAT new concrete block Time Theatre at Pepin, Wisconsin, here shown, measures 36x106′ and cost $50,000. Auditorium has steam heat and air conditioning; lobby, foyer, office and projection room are heated via hot water radiators. Projection equipment is Simplex; sound is by Motiograph - Mirrophonic.

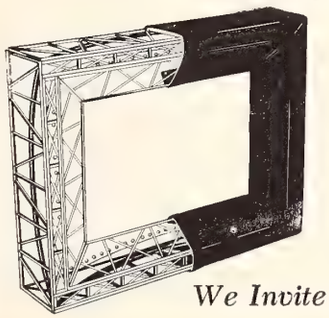


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Good showmanship needs NU-SCREEN...

Your public demands it...better theatre men install it!

Principles for Profit:



- ELIMINATES DISTORTION.
- ELIMINATES HOT SPOT AND GLARE.
- ELIMINATES KEYSTONING.
- GIVES ILLUSION OF DEPTH.
- IMPROVES SOUND.
- CAN BE WASHED LIKE GLASS.

We Invite Your Inquiry

Here is a revolutionary product that rolls into one principle all the desires for better business.

Made of concave-convex Fiberglas, with a structural steel frame, "NU-SCREEN" is equally durable indoors or outdoors. Its innovating qualities have been designed to give your audience more comfort and better all-around perception.

NU-SCREEN* CORPORATION

Herman Gluckman, president
1501 Broadway, New York 18, N. Y.

Made of seamless Fiberglas

Useful Products

GERMICIDAL UNIT, consisting of a 15-watt ultra-violet germicidal fluorescent tube, mounted in a chromium-plated reflector, is announced by Lustra Corporation. Known as Protect-O-Ray G211, the new unit can be used either directly for sterilizing surfaces or objects, or indirectly for air disinfection, according to the way the reflector is mounted. The reflecting surface is satin-finish aluminum; the unit comes complete with 10-foot cord and pug, toggle switch and starter and ballast for operation on 110-125 volts, 60 cycle AC.

GREASE SPOT REMOVER. A superior type of grease spot remover, according to manufacturers' claims, is the dry-cleaning pencil brought out Aidmore Products Corp. It is said to be odorless, nonflammable, and to require no rag for application. The pencil is rubbed on the spot, where it leaves a thick, white, powdery coating. After a short time, the grease soaks into this coating, which is then brushed off. The process is said to be harmless to fabrics and hands, and to leave no "rings."

SAFETY FLOOR CEMENT. To reduce hazards from stairs or floors that have become unevenly worn, a new safety cement offered by Duracite Sales Company provides a ready method of leveling such worn surfaces. The product is sold as a dry powder which is made into a mortar by adding water, and which can take color. It forms a bond with such bases as concrete, slate, marble and wood, the makers assert.

OIL-RESISTING RUBBER TAPE that should prove uniquely useful in connection with soundhead and projector circuits has been developed by U. S. Rubber Co. It is made of oil-resistant neoprene rubber compounded with special synthetics, and recommendd for use on electrical circuits that come into contact with oil. The product will be distributed as a tape in 30-foot lengths, ¾" wide and 0.03" thick.

DISPLAY SPOTLIGHT, combining light, color and motion to attract attention, is in production at GoldE Mfg. Co. The unit, which is entirely automatic, can be adapted to wall, ceiling or table mounting; and goes into operation as soon as it is plugged into an outlet. An internally mounted color wheel provides continuous color changes. The size of the beam, and tilt of the unit, are adjustable.

PLASTIC SURFACING MATERIAL suited to internal walls and other uses, known as Micarta, consists of a laminated plastic said to be harder than marble and immune to water, oil, dilute acids, algae and intense heat. Developed by Westinghouse, it is being marketed by U. S. Plywood, and is obtainable in solid colors, in linen designs and in either gloss or satin finish. It can be furnished with or without a "hardboard" backing bonded to it.

NON-RUSTING stainless steel feet, which eliminate possibility of rust marks on tile, linoleum or other flooring, feature the newest series of Bennett Manufacturing Company's waste receptacles. The company states that release of this new line marks the first time any American manufacturer has fitted waste receptacles with non-rusting feet.

Please don't hesitate to ask SHOWMEN'S TRADE REVIEW for any information you may want about the theatre structure, its equipment or furnishings. "The Service Paper of the Industry" aims to serve. Write for information as often as you like.

SKID-PROOF SCATTER RUGS. A new preparation to make scatter rugs skid proof, and also to prolong their life by preventing them from fraying, has been developed by Adhesive Products Corp. Known as Griptex, it is sold in quart, gallon and five-gallon cans. It is applied to the rugs by brushing or spraying.

INSULATED WINDOW UNIT, consisting of two or more plates of glass separated by ¼" or ½" aluminum tubing and enclosing a hermetically sealed air space or spaces has been announced by Pittsburgh Plate Glass Company under the trade name Twindow. Condensation does not take place, the makers assert, and heat loss is substantially eliminated.

ASPHALT FLOOR PLANKS that can be nailed or cemented over any wood, concrete, stone, tile or asphalt floors, that are resilient, absorb shock and vibration, and resist friction, acids and damp, are offered by Serviced Products Corp. The makers assert these planks will not chip, crack, split, freeze, warp or buckle under heavy traffic.

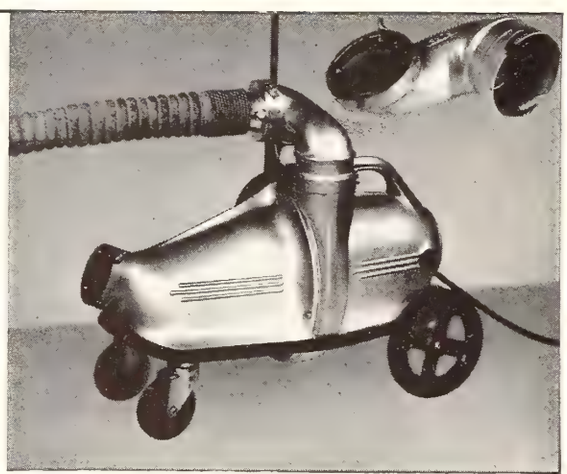
COLD WATER PIPE INSULATION that can be applied with only a pair of scissors as a tool is now being manufactured by Mystik Adhesive Products. The insulation stops dripping caused by condensation of room moisture on cold pipes. Waterproof cloth tape—which can be painted if desired—holds the insulation in place.

A New Super Tool For Theatre Cleaning

Now you can quickly, easily gather those empty popcorn and candy boxes, paper bags, wads of paper and other such junk that litters the floors under the seats when the last show for the day is over.

You just blow all that stuff down front into a pile, saving hours of time you now spend picking it up.

An inexpensive blower attachment for the Specialized Super Theatre Cleaner gives you a powerful air blast through the cleaner hose to turn on places and things where it is needed — one more labor-saving service you get from the Super that cleans your floors, walls, box fronts, drapes, furniture and your screen.

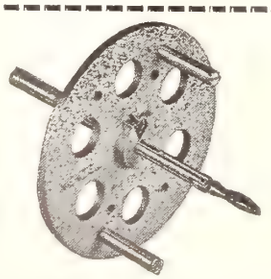


• Showing the Super Blower attachment by itself and also in place on the Super. First clean the theatre in the usual way pushing to one side boxes and wads of paper too large for the floor tool to pick up. Then when the dirt has been removed use the blower attachment to move the remaining debris down front.

Ask your Theatre Supply Dealer or write

NATIONAL SUPER SERVICE CO., INC., 1951 N. 13th Street, Toledo 2, Ohio
NATIONAL SUPER SERVICE CO., OF CANADA, Toronto, Ont., Vancouver, B. C.

YOUR ASSURANCE OF THE *BEST!*



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"Will Never Lose Its Grip"

The Bull-Dog AR-15—engineered by Wenzel to eliminate key breakage on all types of Shafts for winding film. Also for use in the Lower Magazines to more evenly distribute the pull strain. For automatic and hand rewinds too. When ordering give model number or make of shaft, together with shaft diameter.

Write for Folder No. WC19 on PRO-4 projector mechanism

WENZEL PROJECTOR COMPANY • 2509-19 S. State St. Chicago 16, Ill.

New Theatres

Western Massachusetts Theatres will spend $1,500,000 on new construction and renovation. New theatres in Springfield and Northampton are contemplated; existing houses in Northampton and Greenfield will be re-seated and re-decorated.

Marchesi Brothers circuit confirms that they will build a new theatre in Lockport, Ill., on ground purchased for that purpose before Pearl Harbor, as soon as building conditions return more nearly to normal.

Raybond Theatre circuit has acquired property at Westchester Square, Bronx, New York, for a combined 1,100 seat theatre, bowling alleys, roller skating rink and bus terminal.

Ground has been broken at Newfane, N. Y. for a new theatre to be built for John H. McSweeney, Jr., of Niagara Falls. It is expected to be completed before Winter.

Walter Reade will rebuild his Main Street theatre, Asbury Park, New Jersey. The new house will seat 3,500, will be the largest in the state, the Reade office reveals.

Crescent Amusement Company is planning to construct a $1,500,000 theatre in Gadsden, Ala. Property valued at $80,000 has been accumulated.

Watsonville, Calif., will have its fourth movie house when the New Salinas Theatre Corporation complete their $35,000 Rodeo Theatre.

Massachusetts Theatre Corp., a Warner subsidiary, will operate a new theatre to be built in Newburyport, Mass., by Thomas Frouge of Bridgeport, Conn.

Clifton Smith of St. Cloud Amusement Company has assembled five parcels of land for a new theatre in Lambertville, New Jersey.

Office of Housing Expediter has authorized Golden State Theatre Corporation to build a new theatre in Millbrae, California.

Ralph Mitchell has applied for a permit to erect a $55,000 theatre at Niagara Falls, Ontario.

A $250,000 de luxe, 800 car drive-in will be built at Xepulveda, California, by Pacific Drive-In Theatres, Inc.

CPA has approved construction by Mrs. Ethel White of a new $75,000 theatre in Birmingham, Ala.

Fox West Coast has begun excavation for a new theatre in Watsonville, California.

Georgia Theatres Company are scouting Macon, Georgia, for a suitable site for a new theatre to be erected during 1947.

T. & T. Jr. Enterprises plans a new $110,000, 1,000-seat theatre in Lindsay, Calif.

ARCHITECTS ADVISE

(*Continued from Page E-12*)

"The metal foil method is cheaper, but the rock wool type is better."

A third comments:

"The ideal insulation is a combination of the metal foil and non-conductive types."

A fourth feels that non-conductive types of insulation should not be used in Quonset or other pre-fabricated theatres with metal walls and roof.

One member alone feels that choice between the two methods is optional.

Plumbing and Wiring

Flexible copper tubing, brass, and wrought iron are preferred for water pipes, in the order named, with the first very heavily the favorite, and the last attracting only a faint scattering of support.

One or two members note that comparative costs may be factor in the choice —thus, one says:

"I feel brass and flexible copper tubing will be more reasonably priced in the future, and if price permits, they should be used."

But this point of view is directly contested by another architect, who points to the saving in labor cost where flexible tubing is used:

"It can be bent at angles and is much easier to install. Copper tubing installed is less expensive."

"We use copper tubing entirely"—represents the overwhelming consensus.

Use of metal channel for carrying electrical wiring is approved only by a tiny minority. A scarcely larger group thinks preference between channel and rigid conduit may be considered optional. More than two thirds prefer conduit.

Among the minority groups, one member comments:

"Metal channel where possible, for flexibility and adaptability to changes."

Another prefers:

"Conduit where concealed, metal channel where exposed."

Among the large majority several architects note that in their parts of the country local codes usually compel the use of conduit and nearly all who bring out this point agree with the codes.

NEXT MONTH the Architects' Advisory Council will discuss features of theatre design.

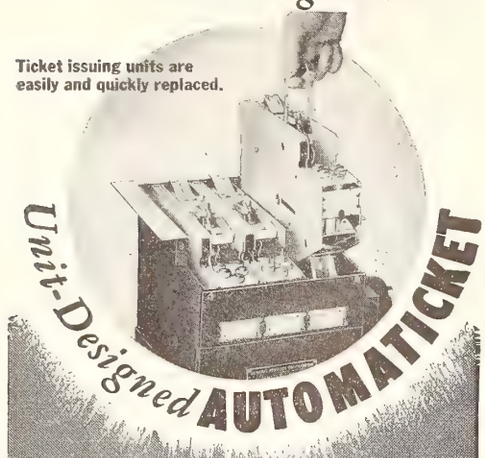


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SPECTACULAR! BEAUTIFUL! MYSTIFYING! DRAMATIC! Countless intriguing and startling effects can be attained with U. V. Blacklight. For stage, night clubs, stage shows, theatre decorations, advertising displays, murals, etc.
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Ticket issuing units are easily and quickly replaced.



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No Breakdowns · No Service Delays

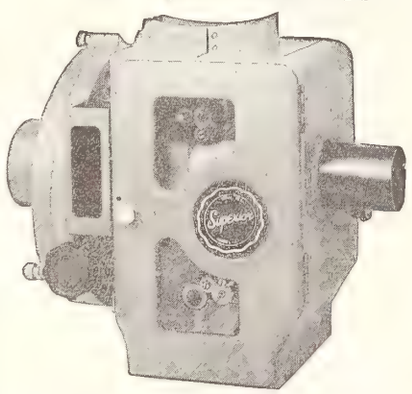
AUTOMATICKET never stops functioning even if any ticket issuing unit fails.

AUTOMATICKET never leaves the box office and is Service Guaranteed Forever. Your dealer always has new factory-sealed units for replacement in stock.

Register case will accommodate one to five units. Available in electrical and non-electrical models for 1 inch and 2 inch wide tickets.

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The NEW Superior PROJECTOR MODEL "A"



- Double Bearing Intermittent.
- New Rear Shutter.
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- Mount for New F.2 Lenses.
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Sold Thru Your Independent Dealer.

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Cable: "SOUNDFILM"

Kenworthy to Manage SMPE Exhibit

Robert T. Kenworthy has been named by the Society of Motion Picture Engineers to manage the Theatre Engineering Exhibit which will be held at the Hotel Pennsylvania, New York, on October 20th-24th.

The exhibit, which will include 64 individual booths, will be essentially educational in nature. It is to be part of the Society's Theatre Engineering Conference and 62nd Semi-Annual Convention.

Mr. Kenworthy has wide experience in managing exhibits for professional, technical and industrial organizations. He will be assisted by James Frank, Jr., of National Theatre Supply, who is chairman of the SMPE's General Committee for the Engineering Conference; and by W. W. Simons, of Altec, who is chairman of the Exhibit Committee.

U. S. Theatres Can Get British Army Fly-Killer

A British Army chemical, gammexane, used for killing flies in the Asiatic Theatre, has been made commercially available to American theatres for the same purpose by an ex-G.I. who observed its effective work during his war service.

The chemical, dissolved in water, is sprayed on walls and ceilings; the water soon evaporates, leaving an invisible coating that remains deadly to flies for several months. Gammexane is said to be harmless to humans and to fabrics. (It is identified by Bennett's *Concise Chemical and Technical Dictionary* as 1, 2, 3, 4, 5, 6 hexachloro cyclohexane.)

The ex-G.I., W. J. Maher, and a partner, D. J. Merrill, have set up business in Milwaukee under the name Midwest Sanitation Company.

Wall Covering Resists Spread of Fire

The fabric-plastic-lacquer wall covering known as Fabron, which is sold in rolls and applied like wall paper, has now been listed and classified by Underwriters' Laboratories as resistant to the spread of fire, according to its manufacturers, Frederic Blank & Co., Inc.

The Underwriters' listing, Blank and Co. announce, is as follows:

"Fire-spread of Fabron applied on unpainted plaster walls—negative: fuel contribution—negligible: smoke development—negligible."

An Underwriters' inspection label is now affixed to every roll of Fabron. The material is available in a wide variety of decorative patterns.

Neumade Distributes Griswold Film Splicer

Griswold splicers for patching motion picture film will now be distributed exclusively by Neumade Products Corporation of New York, L. E. Jones, sales manager, announces. Neumade will handle the entire Griswold line, including both the 35 mm and the 8 mm and 16 mm units.

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Style-Craft CARPETS RUGS-LINOLEUM RUBBER MATS-TILE

HOTEL THEATRE

Contract Department "S"
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Make those improvements now!

Now is the time to make those much needed improvements to your theatre. Allow us to offer our suggestions and estimate.

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MANUFACTURERS OF FLUORESCENT AND LUMINESCENT PRODUCTS AND BLACK LIGHTS
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Pro-Tex REEL BAND

• PREVENTS FILM DAMAGE
• PREVENTS FILM FIRE
PRO-TEX REEL BAND CO., 200 Film Bldg., Cleveland, O.

"Voice of Theatre Speakers"
JOE HORNSTEIN has it!

Is YOUR House Safe?

Fresno, Calif.—Fire started by a short-circuit in the backstage speaker connections of Warner Brothers' Fresno Theatre destroyed curtains and drapes behind the asbestos curtain, and other stage fittings, causing a loss which Fire Marshall W. D. Speed estimates at from $25,000 to $30,000. The curtains that caught and spread the fire were about to undergo flameproofing; workers prepared to process them were actually in the theatre when the blaze anticipated them.

Seaside, Calif.—Inadequate fire fighting facilities were blamed by Fire Chief William Pacchetti in the $250,000 blaze that destroyed the Del Rey Theatre and adjoining properties. There was only one hydrant near the theatre and firemen were forced to hook their pumper to a second hydrant 2,100 feet away. Monterey Theatres Company, owners of the Del Rey, plan to build a new theatre on the same site.

Lindenhurst, N. Y.—Loss estimated at between $40,000 and $60,000 was taken by Prudential Theatres Corp. when their Lindenhurst Theatre here was destroyed by fire. The blaze, of unknown origin, started in the rear of the theatre a few minutes after it had closed down for the night. Despite current construction costs, Prudential will build a new theatre immediately.

Oakland Beach, R. I.—Flare-back in an oil-burning furnace in the basement of the Midway Theatre started a dramatic fire that did $1,500 damage. Dense clouds of smoke poured from the structure as fire companies from nearby Bayside and Conimicut came to the aid of the local force. The fire started shortly before noon, with no audience present.

Winner, S. D.—A re-trial verdict of $8,500 has been returned against Roy C. Metzger, theatre owner and operator of Gregory, S. D., in connection with the death of James W. Hancer in a fire in Metzger's theatre. A previous jury had voted $7,500 to the estate of the deceased.

Donald L. Turner, who first joined Erpi in 1929, has been assigned by Altec to the Atlanta District in the capacity of Branch Manager. N. L. Mower, currently Atlanta Branch manager for Altec, will remain in that office, however, with the same title. Turner and Mower will cooperate in Altec operations in the Atlanta area.

William L. Bell, has been appointed European recording manager of the Westrex Corporation, foreign motion picture equipment and service subsidiary of the Western Electric Company. Mr. Bell joined ERPI in 1928, coming to Western Electric when ERPI merged with the parent company.

Charles H. Jones, formerly of North Carolina, and a former radar engineer, has joined the Inspectors' Department of Altec Service and will be assigned to the Philadelphia District.

Eastman Kodak Offers Fellowships

Twenty-two fellowships for post graduate scientific work have been offered by Eastman Kodak Company to help outstanding young scientists continue advanced studies. There is no provision requiring the recipients subsequently to work for Kodak. Twelve of the fellowships are valued at $1,200 each; ten others at $750 each.

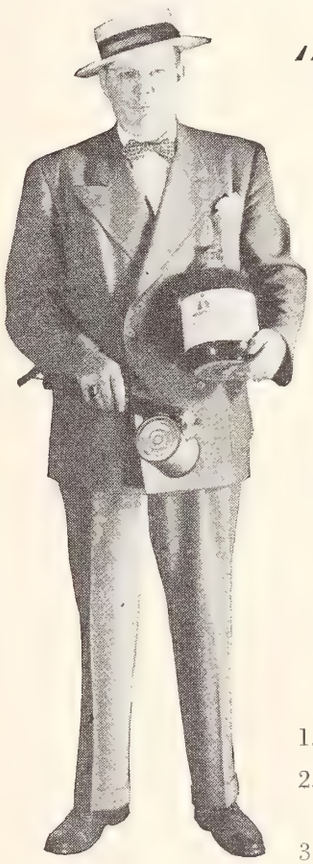
Selection of students to receive the fellowships is made by the faculty of the university they attend. The fellowships are divided among sixteen educational institutions, and embrace many fields of science, engineering, technology and business.

Improved Preview Head Ready for L. A. Theatres

Theatres near Los Angeles, that run those previews for which studios send sound and picture on separate film, can now utilize an improved "double head" developed by Jack Scales, Chief Projectionist for Columbia Pictures, in collaboration with the B. F. Shearer Company.

The new soundhead, it is stated, can be installed on any projector assembly in ten minutes, takes up much less space than any corresponding equipment now in use, and does not in any way interfere with normal operation.

C. L. Russell of the Shearer organization collaborated with Scales in working out the details of the new apparatus.



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EQUIPMENT LITERATURE BUREAU

Listings for July 19, 1947

READERS are invited to use the coupon below to request as many of these literature items as they may desire. SHOWMEN'S TRADE REVIEW will gladly forward your requests, which will receive prompt attention. We will also endeavor to obtain for readers any desired information about items of equipment not listed here. There is no obligation. We do ask that you print your name, name of theatre, and street address, in all communications to this Bureau.

AIR DIFFUSER. The results that can be obtained from any air conditioning system depend on the use of diffusers to distribute the conditioned air effectively—and without drafts. Air Devices, Inc., have brought out a six-page, two-color bulletin describing their "Agitair" diffusers, which are custom-built to suit any area whatever, regular or irregular in shape; and diffuse conditioned air in one, two, three or four directions, as required. How the Agitair device is constructed to achieve these results, and the different types available, will be found set forth pictorially and in descriptive text in this six-page folder, which is amply worth a few minutes of any theatreman's attention. (#1).

BLACK LIGHT EFFECTS. A two-color booklet issued by Black Light Products illustrates the remarkable ornamental results that can be obtained by use of fluorescent materials and ultra-violet lamps; lists the Company's fluorescent pigments, lacquers and solutions, and pictures lamps and accessories for illuminating them. A price list is included. (#2).

CONSTRUCTION HAND BOOK. Highly useful construction and maintenance data are given in a 100-page booklet issued by A. C. Horn Company, including tables of information relating to concrete work, brick work, painting, mensuration, waterproofing and so on. Additionally, the booklet describes the Horn company's construction and maintenance materials and gives detailed instructions for using them; it will constitute a very handy addition to any manager's collection of important reference material. (#3).

EFFECT SLIDES AND SONG SLIDES are illustrated and listed in a folder and catalog of National Studios. Effect slides present pictorial designs appropriate to national holidays; the song slide catalog covers 802 different songs. Advance notice slides, advertising, patriotic and typewriter slides are also listed, as well as unbreakable brass date slides to be projected with advance notices. (#4).

ELECTRONIC MATERIALS. An 8-page, 11x16 inch "tabloid" just published by Radio Wire Television, Inc. lists many dozens of bargain items for the theatre, including replacement and repair parts of all kinds for the projection room, public address equipment, record players and test meters. This flyer should prove of interest to all theatre managers—and to all projectionists. (#5).

FABRICS AND CARPETING suited to the widest variety of theatre applications, including chair upholstery, draperies and floor coverings, are described and illustrated in full color in a 24-page booklet issued by Goodall Fabrics, Inc. Theatremen will find a great deal of practical information about textiles in this handy and very beautiful little brochure. (#6).

FLOOR COVERING. A linoleum-like floor covering, originally designed for U. S. Navy battleships, which is fire-resistant, unmarred by lit cigarette or cigar butts, unaffected by heat or humidity, water and alkali resistant, and built to withstand extremely heavy traffic, has been made available to civilian users by its manufacturer, Congoleum-Nairn, Inc. Known as Nairn Marine Deck Covering, the new material is expected to prove valuable in many parts of the theatre—including the projection room, where its fire-resisting qualities should meet the requirements of local regulating authorities. A four-page, four-color booklet illustrates and describes this product in detail; it is yours for the asking. (#7).

LAMPS FOR THE THEATRE. All varieties of lamps for every variety of external, internal and stage illumination, are described and pictured in very informative detail in a two-color, thirty-two page booklet by Westinghouse Lamp Division. The booklet includes highly interesting architects' drawings suggesting many varieties of decorative lighting, and detailed illustrated instructions for using lamps of every description in coves, fixtures and brackets of all kinds. The booklet is a mine of valuable information on lighting. (#8).

PROJECTION LENSES. The Kollmorgen Super-Snaplite and Snaplite lenses (f/1.9 and f/2.0 respectively) are described in detail in a two-color, six-page brochure issued by Kollmorgen Optical Corporation. Their internal construction is effectively illustrated by cut-away photographs. These lenses are coated for greater efficiency, and hermetically sealed in one-piece mounts. Also illustrated and described is the Kollmorgen Series 1 Snaplites, designed for good projection at low cost. Included in the brochure is a list of the fittings for use of any Kollmorgen lens with any of twenty-three models of American-made projectors; and a new lens table for determining the focal length necessary for every projection distance, printed in two colors and unusually clear and easy to use. (#9).

PROJECTION RECTIFIER. 6-PHASE. McColpin-Christie Corporation of Los Angeles has published a four-page, fully-illustrated folder describing the "C&C" six-phase, full wave rectifiers. By doubling the number of impulses per second, the six-phase rectifier reduces ripples and disturbing harmonics, permitting projection of more brilliant and steadier light from a.c. power. (#10).

PROJECTOR. The newest Motiograph mechanism, the AA, is illustrated and clearly described in structural detail in a beautiful "golden anniversary" 28-page booklet. Exploded view photographs and their accompanying text explain the mechanical intricacies of the projector very effectively, and point up the advantages of its 1947, postwar design. All theatre managers should be interested in these details, and all projectionists will be. (#11).

RUBBER MATS of many colors, designs and kinds are described in a 16-page brochure by Lorraine Manufacturing Company. Illustrations show the effectively attractive appearance of the varied designs available. The text explains their construction and the sizes and thicknesses in which they are furnished. Rubber matting stair treads, and a cleaning liquid for rubber matting are also described. (#12).

TICKET MACHINE. A well-illustrated, three-color, four-page folder of General Register Corporation sets forth the functional and structural details of that company's new hand-operated "Automaticket." Since this device is as fast as the electrical ticket issuers, but costs less and is less expensive to service, its makers expect that in time it may replace electrical machines entirely. The folder is therefore of interest to all who contemplate present or future purchase of ticket-issuing equipment. (#13).

VACUUM CLEANING. Effective cleaning of theatre screens, drapes, ornamental surfaces and stairways, and in-place shampooing of theatre carpets, are illustrated and explained in a four-page folder by National Super Service, Inc. The bulletin sets forth both the best methods of using the Super vacuum cleaner, and the technical details of the cleaner itself. It will prove helpful to anyone concerned with the practical problems of theatre housekeeping. (#14).

Request for Literature

Equipment Literature Bureau
Showmen's Trade Review 7/19/47
1501 Broadway, New York 18, N. Y.

I am interested in the equipment data mentioned in the Literature Bureau column. Please have the booklets checked below sent to me immediately:

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9th and Broadway, Grand Rapids 2, Mich. **Sales Manager:** J. M. VerMeulen. **Domestic and Foreign Sales:** Direct and through National Theatre Supply.

Black Light Products E-26
67 E. Lake St., Chicago 1, Ill. President: J. Cornell Richardson.

Blue Seal Cine Devices, Inc. E-26
5-45 49th Ave., Long Island City 1, N. Y.

DeVry Corp. E-17
1111 Armitage Ave., Chicago 14, Ill. **Sales Manager:** H. B. Engel. **Domestic Sales:** Through independent supply dealers. **Foreign Sales:** Through authorized distributors.

F & Y Building Service E-22
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60 Park Place, Newark, N. J. President and **Sales Manager:** J. K. Elderkin. **Domestic Sales:** Through all dealers. **Foreign Sales:** Through appointed dealers and export outlets.

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36-20 33rd St., Long Island City 1, N. Y. **Sales Manager:** W. C. Stober. **Domestic Sales:** Through supply dealers. **Foreign Sales:** Through export dealers.

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International Projector Corp. ..... Back Cover
92 Gold St., New York, N. Y.

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30 E. 42nd St., New York 17, N. Y.

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National Theatre Supply E-11, E-25
92 Gold St., New York, N. Y.

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1501 Broadway, New York 18, N. Y. President: Herman Gluckman.

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216-218 S. Hoyne Ave., Chicago 12, Ill. **President and Sales Manager:** E. Wagner. **Domestic and Foreign Sales:** Direct at list only, and through designated supply companies and marquee manufacturers.

Wenzel Projector Co. E-24
2505-19 S. State St., Chicago 16, Ill. **Sales Manager:** C. J. Williams. **Domestic and Foreign Sales:** Through independent dealers.

Westinghouse Electric Corp. E-13
Lamp Division, Bloomfield, N. J.

While every precaution is taken to insure accuracy, we cannot guarantee against the possibility of an occasional change or omission in the preparation of this index.

HOLLYWOOD

STR West Coast Offices 6777 Hollywood Blvd. Hollywood 28, Calif. Telephone Hollywood 2055

Nine MGM Films to Start in Eight Weeks

With seven pictures now shooting, MGM will hit a six-year production peak within the next two months when nine important productions are slated to go before the cameras.

First to go will be "Luxury Liner" (Technicolor) with Joe Pasternak producing. Others scheduled are "Homecoming," with Mervyn LeRoy directing and Sidney Franklin producing; "Speak to Me of Love," with Everett Riskin producing; "State of the Union" (Liberty Films-Frank Capra); "Easter Parade" (Technicolor), with Arthur Freed producing; "Joan of Lorraine" (Technicolor), with Walter Wanger producing and Victor Fleming directing; "The Big City," with Joe Pasternak producing; "Hills of Home" (Technicolor), with Robert Sisk producing, and "Upward to the Stars," with George Haight producing.

Chodorov in Crain Film

Edward Chodorov's first production under his 20th Century-Fox producer-writer contract will be "My Heart Is Like a Singing Bird," the *Saturday Evening Post* story by Dorothy Thomas. Jeanne Crain will star in the tender romance about a young farm girl.

20th-Fox Assigns King

Henry King will direct "Spoonhandle," which Sam Engel will produce for 20th Century-Fox. Based on a novel by Ruth Moore. The picture will co-star Dana Andrews and Anne Baxter. King will head east shortly to select location sites at Cape Cod, where the story takes place.

Darnell in 'Jericho'

Linda Darnell who has completed her starring role in "Forever Amber," will star in 20th-Fox's "The Walls of Jericho," to be directed by John Stahl from a screenplay by Lamar Trotti. The picture, which will be filmed in Kansas City, is based on the Paul I. Wellman novel, the Literary Guild selection for February.

Dailey With Crain

Dan Dailey has been assigned a role in the Jeanne Crain starrer, "The Flapper Age," at 20th-Fox. The picture will be produced in Technicolor by Fred Kohlmar, from a script by Valentine Davies and Elick Moll.

Cummings Star-Director

Robert Cummings will star in and direct the Harold Young treatment of Alexander Dumas' "Chevalier de Maison Rouge," recently purchased by United California Productions.

Scripts 'Dream Street'

Richard Brooks has been set by Milton Sperling to work on the screenplay of "Dream Street" for United States Pictures. Warner Bros. will release.

Color in Prominent Position In Current Coast Production

Current Hollywood production finds color in a prominent position, with Technicolor, Cinecolor and Trucolor films in work. Technicolor leads with nine films, while Cinecolor has three before the cameras and Herbert J. Yates' Trucolor, one. This color scheme represents about one-fourth of the present rainbow in filmland. Technicolor users are headed by MGM and Universal-International.

Jimmy Durante, after a screen vacation of several months, went to work at MGM for his role in the Technicolor musical, "On an Island with You," starring Esther Williams. Dorothy Patrick stepped nearer stardom when she was named as Robert Taylor's wife in "The High Wall." David Gorcey, brother of original Dead End Kid Leo Gorcey, was set for Mickey Rooney's "Killer McCoy." Ray June was named head cameraman on MGM's "Virtuous," to succeed Sidney Wagner, veteran cameraman who died suddenly.

"Tap Roots," U-I's Technicolor Walter Wanger production, has had a second unit filming battle scenes at Asheville, N. C. Last week they returned to resume work at the studio. U-I started "Mortal Coils" July 15, starring Charles Boyer and directed by Zoltan Korda.

Gene Autry's second Columbia picture, "The Strawberry Roan," has been shooting near Newhall, Cal., but returns to the studio this week before the Cinecolor cameras. Virginia Hunter won feminine honors in Sam Katzman's "Tex Granger" serial, with Robert Stevens the male lead. It is shooting at Kernville, Cal., where Miss Hunter, a slim 110-pounder, knocked out perennial heavy Smith Bellew this week (in Chapter 8). Charles Starrett and Smiley Burnette started "Phantom Valley" July 15, and "Sign of the Ram" began at the same time, starring Susan Peters, Alexander Knox and Ron Randall.

Billy Halop, another ex-Dead Ender, and Annabel Shaw, on loan-out from 20th-Fox, were signed by Sol M. Wurtzel for top roles in his juvenile delinquency picture, "Dangerous Years." Halop replaces previously announced Conrad Janis.

Twentieth started "The Snake Pit," with English actor Leo Genn cast in the Olivia de Havilland starrer. Walter Reisch was signed to a long-term producer-director-writer contract. Republic started a 13-chapter serial, "G-Men Never Forget," with Clayton Moore, Drew Allen and Ramsey Ames; Fred Brannon and Yakima Canutt are co-directors for Associate Producer Mike Francovich. Orson Welles brought in "Macbeth" as scheduled.

Lasky-MacEwen rolled "The Miracle of the Bells" on three sound stages at RKO Pathe in Culver City. PRC started another Lash LaRue western, with Al St. John and Jennifer Holt. Cameo Productions finished "Linda, Be Good," their first production for PRC release.

Bob Hope's "Paleface," in Technicolor, was supposed to get the green light July 14, but was postponed; Norman Z. McLeod will direct for Producer Robert Welch. Pre-production work has started.

Eagle-Lion has three films going, all in different places. "T-Man," which started in Detroit last week, proceeded to Washington, D. C., and will then go to New York, Boston, and Montreal before returning to the West Coast. Dennis O'Keefe is the only known player in this factual drama being produced by Aubrey Schenck and directed by Anthony Mann. Meanwhile, "Adventures of Casanova" continues in Mexico, and diametrically opposite is Al Rogell's Cinecolor outdoor spectacle, "Wild Conquest," in Canada.

Largest indoor set built at Warner Bros. since "Life With Father" was completed as plasterers and painters put final touches on 31,000 square feet of Mexican mountain for "Treasure of the Sierra Madre."

NOW BEFORE THE CAMERAS

COLUMBIA. The Mating of Millie; The Strawberry Roan (Autry, in Cinecolor); The Black Arrow (Edward Small); The Crime Doctor's Gamble; Devil Ship; The Sign of the Ram; Phantom Valley; Tex Granger (Sam Katzman serial).

SCREEN GUILD. The Dark Road (Somerset).

UNITED ARTISTS. Untitled Hopalong Cassidy (Bill Boyd); The Time of Your Life (Cagney); Sleep, My Love (Triangle).

INDEPENDENT. On Parade (Brown-John Rogers).

WARNER BROS. The Treasure of Sierra Madre; Silver River; Ever the Beginning (U. S. Pictures); Mary Hagen; Need for Each Other; Romance in High C (Curtiz, in Technicolor).

EAGLE-LION. Wild Conquest (Al Rogell, in Cinecolor); T-Man; Adventures of Casanova.

SOL M. WURTZEL. Dangerous Years.

20th CENTURY-FOX. The Snake Pit; The Foxes of Harrow; Nightmare Alley; Gentleman's Agreement; Green Grass of Wyoming (in Technicolor); Daisy Kenyon.

REPUBLIC. The Red Pony (Feldman Group Prods.-Lewis Milestone, in Technicolor); The Fabulous Texan; Under Colorado Skies (Trucolor); G-Men Never Forget (serial).

RKO RADIO. Miracle of the Bells (Lasky-MacEwen); Tarzan and the Mermaids (Sol Lesser); I Remember Mama; Return of the Badmen; That's Life (Samuel Goldwyn, in Technicolor); Roughshod; Your Red Wagon.

PRC. Gun Law.

PARAMOUNT. So Evil My Love (Paramount British Prods., Ltd.); My Own True Love; Night Has a Thousand Eyes.

MGM. The Kissing Bandit (in Technicolor); If Winter Comes; On an Island With You (in Technicolor); Killer McCoy; The High Wall; Virtuous.

SRO. Portrait of Jennie.

UNIVERSAL-INTERNATIONAL. Tap Roots (Wanger, in Technicolor); Black Bart, Highwayman (Technicolor); Imagination (Kanin); The Naked City (Hellinger); The Senator Was Indiscreet (Inter-John); Mortal Coils.

Box-Office Slants

The Secret Life of Walter Mitty

(*Continued from Page* 14)

Denny, Henry Corden, Doris Lloyd, Fritz Feld, Frank Reicher, Milton Parsons and The Goldwyn Girls. **Credits:** Directed by Norman Z. McLeod. Screenplay by Ken Englund and Everett Freeman. From a story by James Thurber. Photography, Lee Garmes. Technicolor Color Director, Natalie Kalmus. Associate, Mitchell Kovaleski. Words and music for two Kaye songs by Sylvia Fine. Producer, Samuel Goldwyn.

Plot: This is the story of a little man whose dull job of reading proof for a pulp magazine company, causes him to have day-dreams at the most inopportune times. He imagines himself as a man of varied talents, powerful enough to do anything. On his trips between his home and his office he gets involved in a murder. He manages to clear this up, win the girl and get a big promotion by the time the story ends.

Comment: The fact that "The Secret Life of Walter Mitty" is a Danny Kaye picture is sufficient reason for strong public interest in the new release. And it will live up to everyone's expectations, for it is based on the excellent James Thurber story of the same name, has magnificent Technicolor photography and again presents the famous and glamorous Goldwyn Girls. All of these things add up to a picture with universal appeal, one that has every indication of scoring heavily at the box-office. With Kaye playing the leading role (he gets a chance to run the gamut of diversified heroes from a salty schooner captain to a rootin' tootin' cowboy), the film is naturally rich in humor. Then for his style of singing, there are two song numbers, which he presents in his own inimitable way. Co-starred with Kaye is Virginia Mayo, who also gets a chance to play half a dozen different roles. In all of them she is her usual, attractive, capable self. Other cast toppers are Boris Karloff, Fay Bainter, Ann Rutherford, Florence Bates and Thurston Hall, all of whom turn in splendid portrayals. Entire production is a credit to all hands concerned: Producer Samuel Goldwyn, who again proves he knows what is "box-office"; Director Norman Z. McLeod, the art directors, the writers of the screenplay, and last, but not least, the specially-written Sylvia Fine songs.

The Marauders

United Artists **Western** **63 mins.**

AUDIENCE SLANT: (Family) Latest Hopalong Cassidy should satisfy his many followers, for it is endowed with most of the heroics and other necessary elements needed to entertain them.

BOX-OFFICE SLANT: Suitable for any double-feature program; a good topper for the western bills.

Cast: William Boyd, Andy Clyde, Rand Brooks, Ian Wolfe, Dorinda Clifton, Mary Newton, Harry Cording, Earle Hodgins, Dick Bailey. **Credits:** Produced by Lewis J. Rachmil. Directed by George Archainbaud. Original screenplay by Charles Belton. Based on characters created by Clarence E. Mulford. Photography, Mack Stengler.

Plot: Boyd and his pals seek shelter from a storm in an old abandoned church. Their rest is interrupted by strange noises and finally by the playing of the organ. Upon investigating they find a young lady there, with her mother beside her. Then along comes a group of men set upon tearing down the church. Boyd finally solves the mystery by discovering that someone wants the property because of oil on the land. He settles everything by uncovering the mysterious leader.

Comment: This latest Hopalong Cassidy should prove satisfactory fare. For like most of its predecessors in the series, it is a top production for the western market and a good secondary for other situations. Though not endowed with as much action as is customarily found in this type of film, it nevertheless has the heroics and other necessary elements needed to entertain the dyed-in-the-wool Hoppy fans. The dialog is believable and the comedy routines of Andy Clyde give the picture more than the average amount of laughs. Bill Boyd gives his usual excellent delineation of Cassidy and the two others, Rand Brooks and Clyde, work very smoothly as his pals. Dorinda Clifton and Mary Newton are quite capable in the leading feminine roles and Ian Wolfe does menacingly as the undercover man responsible for all the skulduggery. Production was handled by Lewis J. Rachmil and George Archainbaud gets credit for the capable direction.

Lured

United Artists **Mystery** **102 mins.**

AUDIENCE SLANT: (Adult) Moving slowly at first, this picture develops into a tense, taut mystery-drama that will enthrall any audience. Generally fine performances from every member of the cast.

BOX-OFFICE SLANT: The title is provocative, and the cast, while not star-studded, has as imposing a group of well-known players as any picture of its type could boast. If exhibitors will hammer on these angles, at least better-than-average business should result.

Cast: George Sanders, Lucille Ball, Charles Coburn, Alan Mowbray, Sir Cedric Hardwicke, George Zucco, Joseph Calleia, Tanis Chandler, Boris Karloff. **Credits:** Produced by James Nasser. Directed by Douglas Sirk. Executive producer, Hunt Stromberg. Screenplay by Leo Rosten. Photography, William Daniels. Production design and art direction, Nicolai Remisoff. Music by Michel Michelet.

Plot: Scotland Yard has been seeking a man who has been inserting ads in the personal columns for young and beautiful girls. Seven young women have disappeared under these circumstances. An American girl agrees to become a bait, and volunteers to answer every suspicious ad in the personal columns. She encounters a series of adventures and when one man is arrested, she thinks the case is solved. But the police arrest the man she loves, and not until Scotland Yard sets a trap for the real killer are the two united.

Comment: Starting slowly and somewhat statically, "Lured" shows little promise of getting anywhere. But wait—don't despair. Just stick with it a little longer. And since most moviegoers most likely will do just that, they will be rewarded with a tense and suspenseful mystery drama that will have them either chewing their finger nails, gasping for breath, or reacting however a particular spectator reacts to a dramatic situation. All in all, it's a meaty mystery tale, well worth the first few slow moments necessary to set the groundwork for what is to follow. And the performances are splendid—all the way from Lucille Ball, who is as appealing in this picture as she has ever been, to the balmy artist of Boris Karloff. And that includes George Sanders, Charles Coburn, Alan Mowbray, Sir Cedric Hardwicke, George Zucco, Joseph Calleia and Tanis Chandler. Credit is due Douglas Sirk for a workmanlike job of direction with a cast, for the most part, of veteran troupers. Just how "Lured" will fare at the box-office depends on the manner in which showmen sell the film. Certainly the title is provocative, and the cast, while not star-studded, has as imposing a group of well-known players as any picture of its type could boast. Let the patrons know they're in for a suspenseful, spine-tingling time.

Slave Girl

(Technicolor)

Universal-International **80 mins.**

Comedy-Romance

AUDIENCE SLANT: (Adult) Delightfully amusing comedy-romance that should leave most adult audiences thoroughly entertained. An entirely new treatment of those desert romances that will provide plenty of chuckles.

BOX-OFFICE SLANTS: Good cast names, Technicolor and certain word-of-mouth approval plus energetic exploitation should bring better-than-average returns.

Cast: Yvonne de Carlo, George Brent, Broderick Crawford, Albert Dekker, Lois Collier, Andy Devine, Carl Esmond, Arthur Treacher, Philip Van Zandt, Dan Seymour, Trevor Bardette, Eddie Dunn, Mickey Simpson, Toni Raimondo, June Marlowe, Roseanne Murray and others. **Credits:** Directed by Charles Lamont. Original screenplay written and produced by Michael Fessier and Ernest Pagano. Photography, George Robinson and W. Howard Greene. Technicolor color director, Natalie Kalmus. Associate, William Frietzsche. Music, Milton Rosen.

Plot: Just preceding the war against the Barbary Pirates, an American envoy is sent to Tripoli with gold to effect the release of ten Americans held by the Pasha. A beautiful mystery girl gets the gold away from the American. By enlisting the aid of an ambitious enemy of the Pasha the American succeeds in re-obtaining the gold. He also succeeds in freeing the prisoners and with their aid and a bit of sly maneuvering succeeds in starting a fight between the two native forces which wipes them both out. In the meantime the mystery girl has transferred her affections to the American and at the conclusion of the fight it is apparent that they will live happily ever after.

Comment: Something new has been added—a talking camel whose narration during some of the sequences is screamingly funny. A talking camel with a Brooklyn accent is something to see and hear and audiences will be talking about it for some time to come. The picture is lavishly produced, deftly directed with a fine sense of comedy and the actors are more than competent, even during the picture's few serious moments. "Slave Girl" is a combination of buffoonery, satire, parody, burlesque, travesty, farce, caricature, etc., all deftly blended into an exceptionally amusing motion picture. Miss de Carlo is just as beautiful and alluring as ever in those native dancing costumes and in a couple of lavishly staged dances exhibits plenty of the allure for which she has become noted. George Brent's comedy, with that of Andy Devine, Broderick Crawford and Arthur Treacher, plus an appealing characterization by Lois Collier and the villainy of Albert Deker, Dan Seymour and Carl Esmond all are assets to the picture. But it is Humpy, the talking camel, that will roll audiences into convulsive laughter. "Slave Girl" may never win an Academy Award but it certainly will thoroughly entertain most adult audiences and seems destined to do better than average for the exhibitors who play it.

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NEWSREEL SYNOPSES

(Released Wednesday, July 16)

RKO PATHE (Vol. 18, No. 94)—A-bomb secrets; James Petrillo at Congress hearing; American Leaguers win all-star game; Lewis, operators sign pact.

UNIVERSAL (Vol. 20, No. 55)—Princess Elizabeth betrothed; Coal pact signed; Logging in the Tyrol; Film stars at premiere; Armed wins stars and stripes in Arlington Park classic; Locke wins rich golf meet.

PARAMOUNT (No. 92)—All-star baseball; Lewis signs mine contract; Petrillo's union investigated; Bobby Locke wins $7,000 golf play-off.

MOVIETONE (Vol. 29, No. 91)—Lewis and coal operators sign contract agreement; Petrillo appears before Congress committee; All Britain hails betrothal of Princess Elizabeth; Logging in Austrian Tyrol down wild mountain streams; King of Greece tours border areas in guerrilla strife; Hollywood spotlight; All-star baseball; All-American golf.

NEWS OF THE DAY (Vol. 18, No. 289)—Atom bomb security ring tightened; Britain's future queen betrothed; Congress hears Petrillo; Lewis ends coal tieup; Flying disc mystery deepens; All-star baseball.

ALL AMERICAN (Vol. 5, No. 247)—Baby elephant; Modern firemen; Award to parents; Models model for cancer fight; Boy Scout camp; Baseball game.

TELENEWS (Vol. 1, No. 12)—Poland—war criminal sentenced to death; The world rebuilds—France speeds Saar recovery; First showing of "television telephone" in Russia; Mercy mission to war-torn Paraguay; Australia—axe and saw champs compete; California—U. S. amateur roller skating meet.

(Released Saturday, July 19)

NEWS OF THE DAY (Vol. 18, No. 290)—MacArthur O.K. revives Jap whaling; Latest motion pictures of Britain's royal romance; Walter Winchell announces cancer contest slogan winner; Political baseball epic; Barefoot skiing; Water ski champs; Blue water festival.

MOVIETONE (Vol. 29, No. 92)—Princess Elizabeth and future husband cheered in London; Whaling in the Antarctic; Oil boom in Canada; Walter Winchell announces winner of cancer slogan; Australian aborigine's skill with bullwhip; Championship water skiing; Ski-less water skiing.

UNIVERSAL (Vol. 20, No. 56)—Cancer drive receives national attention as winning slogan is announced; Jap whalers use modern methods of harpooning and cutting in iceberg-infested waters; G.O.P. and top Democrats in Congressional baseball classic at Washington; Amazing exposition of bullwhip artistry shown by Australian expert; Barefoot water skiing at Cypress Gardens; Daring nautical festival at Seattle.

RKO PATHE (Vol. 18, No. 95)—Griswold flies to Greece; New powerful atom smasher; Jap whaling ships go hunting; Hail Princess's engagement in London; Australian whip champion; Congressional baseball.

PARAMOUNT (No. 3)—Water sports; Cancer fund winning slogan announced; U. S. Army revives Jap whaling fleet; First pictures of the royal betrothal; Republicans and Democrats in bitter (baseball) battle.

FEATURE Booking GUIDE

TITLE INDEX

Listed in the following index are titles of features (exclusive of western series releases) with name of the distributor following the title. For data as to running time, stars, etc., refer to title under distributor company listings.

A

Title	Company
Abie's Irish Rose	UA
A Boy, a Girl, and a Dog	FC
A Dairy for Timothy	Misc.
Adventure for Two	Misc.
Adventures of Don Coyotes	UA
Adventures of Casanova	EL
Adventuress, The	EL
Affairs of Geraldine	Rep.
A Guy Named Joe Palooka	Mono.
A Lady Surrenders	Univ.
Albuquerque	Para.
Alexander's Ragtime Band	20th-Fox
Alias A Gentleman	MGM
A Likely Story	RKO
Alias Mr. Twilight	Col.
A Man About the House	Brit.
A Miracle Can Happen	UA
Angel and the Badman	Rep.
Angel and Sinner	Misc.
Angel on My Shoulder	UA
Apache Rose	Rep.
Arch of Triumph	Ent.
Arnelo Affair	MGM
Assigned to Treasury	Col.
As You Desire Me	MGM
Atlantis	UA
A Yank in Rome	Misc.

B

Bachelor and the Bobby-Soxer	RKO
Bachelor's Daughters	UA
Backlash	20th-Fox
Banjo	RKO
Barber of Seville	Misc.
Battle for Music	Misc.
Beast With Five Fingers	WB
Beat the Band	RKO
Beauty and the Bandit	Mono.
Bedelia	EL
Before Him All Rome Trembled	Misc.
Beginning or the End	MGM
Bellman, The	Misc.
Bells of San Angelo	Rep.
Bells of San Fernando	SGP
Best Years of Our Lives	RKO
Betty Co-Ed	Col.
Beware of Pity	Brit.
Beyond Tomorrow	Astor
Big Clock, The	Para.
Big Town	Para.
Big Town After Dark	Para.
Big Town Scandal	Para.
Bill and Coo	Rep.
Birds and the Bees, The	MGM
Birth of a Star	Astor
Bishop's Wife, The	RKO
Black Angel	Univ.
Black Bart, Highwayman	Univ.
Black Beauty	20th-Fox
Black Gold	Allied
Blackmail	Rep.
Blaze of Noon	Para.
Blind Spot	Col.
Blonde Alibi	Univ.
Blonde Savage	PRC
Blondie Knows Best	Col.
Blondie in the Dough	Col.
Blondie's Big Moment	Col.
Blondie's Holiday	Col.
Blue Skies	Para.
Bob, Son of Battle	20th-Fox
Body and Soul	UA
Bohemian Girl	FC
Boomerang	20th-Fox
Boston Blackie and the Law	Col.
Born to Kill	RKO
Bowery, The	20th-Fox
Boys' Ranch	MGM
Brasher Doubloon	20th-Fox
Brief Encounter	Univ.
Bringing Up Father	Mono.
Broadway Limited	Favorite
Brute Force	Univ.
Brute Man	PRC
Buck Privates Come Home	Univ.
Buffalo Bill Rides Again	SGP
Bulldog Drummond at Bay	Col.
Bulldog Drummond Strikes Back	Col.
Burning Cross, The	SGP
Bury Me, Dead	PRC
Bush Pilot	SGP

Features and western series pictures are listed alphabetically by title under name of distributor. (Consult TITLE INDEX *for distributor of pictures known only by title.) Numerals at left of titles indicate* PRODUCTION OR BLOCK NUMBER, *(SP in this column indicates Special release sold separately), those at extreme right give publication date of Advance Data: a; or Box-Office Slant: b. Asterisk following title indicates color photography with adjoining letter giving name of type of color thus: *T: Technicolor, *C: Cinecolor, *M: Magnacolor, *U: Trucolor, *V: Vitacolor. Audience Classification is indicated by letters following titles; A—Adult; F—Family. Letters and combinations thereof in parenthesis indicate type of story in accordance with following key:*

(B) Biographical	*(C) Comedy*
(D) Drama	*(Doc) Documentary*
(G) Gangster	*(M) Musical*
(H) Horror	*(W) Western*
(My) Mystery	*(Wa) War*

ALLIED ARTISTS

Prod. No.			Run Time Mins.	Rel. Date	See Issue of
	CURRENT				
1	It Happened on Fifth Avenue (C)F	Gale Storm-Don DeFore	115	4/19/47	b2/8/47
	COMING				
2	Black Gold *C (D)F	A. Quinn-K. deMille-E. Knox	92	9/6/47	b6/28/47
3	Gangster, The	Belita-B. Sullivan-J. Lorring		11/22/47	
	Hunted, The	Belita-P. Foster			
	Song of My Heart	Frank Sundstrom-Audrey Long		Nov. '47	a4/26/47

ASTOR PICTURES

Sp.	Birth of a Star	Danny Kaye	38		New Release
	Cheers for Miss Bishop	Martha Scott, Wm. Gargan	56		Reissue
	Courageous Dr. Christian	Jean Hersholt	69		Reissue
	Flying Deuces, The	Stan Laurel-Oliver Hardy		10/10/46	Reissue
	Her Enlisted Man (CD)	Barbara Stanwyck-Robt. Young	70		Reissued
	Hollywood Bound	Betty Grable	51		Reissue
	Jimmy Steps Out	J. Stewart-P. Goddard	89		Release
	Let 'em Have It (G)	Bruce Cabot-Virginia Bruce	70		Reissued
	Little Men	Oakie-Francis-Bancroft	83		Release
	Road to Hollywood	Bing Crosby	56		Reissue
	Second Chorus	Fred Astaire-Paulette Goddard		11/18/46	Re-release
	Silver Devil (D)F	H. Gibson-Stephin Fetchit	62		Remake
	Sky Devils (C-D)	Spencer Tracy	88		Reissued
	Thunder in the City	Edw. G. Robinson	81		Reissued

COLUMBIA

	CURRENT 1946-'47				
828	Alias Mr. Twilight (D)A	Michael Duane-Trudy Marshall	69	12/19/46	b12/28/46
824	Betty Co-Ed (C)F	J. Porter-W. Mason-S. Mills	71	11/28/46	b11/23/46
825	Blind Spot (My)A	Chester Morris-Constance Dowling	73	2/6/47	a11/2/46
807	Blondie's Big Moment (C)F	P. Singleton-A. Lake-A. Louise	69	1/9/47	b12/14/46
808	Blondie's Holiday (C)F	Arthur Lake-Penny Singleton	67	4/10/47	b3/1/47
806	Blondie Knows Best (C)F	Penny Singleton-Arthur Lake	70	10/17/46	b9/21/46
822	Boston Blackie and the Law (My)F	Chester Morris-Trudy Marshall	69	12/12/46	b11/16/46
820	Bulldog Drummond at Bay (My)A	Ron Randell-Anita Louise	70	5/15/47	b4/19/47
826	Cigarette Girl (C)A	L. Brooks-J. Lloyd-J. Barton	67	2/13/47	b2/15/47
	Corpse, Came C.O.D., The	G. Brent-J. Blondell-A. Jergens	68	5/31/47	
816	Crime Doctor's Man Hunt (My)F	Warner Baxter-Ellen Drew	60	10/24/46	b9/21/46
830	Dead Reckoning (D)A	Humphrey Bogart-Lizabeth Scott	99	Feb. '47	b1/4/47
812	For the Love of Rusty (C-D)F	T. Donaldson-T. Powers-A. Doran	68	5/1/47	b7/5/47
834	Framed (D)A	Glenn Ford-Janis Carter	82	April '47	b3/8/47
836	Guilt of Janet Ames, The (D)A	Rosalind Russell-Melvyn Douglas	83	April '47	b3/8/47
883	Johnny O'Clock (D)A	Dick Powell-Evelyn Keyes	86	Mar. '47	b1/4/47
831	Jolson Story, The *T (D-M)F	L. Parks-E. Keyes-W. Demarest	128	Jan. '47	b9/21/46
809	King of the Wild Horses (D)F	Preston Foster-Gail Patrick	79	3/27/47	b3/29/47
815	Little Miss Broadway	Jean Porter-John Sheldon	69	6/19/47	
823	Lone Wolf in Mexico (My)A	Gerald Mohr-Eric Blore-Sheila Ryan	70	1/16/47	b12/28/46
814	Millie's Daughter (D)F	Gladys George-Paul Campbell	71	3/20/47	b2/15/47
817	Millerson Case, The (M)F	W. Baxter-N. Saunders	72	5/29/47	b5/24/47
832	Mr. District Attorney (My)A	Dennis O'Keefe-M. Chapman	81	Feb. '47	b12/28/46
829	Return of Monte Cristo (D)F	L. Hayward-G. Macready-U. O'Connor	91	Dec. '46	b11/23/46
818	Secret of the Whistler (My)A	Richard Dix-Leslie Brooks	65	11/7/46	b11/2/46
804	Singin' in the Corn (C-M)F	Judy Canova-Allen Jenkins	66	12/26/46	b11/16/46
805	So Dark the Night (D)A	Stephen Geray-Micheline Cheirel	71	10/10/46	b9/14/46
811	Sport of Kings	Gloria Henry-Paul Campbell	68	6/26/47	
819	The Thirteenth Hour (My)A	Richard Dix-Karen Morley	65	3/6/47	b2/15/47
	COMING				
	Assigned to Treasury	Dick Powell-Maylia			
	Blondie in the Dough	P. Singleton-A. Lake-L. Simms			
	Bulldog Drummond Strikes Back	Ron Randell-Gloria Henry			
	Crime Doctor's Gamble	Warner Baxter-Micheline Cheirel			
	Devil Ship	Richard Lane-Louise Campbell			
	Down to Earth *T	Rita Hayworth-Larry Parks			a7/13/46
	Gunfighters, The *C (W)F	Randolph Scott-Dorothy Hart	87		b6/14/47
	Her Husband's Affairs (C-D)	F. Tone-L. Ball-E. E. Horton			a5/24/47
	I Love Trouble	F. Tone-J. Blair-J. Carter			
	It Had to Be You (C-D)	Ginger Rogers-Cornel Wilde			a7/5/47
	Keeper of the Bees (D)	Gloria Henry-Michael Duane	68	7/10/47	a6/7/47
	Key Witness	John Beal-Trudy Marshall			a6/28/47
	Lady from Shanghai, The	Rita Hayworth-Orson Welles			a4/12/47
	Last of the Redmen	J. Hall-M. O'Shea-E. Ankers	77	Aug. '47	
	Lone Wolf in London	Gerald Mohr-Nancy Saunders			
	Man from Colorado, The (D)	Glen Ford-Ellen Drew-Wm. Holden			a5/24/47
	Mating of Millie, The	G. Ford-E. Keyes			
	Pacific Adventure	Ron Randell-Muriel Steinbeck	80	July '47	
	Prince of Thieves	Jon Hall-Patricia Morrison-A. Jergens			
	Relentless *T	R. Young-M. Chapman-W. Parker			a1/11/47
	Sign of the Ram, The	Susan Peters-Alexander Knox			
	Smoky River Serenade	P. Campbell-R. Terry-Hoosier Hot Shots		8/21/47	
	Son of Rusty, The	T. Donaldson-T. Powers-A. Doran		8/7/47	a6/21/47
	Sport of Kings (D)	Gloria Henry-Paul Campbell			a7/12/47
	Strawberry Roan *C	Gene Autry-Gloria Henry			
	Sweet Genevieve	Jean Porter-Jimmy Lydon			
	Swordsman, The	Larry Parks-Ellen Drew-G. Macready			a1/4/47
	The Last Round-Up	Gene Autry-Jean Heather			
	Two Blondes and a Redhead (C-D)	Jean Porter-Jimmy Lloyd			a6/14/47
	When a Girl's Beautiful	A. Jergens-M. Platt-S. Dunne			

COLUMBIA (Continued)

Prod. No.			Run Time Mins.	Rel. Date	See Issue of
	Westerns (Current)				
867	Law of the Canyon (W-M)F	Charles Starrett-Smiley Burnette	55	4/24/47	b6/28/47
866	Lone Hand Texan, The (W-M)F	Charles Starrett-Smiley Burnette	54	3/6/47	b3/1/47
852	Over the Sante Fe Trail (W-M)F	Ken Curtis-Jenifer Holt	63	2/13/47	b2/15/47
868	Prairie Raiders	Charles Starrett-Smiley Burnette	54	5/29/47	
865	South of the Chisholm Trail (W)F	Charles Starrett-Smiley Burnette	58	1/30/47	b2/1/47
853	Swing the Western Way	J. Leonard-M. Dugan-Hoosier Hot Shots	66	6/26/47	
864	West of Dodge City	Charles Starrett-Smiley Burnette	57	3/27/47	
	Westerns (Coming)				
	Buckaroo From Powder River	Charles Starrett-Smiley Burnette			
	Last Days of Boot Hill	Charles Starrett-Smiley Burnette			
	Phantom Valley	Charles Starrett-Smiley Burnette			
	Riders of the Lone Star	Charles Starrett-Smiley Burnette		8/14/47	
	Six Gun Law (W)	C. Starrett-S. Burnette			
	Smoky River Serenade	P. Campbell-F. Terry-Hoosier Hotshots		Aug. '47	
	Stranger From Ponca City	Charles Starrett-Smiley Burnette	56	7/3/47	

EAGLE-LION

	CURRENT				
	Adventuress, The (Reviewed in London under title "I See A Dark Stranger")	Deborah Kerr-Trevor Howard	100	3/17/47	7/13/46
	Bedelia (D)A	Margaret Lockwood-Ian Hunter	81	2/1/47	b6/3/46
	It's a Joke Son (C)F	Kenny Delmar-Una Merkel	64	1/25/47	b1/25/47
	Lost Honeymoon (C)A	Franchot Tone-A. Richards-T. Conway	71	3/29/47	b3/15/47
	Repeat Performance (D)A	Joan Leslie-L. Hayward-F. Basehart	93	5/30/47	b5/24/47
	COMING				
	Adventures of Casanova	A. deCordova-L. Bremer- T. Bey			
	Caravan	Stewart Granger-Jean Kent		7/26/47	
	Green for Danger My)A	Sally Gray-Trevor Howard	91	Rank	b12/14/46
	Love from a Stranger (D)	J. Hodiak-S. Sidney-A. Richards			a7/12/47
	Man from Texas	J. Johnston-J. Craig-L. Bari			
	Out of the Blue (C-D)	G. Brent-V. Mayo-T. Bey			a7/12/47
	Red Stallion *C	T. Donaldson-R. Paige-J. Dowell		8/16/47	
	Stampede *C	J. Leslie-J. Craig-J. Oakie			
	T-Man	Dennis O'Keefe			

FAVORITE FILMS CORP.

	Broadway Limited	Dennis O'Keefe-V. McLaglen	74	1/1/47	Reissue
	Captain Caution (D)A	V. Mature-A. Ladd-L. Carrillo	86	8/1/46	Reissue
	Captain Fury (D)A	B. Aherne-V. McLaglen-P. Lukas	88	8/1/46	Reissue
	Daring Desperadoes	I. Lupino-L. Carrillo-N. Martini		May '47	Reissue
	Housekeeper's Daughter (C)A	J. Bennett-V. Mature-A. Menjou	79	10/1/46	Reissue
	Of Mice and Men (D)A	B. Meredith-Betty Field-L. Chaney, Jr.	105	12/1/46	Reissue
	One Million B. C. (D)A	V. Mature-C. Landis-L. Chaney, Jr.	79	10/1/46	Reissue
	Road Show	C. Landis-J. Hubbard-A. Menjou	86	Mar. '47	Reissue
	Sea Bandits	D. Morgan-Steffi Duna		May '47	Reissue
	There Goes My Heart	Frederic March-Virginia Bruce	82	Mar. '47	Reissue
	Topper Takes Trip	C. Bennett-R. Young-A. Mowbray	79	Feb. '47	Reissue
	Topper Returns	O'Keefe-Landis-Blondell-Young	87	Feb. '47	Reissue

FILM CLASSICS

	CURRENT				
	A Boy, a Girl, and a Dog (D)F	Jerry Hunter-Sharyn Moffett	88		b8/3/46
	Devil to Pay	R. Colman-L. Young-M. Loy	74		
	Dodsworth (D)A	Walter Huston-Mary Astor	101	8/1/46	
	Jungle Book	Sabu	105		
	North Star	Anne Baxter-Dana Andrews	109		
	Palmy Days	Eddie Cantor-George Raft	80		
	Return of the Scarlet Pimpernel	B. Barnes-J. Mason-S. Stewart	81		
	Scarlet Pimpernel, The	Merle Oberon-Leslie Howard	98		
	Stella Dallas	J. Boles-R. Stanwyck-A. Shirley	107		
	The Patient Vanishes (My)A	James Mason-Mary Clark-M. Vyner	78		b5/31/47
	The Thief of Bagdad	Sabu-Conrad Veidt-June Duprez	109		
	Unholy Garden	R. Colman-Fay Wray	77		
	Westerner, The	G. Cooper-D. Davenport-W. Brennan	102		
	Woman Chases Man	Miriam Hopkins-Joel McCrea	70		

METRO-GOLDWYN-MAYER

Prod. No.					
	CURRENT				
716	Beginning Or the End, The (D)F	B. Donlevy-R. Walker-G. Tearle	112	Mar. '47	b2/22/47
	Dark Delusion (D)F	L. Barrymore-J. Craig-L. Bremer	90	June '47	b4/12/47
	Fiesta *T (D-M)F	Esther Williams-John Carroll	101	July '47	b5/17/47
702	Gallant Bess *C (D)F	Marshall Thompson-Jim Davis	99	Jan. '47	b9/7/46
723	Great Waltz, The (M)F	L. Rainer-F. Gravet-M. Korjus	110	July '47	Reissue
721	High Barbaree (D)F	Van Johnson-June Allyson	91		b3/15/47
701	Holiday in Mexico *T (M)F	W. Pidgeon-I. Massey-J. Powell	127	Sept.	b7/27/46
	Hucksters, The (C-D)A	C. Gable-D. Kerr-A. Menjou	115	July '47	b6/28/47
	It Happened at the Inn	Fernand Ledoux-Maurice Rollin	103	April '47	b9/21/46
718	It Happened in Brooklyn (C-M)F	F. Sinatra-K. Grayson	103		b3/8/47
712	Lady in the Lake (My)A	Robert Montgomery-Audrey Totter	103	Jan. '47	b11/30/46
719	Little Mister Jim (C)F	James Craig-Frances Gifford	92	April '47	b6/8/46
	Living in a Big Way (C-D)F	Gene Kelly-Marie MacDonald	104	June '47	b5/31/47
714	Love Laughs at Andy Hardy (C)F	M. Rooney-B. Granville-D. Ford	93	Feb.	b12/7/46
711	Mighty McGurk, The (C)F	Wallace Beery-Aline McMahon	85	Jan. '47	b11/23/46
715	My Brother Talks to Horses (C-D)F	Butch Jenkins-Peter Lawford	93	Jan. '47	b11/30/46
704	No Leave, No Love (CM)F	V. Johnson-P Kirkwood-K. Wynn	119	Oct.	b8/31/46
705	Rage in Heaven	Ingrid Bergman-Robert Montgomery	84	Oct.	Reissue
720	Sea of Grass (D)A	K. Hepburn-S. Tracy-M. Douglas	131	April	b2/15/47
709	Secret Heart, The (D)A	C. Colbert-W. Pidgeon-J. Allyson	97	Dec.	b11/30/46
708	Show-Off, The (C)F	R. Skelton-Marilyn Maxwell	83	Dec.	b8/17/46
710	Till the Clouds Roll By *T (M)F	J. Garland-R. Walker-F. Sinatra	135	Jan. '47	b11/15/46
722	Undercover Maisie (C)A	Ann Sothern-Barry Nelson	90	May	b3/8/47
707	Undercurrent (D)A	K. Hepburn-A. Taylor	115	Nov.	b10/5/46
717	Yearling, The *T (D)F	G. Peck-J. Wyman-C. Jarman	128	May	b11/30/46
	COMING				
	Alias A Gentleman	Wallace Beery-Gladys George			
	As You Desire Me	G. Garson-Richard Hart			a9/7/46
	Arnelo Affair, The (D)A	John Hodiak-Frances Gifford	87		b2/15/47
	Birds and the Bees, The *T	J. MacDonald-J. Iturbi-J. Powell			a3/1/47
	Captains Courageous	Spencer Tracy-Mickey Rooney			Reissue
	Cass Timberlane	Spencer Tracy-Lana Turner			
	Cynthia (C-D)F	E. Taylor-G. Murphy-M. Astor	98	July '47	b5/17/47
	Good News	J. Allyson-P. Lawford-J. McCracken			
	Green Dolphin Street	Lana Turner-Van Heflin			a2/1/47

Title Company

C

Calcutta ..... Para.
Calendar Girl ..... Rep.
California ..... Para.
Canyon Passage ..... Univ.
Captain from Castile 20th-Fox
Captain Caution ..... Favorite
Captain Fury ..... Favorite
Captains Courageous ..... MGM
Captive Heart ..... Univ.
Caravan ..... EL
Carmen ..... Misc.
Carnegie Hall ..... UA
Carnival ..... Brit.
Carnival in Costa Rica 20th-Fox
Case of the Baby Sitter ..... SGP
Cass Timberlane ..... MGM
Cat Creeps ..... Univ.
Centennial Summer 20th-Fox
Chase, The ..... UA
Cheers for Miss Bishop ..... Astor
Cheyenne ..... WB
Child of Divorce ..... RKO
Cigarette Girl ..... Col.
Citizen Saint ..... Misc.
Clandestine ..... Misc.
Claudia and David 20th-Fox
Cockeyed Miracle ..... MGM
Code of the West ..... RKO
Colonel Chabert ..... Misc.
Copacabana ..... UA
Corpse Came C. O. D., The ..... Col.
Corsican Brothers ..... PRC
Courage of Lassie ..... MGM
Courageous Dr. Christian ..... Astor
Courtneys of Curzon Street ..... Brit.
Crack Up ..... RKO
Crime Doctor's Gamble ..... Col.
Crime Doctor's Man Hunt ..... Col.
Criminal Court ..... RKO
Crimson Key, The 20th-Fox
Crossfire ..... RKO
Cross My Heart ..... Para.
Cry Wolf ..... WB
Cuban Pete ..... Univ.
Curly ..... UA
Cynthia ..... MGM

D

Daisy Kenyon 20th-Fox
Dancing With Crime ..... Brit.
Danger Woman ..... Univ.
Dangerous Millions 20th-Fox
Dangerous Money ..... Mono.
Dangerous Venture ..... UA
Dark Delusion ..... MGM
Dark Horse ..... Univ.
Dark Mirror ..... Univ.
Dark Passage ..... WB
Dark Road, The ..... SG
Daring Desperadoes ..... Favorite
Dead Don't Dream, The ..... UA
Dead Reckoning ..... Col.
Dear Murderer ..... Brit.
Dear Ruth ..... Para.
Deception ..... WB
Deep Valley ..... WB
Desert Fury ..... Para.
Destry Rides Again ..... Univ.
Desperate ..... RKO
Devil Ship ..... Col.
Devil's Hand ..... Misc.
Devil on Wheels ..... PRC
Devils Playground ..... UA
Devil Thumbs a Ride ..... RKO
Devil to Pay ..... FC
Dick Tracy Meets Karloff ..... RKO
Dick Tracy's Dilemma ..... RKO
Dick Tracy Versus Cueball ..... RKO
Dillinger ..... Mono.
Dishonored Lady ..... UA
Dodsworth ..... FC
Don Ricardo Returns ..... PRC
Down to Earth ..... Col.
Dragnet ..... SG
Dream Girl ..... Para.
Driftwood ..... Rep.
Duel in the Sun ..... Selznick

E

Easy Come, Easy Go ..... Para.
Easy to Wed ..... MGM
Egg and I ..... Univ.
Emperor Waltz, The ..... Para.
Escape Me Never ..... WB
Ever the Beginning ..... WB
Exile, The ..... Univ.
Exposed ..... Rep.

F

Fabulous Dorseys ..... UA
Fabulous Joe ..... UA
Fabulous Suzanne ..... Rep.
Fabulous Texan, The ..... Rep.
Faithful in My Fashion ..... MGM
Falcon's Adventure ..... RKO
Fall Guy ..... Mono.
Fangs of the Wild ..... Astor
Fanny By Gaslight ..... UA
Farmer's Daughter ..... RKO
Fear in the Night ..... Para.
Fiesta ..... MGM
Fighting Father Dunne ..... RKO
Flame, The ..... Rep.
Flying Dueces ..... Astor
Fool's Gold ..... UA
For the Love of Mary ..... U-I
For the Love of Rusty ..... Col.
Forever Amber 20th-Fox
Foxes of Harrow, The 20th-Fox

Title	Company
Framed	Col.
Francis the First	Misc.
Frieda	Brit.
Front Page Scandal	Mono.
Fun and Fancy Free	RKO
Fun on a Weekend	UA
Fugitive	RKO

G

Gallant Bess	MGM
Gangster, The	Allied
Gas House Kids	PRC
Gas House Kids in Hollywood	PRC
Gas House Kids Go West	PRC
Genius at Work	RKO
Gentlemen's Agreement	20th-Fox
Ghost and Mrs. Muir	20th-Fox
Ghost Goes Wild	Rep.
Ginger	Mono.
Girl and the Devil, The	Misc.
God's Country	SGP
Golden Earrings	Para.
Good News	MGM
Great Expectations	Univ.
Great Waltz	MGM
Green Dolphin Street	MGM
Green Fingers	Brit.
Green for Danger	E-L
Green Grass of Wyoming	20th-Fox
Green Years	MGM
Guilt of Janet Ames	Col.
Guilty	Mono.
Gunfighters	Col.

H

Hard Boiled Mahoney	Mono.
Hat Box Mystery	SG
Heartaches	PRC
Heart of Arizona	SGP
Heaven Only Knows	UA
Heldorado	Rep.
Henry the Fifth	UA
Her Adventurous Night	Univ.
Her Enlisted Man	Astor
Her Husband's Affairs	Col.
Here Comes Trouble	UA
High Barbaree	MGM
High Conquest	Mono.
High School Hero	Mono.
High Tide	Mono.
High Wall, The	MGM
Hit Parade of 1947	Rep.
Holiday in Mexico	MGM
Hollywood Barn Dance	SG
Hollywood Bound	Astor
Home in Oklahoma	Rep.
Homestretch	20th-Fox
Home Sweet Homicide	20th-Fox
Honeymoon	RKO
Hoppy's Holiday	UA
Housekeeper's Daughter	Favorite
How Dear to My Heart	RKO
Hucksters, The	MGM
Hue and Cry	Brit.
Humoresque	WB
Hungry Hill	Brit.
Hunted, The	Allied

I

I Cover Big Town	Para.
If I'm Lucky	20th-Fox
If Winter Comes	MGM
If You Knew Susie	RKO
I Know Where I'm Going	Univ.
I Love Trouble	Col.
Imagination	Univ.
Imperfect Lady	Para.
In Old Sacramento	Rep.
Indian Summer	RKO
International Lady	PRC
Intrigue	UA
Invisible Wall, The	20th-Fox
I Remember Mama	RKO
I Stole a Million	Univ.
It Had to Be You	Col.
It Happened at the Inn	MGM
It Happened in Brooklyn	MGM
It Happened on Fifth Avenue	Allied
It's a Joke, Son	EL
It's a Wonderful Life	RKO
I'll Be Yours	Univ.
Ivan the Terrible	Misc.
I've Always Loved You	Rep.
Ivy	Univ.
I Walk Alone	Para.
I Wonder Who's Kissing Her Now	20th-Fox

J

Jewels of Brandenburg	20th-Fox
Jimmy Steps Out	Astor
Johnny Frenchman	Univ.
Johnny O'Clock	Col.
Jolson Story	Col.
Journey Together	Misc.
Jungle Book	FC
Jungle Flight	Para.

K

Keeper of the Bees	Col.
Key Witness	Col.
Kid Millions	FC
Killer at Large	PRC
Killer-Dill	SGP
Killer McCoy	MGM
Kilroy Was Here	Mono.
King of the Wild Horses	Col.
King's Jester, The	Misc.
Kings Row	WB
Kiss of Death	20th-Fox
Kit Carson	PRC

METRO-GOLDWYN-MAYER (Continued)

Prod. No.			Run Time	Rel. Date	See Issue of
	COMING				
	High Wall, The	R. Taylor-A. Totter-H. Marshall			
	If Winter Comes	W. Pidgeon-D. Kerr-A. Lansbury			
	Killer McCoy	M. Rooney-E. Taylor-B. Donlevy			
	Merton of the Movies	Red Skelton-Virginia O'Brien			a9/21/46
	On an Island With You *T	E. Williams-P. Lawford			
	Piccadilly Incident (D)A	Anne Neagle-Michael Wilding	100		b8/31/46
	Pirate, The *T	J. Garland-G. Kelly-W. Slezak			a7/5/47
	Romance of Rosy Ridge, The (D)F	V. Johnson-T. Mitchell-J. Leigh	105	Aug. '47	b7/5/47
	Song of Love	K. Hepburn-P. Henreid-R. Walker			a2/1/47
	Song of the Thin Man	William Powell-Myrna Loy			a6/28/47
	Summer Holiday *T	Mickey Rooney-Gloria DeHaven			a9/7/46
	Tenth Avenue Angel	M. O'Brien-G. Murphy-P. Thaxter			a9/21/46
	The Kissing Bandit *T	Frank Sinatra-Kathryn Grayson			
	This Time For Keeps *T	E. Williams-L. Melchior			a9/7/46
	Unfinished Dance, The *T	Cyd Charisse-Margaret O'Brien			a9/7/46
	Virtuous	V. Johnson-J. Allyson			

MONOGRAM

CURRENT 1945-1946

531	Beauty and the Bandit (A-D)F	Gilbert Roland-Ramsay Ames	71	11/9/46		b1/18/47
517	High School Hero (C)F	F. Stewart-June Preisser	69	9/7/46		b8/24/46

CURRENT 1946-'47

604	Bringing Up Father (C)F	Joe Yule-Renie Riano	68	11/23/46		b10/19/46
603	Dangerous Money (My)F	Sidney Toler-Victor Sen Yung	66	10/12/46		b10/12/46
613	Fall Guy (My)A	Cliff Penn-Teala Loring	64	3/15/47		b3/8/47
609	Ginger	Frank Albertson-Barbara Reed	67	1/4/47		a9/28/46
614	Guilty, The (My)A	Bonita Granville-Don Castle	71	3/22/47		b3/22/47
616	Hard Boiled Mahoney	L. Gorcey-Bowery Boys	63	5/10/47		a3/22/47
620	High Conquest (D)A	A. Lee-G. Roland-W. Douglas	83	6/21/47		b3/15/47
608	Mr. Hex (CD)F	L. Gorcey-H. Hall	63	12/7/46		b12/14/46
617	Queen of the Yukon	Charles Bickford-Irene Rich		5/31/47		Reissue
610	Riding the California Trail	Gilbert Roland-Teala Loring	61	1/11/47		a10/26/46
618	Sarge Goes to College (C)F	A. Hale, Jr.-F. Stewart-J. Preisser	63	5/17/47		b5/10/47
699	Suspense (D)A	Belita-Barry Sullivan-E. Pallette	101	6/5/46		b3/20/46
606	Sweetheart of Sigma Chi (M)F	Elyse Knox-P. Regan-P. Brito	75	12/21/46		b11/30/46
607	Trap, The (My)F	Sidney Toler-Victor Sen Yung	69	11/30/46		b1/11/47
611	Vacation Days (D-M)F	F. Stewart-J. Preisser	66	1/25/47		b4/5/47
615	Violence (D)A	Nancy Coleman-M. O'Shea	72	4/12/47		b4/12/47
619	Wolf Call	John Carroll-Movita	62	6/7/47		Reissue

COMING

	A Guy Named Joe Palooka	Joe Kirkwood, Jr.-Elyse Knox		9/20/47		
	Dillinger	Lawrence Tierney-Anne Jeffreys		7/15/47		Reissue
	High Tide	Lee Tracy-D. Castle-A. Shaw		9/13/47		a5/31/47
621	Kilroy Was Here (C)F	J. Cooper-J. Coogan-W. McKay	68	7/19/47		b7/5/47
	Louisiana	Jimmie Davis-Margaret Lindsay		11/15/47		a5/31/47
	Mutiny in the Big House	Charles Bickford-Barton McLane		7/5/47		Reissue
622	News Hounds (C)F	Leo Gorcey-H. Hall-B. Jordan	68	8/9/47		b6/21/47
623	Robin Hood of Monterey	Gilbert Roland-Evelyn Brent		8/2/47		
666	Thunderbolt *T	Documentary		7/26/47		

Westerns (Current)

677	Code of the Saddle	J. M. Brown-R. Hatton	53	6/25/47		
671	Land of the Lawless (W)F	J. M. Brown-R. Hatton-J. Harrison	59	4/15/47		b5/31/47
672	Law Comes to Gunsight, The	J. M. Brown-R. Hatton	56	5/24/47		
564	Raiders of the South (W-M)F	J. H. Brown-Raymond Hatton	85	1/18/47		b2/22/47
683	Rainbow Over the Rockies (W-M)F	J. Wakely-"Lasses" White	56	2/6/47		b3/1/47
612	Silver Stallion	David Sharpe-Leroy Mason	59	12/14/46		Reissue
684	Six Gun Serenade	Jimmy Wakely-"Lasses" White	55	4/5/47		
682	Song of the Wasteland	J. Wakely-"Lasses" White	58	6/31/47		
681	Song of the Sierras (M-W)F	J. Wakely-"Lasses" White	56	12/28/46		b1/25/47
676	Trailing Danger	J. M. Brown-R. Hatton	58	3/29/47		
675	Valley of Fear (W)F	J. M. Brown-R. Hatton	57	2/15/47		b4/19/47

Westerns (Coming)

	Flashing Guns	J. Brown-R. Hatton				
	Song of the Winchester	J. Wakely-D. Taylor-B. Jones				

PARAMOUNT

Prod. No.			Run Time	Rel. Date	See Issue of
	CURRENT 1946-'47				
4622	Big Town	Philip Reed-Hillary Brooke	60	5/23/47	a2/9/47
4611	Blaze of Noon (D)A	A. Baxter-W. Holden-S. Tufts	90	5/2/47	b3/8/47
4602	Blue Skies *T (M)F	Bing Crosby-F. Astaire	104	12/27/46	b9/23/46
4612	Calcutta (My)A	A. Ladd-G. Russell-W. Bendix	83	5/10/47	b3/19/47
4606	California *T (WD)	Ray Milliland-B. Stanwyck	93	2/21/47	b12/21/47
4603	Cross My Heart (C-M)F	Betty Hutton-Sonny Tufts	83	1/10/47	b11/23/46
4623	Danger Street (My)A	J. Withers-R. Lowery	66	6/20/47	b3/1/47
4616	Dear Ruth (C)A	J. Caulfield-W. Holden-E. Arnold	95	7/18/47	b5/31/47
4607	Easy Come, Easy Go (C)F	D. Lynn-S. Tufts-Virginia Field	78	3/7/47	b2/8/47
4621	Fear in The Night (D)A	DeForest Kelley-Kay Scott	72	4/18/47	b2/22/47
4610	Imperfect Lady (D)A	R. Milland-T. Wright-V. Field	97	4/25/47	b3/15/47
4605	Ladies Man (C-M)F	Eddie Bracken-Virginia Field	90	2/7/47	b1/11/47
4609	My Favorite Brunette (C)F	B. Hope-D. Lamour	87	4/4/47	b2/22/47
4604	Perfect Marriage, The (C-D)A	L. Young-D. Niven-V. Field	87	1/24/47	b11/23/46
	Perils of Pauline *T(C-S)F	B. Hutton-J. Lund	92	7/4/47	b5/31/47
4620	Seven Were Saved	Richard Denning-Catharine Craig	73	3/28/47	a5/25/46
4608	Suddenly It's Spring (C)A	F. MacMurray-P. Goddard	87	3/21/47	b2/15/47
	Trouble With Women, The (C)A	T. Wright-B. Donlevy-R. Milland	80	6/27/47	b5/24/47
4601	Two Years Before the Mast (D)A	Donlevy-Ladd-Bendix	98	11/22/46	b8/24/46

PARAMOUNT (Continued)

	COMING	Run Time Mins.	Rel. Date	See Issue of
	Albuquerque	Randolph Scott-Barbara Britton		a2/15/47
	Big Clock, The (M)	R. Milland-M. O'Sullivan-C. Laughton		a5/17/47
	Big Town After Dark	Phillip Reed-Hillary Brooke		
	Big Town Scandal	Phillip Reed-Hillary Brooke		
4617	Desert Fury *T	Lizabeth Scott-John Hodiak	95	8/15/47
	Dream Girl (C-D)	B. Hutton-M. Carey-V. Field		a6/7/47
	Emperor Waltz, The *T	Bing Crosby-Joan Fontaine		a7/13/46
	Golden Earrings	Marlene Dietrich-Ray Milland		a9/28/46
4624	I Cover Big Town (My)A	P. Reed-H. Brooke	63	7/25/47
	I Walk Alone	B. Lancaster-Kirk Douglas		a3/1/47
4625	Jungle Flight (D)F	Robert Lowery-Ann Savage	60	b3/1/47
	My Own True Love	Phyllis Calvert-M. Douglas		
	Night Has a Thousand Eyes, The	E. G. Robinson-J. Lund		
	Road to Rio	B. Crosby-B. Hope-D. Lamour		a2/1/47
	Saigon	Alan Ladd-Veronica Lake-Douglas Dick		a1/4/47
	Shaggy *C	B. Joyce-G. Nokes-R. Shayne		
	Unconquered *T	Gary Cooper-Paulette Goddard		a9/28/46
4618	Variety Girl	Mary Hatcher-DeForest Kelley	93	8/29/47
4613	Welcome Stranger (CD)F	B. Crosby-B. Fitzgerald	106	b5/3/47
	Where There's Life	B. Hope-S. Hasso-W. Bendix		a5/25/46
	Whispering Smith *T	A. Ladd-R. Preston-B. Marshall		a6/14/47
	Wild Harvest	A. Ladd-D. Lamour-R. Preston		a11/2/46

PRC

CURRENT 1946-'47

714	Brute Man, The (H)A	Tom Neal-Jane Adams	60	10/1/46	b10/26/46
733	Corsican Brothers	D. Fairbanks, Jr.-Tamiroff-Warrick	111	6/21/47	Reissue
701	Devil On Wheels, The (D)F	Noreen Nash-D. Hickman-Jan Ford	67	3/2/47	b1/25/46
	Don Ricardo Returns	Isabenita-Fred Coby		11/5/46	a9/21/46
711	Gas House Kids Go West	C. Williams-J. Shelton-A. Switzer		7/12/47	
704	Heartaches (My)A	H. Ryan-C. Wills	71	6/28/47	b7/5/47
	International Lady	G. Brent-I. Massey-B. Rathbone	102	5/24/47	Reissue
717	Killer At Large (My)A	Anabel Shaw-Robert Lowery	63	5/31/47	b6/14/47
731	Kit Carson	D. Andrews-L. Bart-J. Hall	97	3/22/47	
	Lady Chaser	Ann Savage-Robert Lowery	60	11/25/46	
732	Last of the Mohicans	R. Scott-B. Barnes-H. Wilcoxen	94	3/22/47	Reissue
	Lighthouse	J. Lang-D. Castle-J. Litel	64	1/10/47	a10/19/46
708	Philo Vance Returns (My)F	W. Wright-T. Austin-R. Ames	64	6/14/47	b4/26/47
707	Philo Vance's Gamble (My)A	Alan Curtis-Terry Austin	60	4/12/47	b4/26/47
	Philo Vance Secret Mission	Alan Curtis-Sheila Ryan		3/20/47	
	Return of Rin-Tin-Tin *V	D. Woods-B. Blake-C. Drake		2/20/47	
703	Stepchild (D)A	B. Joyce-D. Woods	70	6/7/47	b6/14/47
715	Three on a Ticket (My)F	Hugh Beaumont-Cheryl Walker	64	4/5/47	b4/5/47
SP72	Untamed Fury (D)A	Mikel Conrad-Gaylord Pendleton	64	3/22/47	b3/29/47

COMING

	Blonde Savage	L. Erickson-G. Sherwood			
	Bury Me Dead (My)	M. Daniels-G. McClure-C. O'Donnell			a6/7/47
	Gas House Kids in Hollywood	Alfalfa Switzer-Gas House Kids			
	Linda Be Good	E. Knox-J. Hubbard-M. Wilson			
	Man Wanted	Anabel Shaw-Robert Lowery			
	Philo Vance's Peril	W. Wright-L. Balasco-R. Ames			b1/25/47
	Silent Voice	Sheila Ryan-Edward Norris			a4/26/47
716	Too Many Winners (M-My)	Hugh Beaumont-Trudy Marshall	60		b6/7/47
	Woman Betrayed	J. Ireland-S. Ryan-H. Beaumont			a6/21/47

Westerns (Current)

752	Border Feud (W)F	Lash LaRue-Fuzzy St. John	55	5/10/47	b5/24/47
766	Code of the Plains	Buster Crabbe-Fuzzy St. John	36	4/26/47	Reissue
761	Frontier Fighters	B. Crabbe-Fuzzy St. John	39	4/26/47	Reissue
751	Law of the Lash (W)F	Lash LaRue-Fuzzy St. John	54	2/28/47	b3/1/47
765	Panhandle Trail	Buster Crabbe-Fuzzy St. John	40	4/26/47	Reissue
	Prairie Rustlers (W)F	Buster Crabbe-Al St. John	54	11/7/45	b8/10/46
763	Raiders of Red Rock	Buster Crabbe-Fuzzy St. John	38	4/26/47	
745	Range Beyond the Blue (W-M)F	Eddie Dean-Roscoe Ates	55	3/17/47	
764	Shootin' Irons	Tex O'Brien-Jim Newhill	40	4/26/47	Reissue
762	Thundergap Outlaws	Tex O'Brien-Jim Newhill	40	4/26/47	Reissue
744	Wild Country (W)F	Eddie Dean-Roscoe Ates	59	1/17/47	b2/1/47
706	Wild West *C (W)F	Eddie Dean-Roscoe Ates	73	12/1/46	b11/30/46

Westerns (Coming)

	Black Hills	Eddie Dean-Roscoe Ates			
	Check Your Guns	E. Dean-R. Ates-N. Gates			
	Ghost Town Renegades	Lash LaRue-Fuzzy St. John-J. Holt		7/26/47	
	Gun Fighter	Lash LaRue-Al St. John-Mary Scott			a12/18/46
	Gun Law	Lash LaRue-Fuzzy St. John			
	Pioneer Justice (W)F	Lash LaRue-Fuzzy St. John-J. Holt	55	6/28/47	b7/5/47
	Return of the Lash	Lash LaRue-Al St. John			
	Shadow Valley	Eddie Dean-Roscoe Ates			

RKO-RADIO

CURRENT 1946-'47

Prod. No.			Trade Shown		
724	A Likely Story (C)F	Bill Williams-Barbara Hale	88	May	b4/19/47
725	Banjo (C-D)F	S. Moffet-J. White-W. Reed	67	May	b4/19/47
718	Beat the Band (M)F	Frances Langford-Gene Krupa	67	Feb.	b3/1/47
751	Best Years of Our Lives, The (D)A	D. Andrews-M. Loy-F. March	172	Dec.	b11/23/46
722	Born to Kill (D)A	C. Trevor-L. Tierney-W. Slezak	91	April	b4/19/47
708	Child of Divorce (D)A	Sharyn Moffett-Regis Toomey	62	Oct.	b10/19/46
720	Code of the West (W)F	J. Warren-J. Laurenz	57	Feb.	b2/22/47
627	Crack-Up (D)A	P. O'Brien-C. Trevor-H. Marshall	93	June	b6/15/46
709	Criminal Court (My)A	T. Conway-M. O'Driscoll	62	Aug.	b8/10/46
728	Desperate (G)A	Steve Brodie-Audrey Long	73		b5/17/47

Title	Company
L	
Ladies Man	Para.
Lady from Shanghai, The	Col.
Lady in the Lake	MGM
Lady Chaser	PRC
Last of the Mohicans	PRC
Last of the Redmen	Col.
Late George Apley	20th-Fox
Laughing Lady	Brit.
Laugh, Pagliacci	Misc.
Let 'Em Have It	Astor
Les Miserables	20th-Fox
Life With Father	WB
Lighthouse	PRC
Linda Be Good	PRC
Little Iodine	UA
Little Men	Astor
Little Miss Broadway	Col.
Little Mister Jim	MGM
Living in a Big Way	MGM
Locket, The	RKO
Lone Wolf in London	Col.
Lone Wolf in Mexico	Col.
Long Night	RKO
Lost Honeymoon	EL
Lost Moment's, The	Univ.
Louisiana	Mono.
Love and Learn	WB
Love from a Stranger	EL
Love Laughs at Andy Hardy	MGM
Love of Joanna Godden, The	Brit.
Love on the Dole	Misc.
Lured	UA
M	
Macbeth	Rep.
Macomber Affair	UA
Mad Wednesday	UA
Magic Bow	Univ.
Magic Town	RKO
Magnificent Doll	Univ.
Magnificent Obsession	Univ.
Magnificent Rogue	Rep.
Man About Town	RKO
Man from Colorado, The	Col.
Man from Texas	E-L
Man Wanted	PRC
Man Within, The	Brit.
Marauders, The	UA
Margie	20th-Fox
Mary Hagen	WB
Mating of Millie	Col.
Meet Me at Dawn	20th-Fox
Memory of Love	RKO
Men of Two Worlds	Brit.
Merton of the Movies	MGM
Michigan Kid	Univ.
Mighty McGurk, The	MGM
Millerson Case, The	Col.
Millie's Daughter	Col.
Miracle of Monte Cassino	Misc.
Miracle on 34th St.	20th-Fox
Mr. Ace	UA
Mr. District Attorney	Col.
Mr. Hex	Mono.
Monsieur Verdoux	UA
Moss Rose	20th-Fox
Mourning Becomes Electra	RKO
Mother Wore Tights	20th-Fox
Mutiny in the Big House	Mono.
My Brother Talks to Horses	MGM
My Dog Shep	SGP
My Darling Clementine	20th-Fox
My Favorite Brunette	Para.
My Heart Goes Crazy	Univ.
My Own True Love	Para.
My Wild Irish Rose	WB
N	
Naked City	Univ.
Need for Each Other	WB
Never Say Goodbye	WB
New Orleans	UA
Newshounds	Mono.
Nicholas Nickelby	Brit.
Nightmare Alley	20th-Fox
Night Has a Thousand Eyes	Para.
Night Unto Night	WB
Nobody Lives Forever	WB
Nocturne	RKO
No Leave, No Love	MGM
Nora Prentiss	WB
North Star	FC
Northwest Outpost	Rep.
Notorious Gentleman	Univ.
Notorious Lone Wolf	Col.
O	
Odd Man Out	Univ.
Of Mice and Men	Favorite
Off to Buffalo	20th-Fox
Oh Say Can You Sing	Univ.
On an Island With You	MGM
One Hundred Men And A Girl	Univ.
One Million B.C.	Favorite
One Romantic Night	Astor
On the Old Spanish Trail	Rep.
Other Love	UA
Out California Way	Rep.
Out of the Blue	EL
Out of the Past	RKO
P	
Pacific Adventure	Colo.
Palmy Days	FC
Paradine Case	Selznick
Perfect Marriage	Para.
Perils of Pauline	Para.
Phantom Valley	Col.
Philo Vance's Gamble	PRC
Philo Vance Returns	PRC

Title	Company
Philo Vance's Peril	PRC
Philo Vance's Secret Mission	PRC
Piccadilly Incident	MGM
Pilgrim Lady	Rep.
Pirates, The	MGM
Pirates of Monterey	Univ.
Plainsman and the Lady	Rep.
Portrait of Jennie	SRO
Possessed	WB
Pretender, The	Rep.
Prince of Thieves	Col.
Prison Story	RKO
Private Affairs of Bel Ami	UA
Pursued	WB
Q	
Queen for the Night	Misc.
Queen of the Amazons	SGP
Queen of the Yukon	Mono.
Queen's Necklace, The	Misc.
R	
Rage in Heaven	MGM
Ramrod	UA
Razor's Edge	20th-Fox
Red House	UA
Red Pony, The	Rep.
Red Stallion	EL
Relentless	Col.
Renegade Girl	SGP
Repeat Performance	EL
Resistance	Misc.
Return of Monte Cristo	Col.
Return of Rin-Tin-Tin	PRC
Return of the Badmen	RKO
Return of the Scarlet Pimpernel	FC
Ride the Pink Horse	Univ.
Riding the California Trail	Mono.
Riff-Raff	RKO
Road to Rio	Para.
Road Show	Favorite
Road To Hollywood	Astor
Robin Hood of Monterey	Mono.
Romance in High C	WB
Romance of Rosy Ridge, The	MGM
Root of All Evil	Brit.
Roses Are Red	20th-Fox
Roughshod	RKO
Rupert of Hentzau	SRO
Runaround	Univ.
S	
Saigon	Para.
San Demetrio, London	2th-Fox
San Quentin	RKO
St. Francis of Assisi	Misc.
Sarge Goes to College	Mono.
Scared to Death	SGP
Scarface	Astor
Scarlet Pimpernel, The	FC
School for Danger	Misc.
School for Secrets	Brit.
Scudda Hoo, Scudda Hay	20th-Fox
Sea Bandits	Favorite
Sea Hawk, The	WB
Sea of Grass	MGM
Sea Wolf, The	WB
Searching Wind	Para.
Second Chance	20th-Fox
Second Chorus	Astor
Secret Beyond the Door, The	U-I
Secret Heart, The	MGM
Secret Life of Walter Mitty	RKO
Secrets of the Whistler	Col.
Senator Was Indiscreet	U-I
Seven Keys to Baldpate	RKO
Seven Were Saved	Para.
Shadow of a Woman	WB
Shadows Over Chinatown	Mono.
Shaggy	Para.
Shocking Miss Pilgrim	20th-Fox
Show-Off	MGM
Shoot to Kill	Screen Guild
Shop Girls of Paris	Misc.
Silent Voice	PRC
Silver Devil	Astor
Silver River	WB
Sinbad the Sailor	RKO
Singapore	Univ.
Singin' In the Corn	Col.
Sign of the Ram, The	Col.
Sky Devils	Astor
Slave Girl	Univ.
Sleep, My Love	UA
Smash-Up	Univ.
So Dark the Night	Col.
So in Love	SRO
Something in the Wind	Univ.
Son of Rusty	Col.
Song of Love	MGM
Song of My Heart	Allied
Song of Scheherazade	Univ.
Song of the South	RKO
Song of the Thin Man	MGM
So Well Remembered	RKO
Spoilers of the North	Rep.
Sport of Kings	Col.
Springtime in the Sierras	Rep.
Stairway to Heaven	Univ.
Stallion Road	WB
Stampede	E-L
Stampede	UA
Stella Dallas	FC
Step-Child	PRC
Stork Bites Man	UA
Strange Journey	20th-Fox
Strange Woman	UA
Stranger, The	RKO
Strawberry Roan	Col.
Suddenly It's Spring	Para.
Susie Steps Out	UA
Summer Holiday	MGM

RKO-RADIO (Continued)

Prod. No.			Run Time Mins.	Trade Shown	See Issue of
	CURRENT 1946-'47				
719	Devil Thumbs a Ride, The (D)A	Lawrence Tierney-N. Leslie	62	Feb.	b3/1/47
729	Dick Tracy's Dilemma (M)A	Ralph Byrd-Kay Christopher	60	June	b5/17/47
714	Dick Tracy vs. Cueball (D)F	Morgan Conway-Anne Jeffreys	62	Dec.	b11/9/46
715	Falcon's Adventure (D)F	Tom Conway-Madge Meredith	61	Dec.	b12/14/46
716	Farmer's Daughter, The (C-D)A	L. Young-J. Cotten-E. Barrymore	97	Feb.	b2/22/47
710	Genius at Work (C)F	A. Carney-W. Brown-A. Jeffreys	61	July	b8/3/46
721	Honeymoon (C)F	S. Temple-F. Tone-G. Madison	74	June	b5/19/47
781	It's a Wonderful Life (D)	J. Stewart-D. Reed-L. Barrymore	128	Dec.	b12/21/46
711	Locket, The (D)	Laraine Day-B. Aherne	86	Dec.	b12/21/46
Sp.	Long Night, The (D)A	Henry Fonda-Barbara Bel Geddes	96	May	b5/31/47
706	Nocturne (D)A	George Raft-Lynn Bari	85	Oct.	b10/19/46
761	Notorious (My-D)A	Cary Grant-Ingrid Bergman	101	July	b7/27/46
712	San Quentin (D)A	L. Tierney-M. Carr-B. MacLane	66	Dec.	b12/7/46
762	Sinbad the Sailor T (F)F	D. Fairbanks. Jr.-M. O'Hara	117	Jan.	b1/18/47
791	Song of the South *T (D-M)F	Luana Patten-Bobby Driscoll	95	Nov.	b11/2/47
723	Tarzan and the Huntress (D)F	J. Weissmuller-B. Joyce	70	April	a3/22/47
726	They Won't Believe Me (D)A	Robert Young-Susan Hayward	95		b5/17/47
730	Thunder Mountain (W)F	T. Holt-R. Martin-M. Hyer	60		b5/17/47
717	Trail Street (W)F	R. Scott-R. Ryan-A. Jeffreys	83	Mar.	b2/1/47
713	Vacation in Reno (C)F	Jack Haley-Anne Jeffreys	60	Oct.	b10/12/46
727	Woman on the Beach, The (D)A	J. Bennett-R. Ryan-C. Bickford	71		m5/17/47
	COMING				
1	Bachelor and the Bobby-Soxer (C)F	G. Grant-M. Ley-S. Temple	95		b6/7/47
Sp.	Bishop's Wife, The (D)	G. Grant-T. Wright-D. Niven			a7/5/47
1	Crossfire (D)A	R. Young-R. Mitchum-G. Grahame	85		b6/28/47
	Dick Tracy Meets Karloff	R. Byrd-B. Karloff-A. Gwynne			
	Fighting Father Dunne	P. O'Brien-M. Dell-D. Hickman			
Sp.	Fun and Fancy Free	E. Bergen-D. Shore			
	Fugitive, The	Henry Fonda-Dolores Del Rio			
	How Dear to My Heart *T	Luana Patten-Bobby Driscoll			
	If You Knew Susie	E. Cantor-J. Davis-A. Joslyn			
	Indian Summer (D)	A. Knox-A. Sothern-G. Tobias			a7/5/47
	I Remember Mama	I. Dunne-B. Bel Geddes-O. Homolka			
Sp.	Magic Town	James Stewart-Jane Wyman			
	Man About Town	Maurice Chevalier			
	Memory of Love	D. Andrews-M. Oberon-E. Barrymore			
Sp.	Mourning Becomes Electra	R. Russell-K. Paxinou-R. Massey			
	Out of the Past	Robert Mitchum-Jane Greer			a2/1/47
	Return of the Badmen	Randolph Scott-Jacqueline White			
1	Riff-Raff (My)A	Pat O'Brien-Anne Jeffries	80		b6/7/47
	Roughshod	R. Sterling-C. Jarman-G. Grahame			
	That's Life *T	D. Kaye-V. Mayo			
	Secret Life of Walter Mitty, The *T	D. Kaye-V. Mayo-F. Bainter			a9/7/46
1	Seven Keys to Baldpate (M)A	Phillip Terry-Jacqueline White	68		b6/7/47
	So Well Remembered	M. Scott-J. Mills			
	Tarzan and the Mermaids	J. Weissmuler-B. Joyce			
	Tycoon *T	John Wayne-Laraine Day			a7/12/47
1	Under the Tonto Rim (W)F	T. Holt-N. Leslie-R. Martin	61		b6/7/47

REPUBLIC

Prod. No.			Run Time Mins.	Trade Shown	See Issue of
	Current 1945-46				
543	Heldorado (WM)F	Roy Rogers-Dale Evans-"Gabby" Hayes.	70	12/15/46	b12/23/46
5542	Home in Oklahoma (W-M)F	R. Rogers-G. Hayes-D. Evans	72	11/8/46	b11/2/46
5503	Out California Way *U (WM)F	Monte Hale-Adrian Booth	67	12/5/46	b12/14/46
532	Plainsman and the Lady (W)F	W. Elliott-V. Ralston-G. Patrick	82	11/15/46	b11/9/46
533	That Brennan Girl (D)A	James Dunn-Mona Freeman	95	12/23/46	b11/16/46
	CURRENT 1946-'47				
603	Affairs of Geraldine (C-D)F	Jane Withers-Jimmy Lydon	68	11/18/46	b10/26/46
608	Angel and the Badman (W)F	J. Wayne-G. Russell-I. Rich	100	2/15/46	b2/15/46
641	Apache Rose *U (W-M)F	Roy Rogers-Dale Evans	75	2/15/46	b3/22/47
642	Belles of San Angelo *U (W)	R. Rogers-D. Evans	71	5/15/47	b5/24/47
607	Calendar Girl (M)F	J. Frazee-W. Marshall	88	1/31/47	b2/8/47
604	Fabulous Suzanne (C)	Barbara Britton-Rudy Vallee	71	12/15/46	b12/21/46
605	Ghost Goes Wild, The (C)F	James Ellison-Anne Gwynne	66	3/8/47	b4/5/47
610	Hit Parade of 1947 (M)	E. Albert-C. Moore-J. Edwards	90	3/22/47	b5/3/47
601	I've Always Loved You *T (DM)F	Catherine McLeod-Philip Dorn	117	12/2/46	b8/31/46
606	Magnificent Rogue, The (C-D)A	L. Robert-W. Douglas	74	2/15/47	b11/23/46
615	Northwest Outpost (O)F	Nelson Eddy-Ilona Massey	91	6/25/47	b5/10/47
602	Pilgrim Lady, The (C-D)A	Warren Douglas-Lynne Roberts	67	1/22/46	b1/25/47
612	Spoilers of the North (D)A	Paul Kelly-Evelyn Ankers	66	4/24/47	b5/10/47
609	That's My Gal *U (M)A	L. Roberts-D. Barry	66	5/15/47	b5/31/47
613	That's My Man (D)A	D. Ameche-C. McLeod	99	6/1/47	b5/12/47
616	Web of Danger (D)F	A. Mara-B. Kennedy	58	6/10/47	b6/21/47
614	Winter Wonderland (C-R)A	L. Roberts-C. Drake	71	5/17/47	b5/31/47
611	Yankee Fakir (C)F	D. Frawley-J. Woodbury-C. Bevans	71	4/1/47	b4/12/47
	COMING				
	Bill and Coo	George Burton's Birds			
617	Blackmail	W. Marshall-A. Mara-S. Bachelor	67	7/24/47	
	Driftwood	Wood-Brennan-Warrick-Jagger			
	Exposed	Adele Mara-Robert Scott			
	Flame, The	John Carroll-Vera Ralston			
	Macbeth	Orson Welles-J. Nolan			
	On the Old Spanish Trail *U	R. Rogers-T. Guizar-J. Frazee			
	Pretender, The	A. Dekker-L. Stirling-C. Drake			
	Red Pony, The *T	M. Loy-R. Mitchum-L. Calhern			
	Fabulous Texan, The	W. Elliott-J. Carroll-C. McLeod			
646	Springtime in the Sierras *U	R. Rogers-J. Frazee-A. Devine	75	7/15/47	
619	The Trespasser (My)A	J. Martin-W. Douglas	71	7/3/47	b7/12/47
618	Wyoming	W. Elliott-V. Ralston	84	8/1/47	a3/8/47
	Westerns (Current)				
553	Cherokee Flash (W)F	Sunset Carson-Linda Stirling	55	12/13/46	a3/2/46
664	Homesteaders of Paradise Valley (W)F	Allan Lane-Bobby Blake	58	4/1/47	b4/12/47
554	Last Frontier Uprising *U (W-M)F	Monte Hale-Adrian Booth	65	2/1/47	b4/12/47
665	Oregon Trail Scouts (W)F	Allan Lane-Bobby Blake	58	5/15/47	b5/24/47
558	Rio Grande Raiders	Sunset Carson-Linda Stirling	56	9/9/46	
684	Saddle Pals (W)F	G. Autry-L. Roberts	72	6/15/47	b6/21/47
661	Santa Fe Uprising (W)F	Allan Lane-Bobby Blake	57	11/15/46	b4/25/47

REPUBLIC (Continued)

Prod. No.			Run Time Mins.	Rel. Date	See Issue of
681	Sioux City Sue (W)F	Gene Autry-Lynne Roberts	69	11/21/46	b11/30/46
662	Stagecoach to Denver (W)F	Allan Lane-Bobby Blake	56	12/23/46	b1/4/47
682	Trail to San Antone (W)F	Gene Autry-Peggy Stewart	57	4/1/47	b4/18/47
683	Twilight on the Rio Grande (W)F	G. Autry-S. Holloway-Cass County Boys	71	4/1/47	b4/19/47
663	Vigilantes of Boomtown (W)F	Allan Lane-Bobby Blake	56	2/15/47	m2/15/47

Westerns (Coming)

	Along the Oregon Trail *U	Monte Hale-Adrian Booth			
	Marshall of Cripple Creek	Allan Lane-Bobby Blake			
685	Robin Hood of Texas	Gene Autry-Lynne Roberts-Adele Mara	71	7/15/47	
666	Rustlers of Devil's Canyon (W)F	Allan Lane-Bobby Blake	58	7/1/47	b7/12/47
	Under Colorado Skies *U	M. Hale-A. Booth			
	Wild Frontier, The	Allan "Rocky" Lane-Jack Holt			

SCREEN GUILD PRODUCTIONS

CURRENT

HC12	Bar 20 Justice	Wm. Boyd-R. Hayden-G. Hayes	65	7/19/47	Reissue
4614	Bells of San Fernando (D)F	Donald Woods-Gloria Warren	69	4/5/47	b4/5/47
4613	Buffalo Bill Rides Again (W)F	Richard Arlen-Jennifer Holt	66	4/19/47	b4/5/47
4616	Bush Pilot	R. Hudson-J. LaRue-A. Willis	60	6/7/47	
HC10	Cassidy of Bar 20	Wm. Boyd-H. Clark-R. Hayden	59	5/10/47	Reissue
HC11	Heart of Arizona	Wm. Boyd-G. Hayes-R. Hayden	68	6/14/47	Reissue
4701	Hollywood Barn Dance (C-D)F	E. Tubb-L. Talbott-H. Boyce	72	6/21/47	b6/7/47
4609	My Dog Shep	Flame (dog)-Tom Neal	60	12/1/46	
4610	North of the Border	R. Hayden-I. Cooper	46	10/1/46	a8/24/46
HC09	Partners of the Plains	Wm. Boyd-H. Clark-R. Hayden	71	4/26/47	Reissue
4611	Queen of the Amazons (D)A	Patricia Morison-Robert Lowery	62	1/15/47	b3/29/47
4612	Renegade Girl (D)F	Alan Curtis-Ann Savage-Jack Holt	65	12/25/46	b3/29/47
HC07	Rustlers Valley	Wm. Boyd-G. Hayes-R. Hayden	60	3/15/47	Reissue
4608	Scared to Death *C	B. Lugosi-J. Compton	65	5/3/47	
4615	Shoot to Kill (D)A	R. Wade-E. MacDonald-S. Walters	60	5/17/47	b4/12/47
HC08	Texas Trail	Wm. Boyd-R. Hayden-G. Hayes	59	4/12/47	Reissue

COMING

4704	Burning Cross, The	Hank Daniels-Virginia Patton	77	9/1/47	
4618	Case of the Baby Sitter, The	Tom Neal-A. Jenkins-P. Blake	40	7/26/47	
	Dark Road, The	John Shelton-Ann Doran			
4703	Dragnet (My)A	M. Brian-H. Wilcoxon	71	8/16/47	b7/12/47
4617	Hat Box Mystery, The (My)	T. Neal-A. Jenkins-V. Sale	40	7/12/47	a7/5/47
4701	Hollywood Barn Dance (C-D)F	E. Tubb-L. Talbott-H. Boyce	65	6/21/47	b6/7/47
4702	Killer Dill (C-D)A	S. Erwin-A. Gwynne-F. Albertson	71	8/2/47	b5/17/47

SELZNICK RELEASING ORGANIZATION

CURRENT

	Duel in the Sun *T (WD)A	J. Jones-G. Peck-J. Cotten	138	4/17/47	b1/4/47

COMING

	Paradine Case, The	G. Peck-A. Todd-C. Laughton			
	Portrait of Jennie	J. Jones-J. Cotten			
	Rupert of Hentzau	Louis Jourdan-Valli			
	So in Love	Shirley Temple			

20TH-FOX

CURRENT 1946-'47

620	Behind Green Lights (D)A	Carole Landis-William Gargan	64	Feb.	b1/19/46
642	Bowery, The	Wallace Beery-Jackie Cooper	84	Oct.	Re-release
648	Dangerous Millions (D)F	Kent Taylor-Dona Drake	69	Dec.	b12/7/46
640	Home Sweet Homicide (MyC)F	P. Ann Garner-R. Scott	90	Oct.	b7/20/46
646	Margie *T (C-D)F	Jeanne Crain-Alan Young	93	Nov.	b10/19/46
645	My Darling Clementine (W-D)F	H. Fonda-L. Darnell-V. Mature	97	Nov.	b10/12/46
641	Sun Valley Serenade	Sonja Henie-John Payne	86	Sept.	Re-release
639	Three Little Girls in Blue *T (M)F	Hayer-Blaine-G. Montgomery	90	Oct.	b9/7/46
649	Wake Up and Dream *T (M)F	John Payne-June Haver	92	Dec.	b11/30/46
644	Wanted for Murder (D)A	Eric Portman-Dulcie Gray	91	Nov.	b4/13/46

CURRENT 1947-'48

709	Alexander's Ragtime Band	T. Power-A. Faye-D. Ameche	106	Mar.	Re-release
711	Backlash (My)A	R. Travis-J. Rogers-L. Blake	66	Mar.	b3/22/47
706	Boomerang (D)A	Dana Andrews-Jane Wyatt	88	Feb.	b1/25/47
707	Brasher Doubloon, The (My)A	G. Montgomery-Nancy Guild	72	Feb.	b2/8/47
710	Carnival in Costa Rica *T (M)F	D. Haymes-C. Holm-C. Romero	96	April	b3/29/47
715	Ghost and Mrs. Muir, The (D)A	G. Tierney-R. Harrison-G. Sanders	104	May	b5/24/47
713	Homestretch, The *T (D)A	Maureen O'Hara-Cornel Wilde	99	May	b4/26/47
716	Jewels of Brandenburg (D)A	Richard Travis-Micheline Cheirel	64	May	b4/12/47
712	Late George Apley, The (D)A	Ronald Colman-Peggy Cummins	98	April	b2/3/47
704	Les Miserables	Fredric March-Chas. Laughton	109	Jan.	Re-release
718	Miracle on 34th St. (C)F	J. Payne-M. O'Hara	96	June	b5/10/47
717	Moss Rose (M-D)A	V. Mature-P. Cummings-E. Barrymore	82	June	b5/24/47
701	Razor's Edge, The (D)A	T. Power-G. Tierney-J. Payne	146	Jan.	b11/23/46
714	San Demetrio, London (D)A	W. Fitzgerald-A. Young-R. Michael	76	April	b4/4/47
703	Shocking Miss Pilgrim *T	Betty Grable-Dick Haymes	85	Jan.	b1/4/47
705	Stanley & Livingstone	Spencer Tracy-Richard Green	101	Jan.	Re-release
708	Strange Journey (D)F	Paul Kelly-Osa Massen	67	Feb.	b9/14/46
702	13 Rue Madeleine (D)	James Cagney-Annabella	95	Jan.	b12/21/46
719	Western Union	Robert Young-Randolph Scott	95	June	Re-release

COMING

720	Bob, Son of Battle *T (D)F	P. A. Garner-L. McCallister	103	July	b6/7/47
	Captain from Castile *T	T. Power-J. Peters-C. Romero			
722	Crimson Key, The (My)F	Kent Taylor-Doris Dowling	76	July	b7/5/47
	Daisy Kenyon	J. Crawford-D. Andrews-H. Fonda			
	Forever Amber *T	L. Darnell-C. Wilde-G. Sanders			
	Foxes of Harrow, The	R. Harrison-M. O'Hara-R. Haydn			
	Gentleman's Agreement	G. Peck-D. McGuire-J. Garfield			
	Green Grass of Wyoming *T	P. Cummins-R. Arthur-C. Coburn			
	Invisible Wall, The	Don Castle-Virginia Christine			
723	I Wonder Who's Kissing Her Now *T (M)F	June Haver-Mark Stevens	104	Aug.	b6/14/47
725	Kiss of Death	Victor Mature-Brian Donlevy		Sept. '47	
721	Meet Me At Dawn (C-D)F	William Eythe-Hazel Court	99	July	
724	Mother Wore Tights *T	B. Grable-D. Dailey		Sept.	a11/16/46
	Nightmare Alley	T. Power-J. Blondell-Helen Walker			
	Off to Buffalo *T	N. Guild-D. Daily-C. Winninger			a6/14/47
	Roses Are Red	Don Castle-Peggy Knudsen			
	Scudda Hoo, Scudda Hay *T	J. Haver-L. McCallister-A. Revere			a5/17/47
726	Second Chance (My)	K. Taylor-Louise Currie-D. Hoey	62	Sept. '47	a7/12/47

Title	Company
Sun Valley Serenade	20th-Fox
Suspense	Mono.
Swell Guy	Univ.
Sweet Genevieve	Col.
Sweetheart of Sigma Chi	Mono.
Swiss Family Robinson	Astor
Swordsman	Col.

T

Take My Life	Brit.
Tap Roots	Univ.
Tarzan and the Huntress	RKO
Tarzan and the Mermaids	RKO
Temptation	Univ.
Temptation Harbour	Brit.
Tenth Avenue Angel	MGM
Texas Trail	SGP
That Brennan Girl	Rep.
That's Life	RKO
That's My Gal	Rep.
That's My Man	Rep.
That Way with Women	WB
The Brothers	Brit.
The Kissing Bandit	MGM
The Man I Love	WB
There Goes My Heart	Favorite
The Last Round-Up	Col.
The Patient Vanishes	FC
The Time, the Place & the Girl	WB
They Made Me a Killer	Para.
They Passed This Way	UA
They Won't Believe Me	RKO
Thief of Bagdad	FC
Thieves' Holiday	UA
13 Rue Madeleine	20th-Fox
Thirteenth Hour	Col.
This Happy Breed	Univ.
This Time for Keeps	MGM
Three Little Girls in Blue	20th-Fox
Three on a Ticket	PRC
Thunderbolt	Mono.
Thunder in the City	Astor
Thunder in the Hills	Misc.
Thunder Mountain	RKO
Till the Clouds Roll By	MGM
Time of Your Life	UA
Time Out of Mind	Univ.
T-Man	E-L
Tom Brown's Schooldays	Astor
Too Many Winners	PRC
Topper Returns	Favorite
Topper Takes a Trip	Favorite
Torment	Misc.
Trail Street	RKO
Trap, The	Mono.
Treasure of the Sierra Madre	WB
Trespasser, The	Rep.
Trouble With Women	Para.
Two Anonymous Letters	Misc.
Two Blondes and a Redhead	Col.
Two Guys From Texas	WB
Two Mrs. Carrols	WB
Two Years Before the Mast	Para.
Tycoon	RKO

U

Unconquered	Para.
Undercover Maisie	MGM
Undercurrent	MGM
Under the Tonto Rim	RKO
Unexpected Guest	UA
Un faithful	WB
Unfinished Dance	MGM
Unholy Garden	FC
Unsuspected, The	Warner Bros.
Untamed Fury	PRC
Upturned Glass, The	Brit.

V

Vacation Days	Mono.
Vacation in Reno	RKO
Variety Girl	Para.
Vendetta	UA
Verdict	WB
Vigiliantes Return	Univ.
Violence	Mono.
Virtuous	MGM
Voice of the Turtle	WB
Vow, The	Misc.

W

Wake Up and Dream	20th-Fox
Wallflower	Warner Bros.
Wanted for Murder	20th-Fox
Web, The	Univ.
Web of Danger	Rep.
Welcome Stranger	Para.
Welldigger's Daughter	Misc.
Westerner, The	FC
Western Union	20th-Fox
When a Girl's Beautiful	Col.
Where There's Life	Para.
While the Sun Shines	Brit.
Whiplash	WB
Whispering Smith	Para.
White Cradle Inn	Brit.
Who Killed Doc Robin	UA
Wicked Lady	Univ.
Wild Bill Hickok Rides	WB
Wild Harvest	Para.
Wild West	PRC
Winter Wonderland	Rep.
Wistful Widow of Wagon Gap	U-I
Wolf Call	Mono.
Woman Betrayed	PRC
Woman Chases Man	FC
Woman in White	WB
Woman on the Beach	RKO
Wyoming	Rep.

Y

Yankee Fakir	Rep.
Yearling, The	MGM
Years Between	Univ.
You Can't Cheat an Honest Man	Univ.

TITLE CHANGES

"Capture, The" (E-L) now STAMPEDE

"Texas Manhunt" (E-L) now MAN FROM TEXAS

"Tomorrow You Die" (PRC) now WOMAN BETRAYED

NEW PICTURES STARTED LAST WEEK

COLUMBIA

Crime Doctor's Gamble — Principals: Warner Baxter, Micheline Cheirel, Roger Dann. Director, William Castle.

Devil Ship—Principals: Richard Lane, Louise Campbell. Director, Lew Landers.

Phantom Valley — Principals: Charles Starrett, Smiley Burnette. Director, Ray Nazarro.

Sign of the Ram, The — Principals: Susan Peters, Alexander Knox, Ron Randall. Director, John Sturges.

EAGLE-LION

T-Man — Principals: Dennis O'Keefe. Director, Anthony Mann.

PRC

Gun Law—Principals: Lash LaRue, Al St. John, Jennifer Holt. Director, Ray Taylor.

Linda Be Good — Principals: Elyse Knox, John Hubbard, Marie Wilson. Director, Frank MacDonald.

SCREEN GUILD

Dark Road, The—Principals: John Shelton, Ann Doran. Director, Walter Colmes.

ADVANCE DATA

On Forthcoming Product

IF YOU KNEW SUSIE (RKO) *Comedy. Principals*: Eddie Cantor, Joan Davis. *Director*, Gordon M. Douglas. *Plot*: Two hard-up and socially ostracized ex-vaudevillians discover they are descendants of a national hero with a large unpaid claim against the government. They go to Washington, hoping to win recognition in history books for their patriotic ancestor. During the lengthy investigation their name becomes a household word. Finally the harassed Congress decides the Government owes them billions of dollars—enough to bankrupt the country. They cancel the claim, burn the document, and return home where they are welcomed with open arms.

MAN FROM TEXAS (Eagle-Lion) *Mystery-Drama. Principals*: James Craig, Lynn Bari, Johnny Johnston. *Director*, Leigh Jason. *Plot*: The El Paso Kid decides to go straight and earn an honest living for his family. But members of his old gang talk him into one more holdup. He is betrayed and captured. On his way to the penitentiary, the train is held up and the Kid, unlocking his handcuffs and stealing a gun, disarms the crooks, hands them over to the authorities and returns to his seat. Because of this feat on the side of the law, his sentence is shortened.

LAST DAYS OF BOOT HILL (Col.) *Western. Principals*: Charles Starrett, Smiley Burnette. *Director*, Ray Nazarro. *Plot*: The widow and brother of a man who stole a large sum of gold coins from the government are battling with the daughter of the dead man and her sweetheart, for control of the estate. The Durango Kid steps into the picture, discovers the gold, and sends the widow to jail.

UNITED ARTISTS

Prod. No.	CURRENT 1946-'47		Run Time Mins.	Rel. Date	See Issue of
	Abie's Irish Rose (C)F	Joanne Dru-Michael Chekhov	96	12/27/46	b11/30/46
	Adventures of Don Coyote *C (W)F	F. Rafferty-M. Cramer	66	5/9/47	m5/3/47
	Carnegie Hall (D-M)A	M. Hunt-W. Prince-M. O'Driscoll	134		b3/1/47
	Chase, The (D)A	Robert Cummings-Michele Morgan	85	11/22/46	b10/19/46
	Copacabana (M-C)F	C. Miranda-A. Russell-G. Marx	92	5/30/47	b5/24/47
	Dangerous Venture (W)F	A. Clyde-W. Boyd-B. Alexander	59	5/23/47	a2/22/47
	Devil's Playground, The (W)F	William Boyd-Andy Clyde	65	11/15/46	b9/21/46
	Dishonored Lady (D)A	H. Lamarr-D. O'Keefe-J. Loder	89	5/19/47	b4/26/47
	Fabulous Dorseys, The (M)F	T. Dorsey-J. Dorsey-J. Blair	87	2/21/47	b3/1/47
	Fool's Gold (W)F	William Boyd-Andy Clyde	65	1/31/47	b10/12/46
	Fun on a Weekend (C)A	Priscilla Lane-Eddie Bracken	93	5/15/47	b4/12/47
	Little Iodine (C)F	J. Ann Marlowe-Marc Cramer	57	10/11/46	b9/14/46
	Macomber Affair, The (D)A	Gregory Peck-Joan Bennett	90	3/21/47	b1/25/47
	New Orleans (D-M)A	A. deCordova-D. Patrick	90	4/16/47	b5/3/47
	Private Affairs of Bel Ami, The (D)A	George Sanders-Angela Lansbury	115	3/7/47	b3/1/47
	Ramrod (W-D)A	J. McCrea-V. Lake-D. DeFore	94	5/2/47	b3/1/47
	Red House, The (My)A	Ed. G. Robinson-L. McCallister	98	2/7/47	b2/8/47
	Sin of Harold Diddlebock, The	H. Lloyd-R. Washburn-J. Conlin	89	4/4/47	a2/9/46
	Stork Bites Man	Jackie Cooper-Gene Roberts	74	6/21/47	a2/15/47
	Strange Woman, The (D)A	H. Lamarr-G. Sanders-L. Hayward	100	10/25/46	b11/2/46
	Susie Steps Out (C-D)F	David Bruce-Cleatus Caldwell	65	12/13/46	b11/23/46
	Unexpected Guest, The (W)F	Wm. Boyd-Andy Clyde	60	3/28/47	b12/14/46

COMING

	Atlantis	Maria Montez-Jean Pierre Aumont			a4/5/47
	A Miracle Can Happen	James Stewart-Henry Fonda			
	Arch of Triumph (D)	I. Bergman-C. Boyer			a5/3/47
	Body and Soul	John Garfield-Lillie Palmer			
	Christmas Eve	G. Raft-G. Brent-R. Scott-J. Blondell			a3/29/47
	Curly *C	Frances Rafferty-Larry Olsen			a5/25/46
	Dead Don't Dream, The (W)	W. Boyd-A. Clyde			
	Fabulous Joe	Walter Abel-Margot Grahame			
	Fanny By Gaslight	James Mason-Phyllis Calvert			
	Heaven Only Knows	Robert Cummings-Brian Donlevy			a1/4/47
	Henry the Fifth (D)F *T	L. Olivier-R. Asherson	134		b4/27/46
	Here Comes Trouble	William Tracy-Patti Morgan			a8/24/46
	Hoppy's Holiday (W)F	W. Boyd-Mary Ware	60	7/18/47	b5/10/47
	Intrigue	G. Raft-J. Havoc-D. Seymour			
	Lured (D)	G. Sanders-L. Ball	96	Sept.	a5/10/47
	Mad Wednesday (D)F	H. Lloyd-R. Washburn-J. Conlin	89	4/8/47	b2/22/47
	Marauders, The	W. Boyd-R. Brooks-A. Clyde			
	Monsieur Verdoux (C-D)A	Charles Chaplin-Martha Raye	123		b4/19/47
	Other Love, The (D)A	B. Stanwyck-David Nivin	96	7/11/47	b4/5/47
	Sleep, My Love	C. Colbert-R. Cummings-D. Ameche			
	Stampede	John Wayne-Walter Brennan			
	Time of Your Life	J. Cagney-Wm. Bendix-J. Cagney			
	Vendetta (D)	Hillary Brooke-Faith Domergue			a5/10/47
	Without Honor	William Boyd-Andy Clyde			
	Who Killed Doc Robin?	E. Janssen-L. Olsen-D. Belding			a5/31/47

UNIVERSAL

CURRENT

	Brief Encounter (D)A	Celia Johnson-Trevor Howard	86		b5/3/47
620	Brute Force (D)A	B. Lancaster-H. Cronyn-C. Bickford	98	Aug. '47	b6/21/47
612	Buck Privates Come Home (C)F	Bud Abbott-Lou Costello	77	April	b3/15/47
	Captive Heart, The (D)A	Michael Redgrave-Mervyn Johns	87		b4/13/47
601	Dark Mirror, The (My)A	O. DeHavilland-Lew Ayres	85	Oct.	b10/15/46
2791	Destry Rides Again	M. Dietrich-J. Stewart	94	Mar.	Reissue
613	Egg and I, The (C)F	Claudette Colbert-Fred MacMurray	108		b3/23/47
619	Great Expectations (D)F	J. Mills-Valerie Hobson	116	July	b12/21/46
607	I'll Be Yours (C-M)F	D. Durbin-T. Drake-W. Bendix	93	Jan.	b1/25/47
2794	I Stole a Million	G. Raft-C. Trevor-D. Foran	78	April	Reissue
616	Ivy (D)A	Joan Fontaine-Patric Knowles	99	June	b6/14/47
	Johnny Frenchman	Francoise Rosay-Patricia Roc	104		
602	Magnificent Doll (D)F	G. Rogers-D. Niven-B. Meredith	94	Nov.	b11/23/46
2795	Magnificent Obsession	Irene Dunne-Robert Taylor	101	May	Reissue
610	Michigan Kid *C (W)F	John Hall-Rita Johnson	69	Mar.	b2/15/47
1066	Notorious Gentleman, The (D)A	Rex Harrison-Lilli Palmer	106	Nov.	b2/16/46
617	Odd Man Out (D)A	James Mason-Robert Newton	116	June	b2/14/47
2796	One Hundred Men and a Girl	Deanna Durbin-L. Stokowski	84	May	Reissue
608	Song of Scheherazade *T (M)F	Y. DeCarlo-B. Donlevy-J. P. Aumont	106	Mar.	b2/1/47
609	Smash-Up, The Story of a Woman (D)A	S. Hayward-L. Bowman-E. Albert	102	Mar.	b2/8/47
611	Stairway to Heaven *T (D)A	David Niven-R. Massey	103	Mar.	b11/16/46
606	Swell Guy (D)A	Sonny Tufts-Ann Blyth	86	Jan.	b12/14/46
604	Temptation (D)A	M. Oberon-G. Brent-C. Korvin	98	Dec.	b12/14/46
	This Happy Breed *T (D)A	Robert Newton-Celia Johnson	110		b4/19/47
614	Time Out of Mind (D)A	P. Calvert-R. Hutton-E. Raines	88	May	b3/22/47
2793	You Can't Cheat an Honest Man	W. C. Fields-Edgar Bergen	73	April	Reissue
618	Vigilantes Return *C	Jon Hall-Margaret Lindsay	67	July	a7/13/46
615	Web, The (M)	V. Prince-E. Raines	87	June	b5/24/47
2792	When the Daltons Rode	R. Scott-K. Francis-B. Donlevy	81	Mar.	Reissue
605	Wicked Lady, The (D)A	M. Lockwood-J. Mason-P. Roc	98	Jan.	b1/12/47

COMING

	Black Bart, Highwayman *T	Y. De Carlo-D. Duryea			
	A Lady Surrenders (D)A	Margaret Lockwood-Stewart Granger	113		b10/12/46
	Black Narcissus *T (D)F	D. Kerr-Sabu	100		b5/3/47
	Exile, The	D. Fairbanks, Jr.-M. Montez-P. Croset			a6/28/47
	For the Love of Mary	D. Durbin-J. Dall-D. O'Connor			a4/19/47
	I Know Where I'm Going (D)F	W. Hiller-R. Livesy-P. Brown	91		b1/5/46
	Imagination	Ronald Colman-Signe Hasso			
	Lost Moment, The	S. Hayward-R. Cummings-J. Loring			
	Magic Bow, The (D-M)F	Stewart Granger-Phyllis Calvert	106		b9/28/46
	My Heart Goes Crazy *T (M)F	Sid Field-Greta Gynt	120		b9/7/46
	Naked City, The (D)	B. Fitzgerald-D. Hart			
	Oh Say Can You Sing	Sheila Ryan-Fred Brady			a5/25/46
	Pirates of Monterey *T	Maria Montez-Rod Cameron-P. Reed			a5/25/46
	Ride the Pink Horse	R. Montgomery-W. Hendrix			
	Secret Beyond the Door (D)	J. Bennett-M. Redgrave-A. Revere			a5/17/47
	Senator Was Indiscreet, The	W. Powell-E. Raines			
	Singapore (D)	F. MacMurray-A. Gardner-P. Dorn			a6/7/47

UNIVERSAL (Continued)

Prod. No.	COMING		Run Time Mins.	Rel. Date	See Issue of
	Slave Girl *T	Yvonne deCarlo-George Brent			a8/17/46
	Something in the Wind	D. Durbin-J. Hall-D. O'Connor		Aug.	
	Tap Roots	Van Heflin-Susan Hayward			
	Wistful Widow of Wagon Gap (C)	B. Abbott-L. Costello-M. Main			a7/12/47
	Years Between, The	M. Redgrave-V. Hobson-F. Robson			

WARNER BROS.

	CURRENT 1946-'47				
613	Beast With Five Fingers, The (H)	Robert Alda-Andrea King	88	2/8/47	b12/21/46
622	Cheyenne (W-D)F	Dennis Morgan-Jane Wyman	100	6/14/47	b4/26/47
605	Deception (D)A	B. Davis-P. Henreid-C. Rains	112	10/26/46	b10/19/46
612	Humoresque (D)A	J. Crawford-J. Garfield-O. Levant	126	1/25/47	b12/23/46
608	Kings Row	A. Sheridan-R. Cummings-R. Reagan	127	12/7/46	Reissue
620	Love and Learn (C-M)A	J. Carson-R. Hutton-M. Vickers-J. Paige	83	5/3/47	b3/29/47
606	Never Say Goodbye (C)F	Errol Flynn-Eleanor Parker	96	11/9/46	b10/26/46
614	Nora Prentiss (D)A	A. Sheridan-K. Smith-R. Alda	113	2/22/47	b2/8/47
604	Nobody Lives Forever (D)A	J. Garfield-G. Fitzgerald	100	10/12/46	b9/28/46
624	Possessed (D)A	J. Crawford-Van Heflin-R. Massey	108	7/28/47	b5/31/47
615	Pursued	Teresa Wright-Robert Mitchum	101	3/2/47	
616	The Sea Hawk	Errol Flynn-Claude Rains	109	4/26/47	Reissue
619	The Sea Wolf	E. G. Robinson-I. Lupino-J. Garfield	87	4/25/47	Reissue
602	Shadow of a Woman (D)A	Andrea King-Helmut Dantine	78	9/14/46	b8/17/46
617	Stallion Road (D)A	R. Reagan-A. Smith-Z. Scott	97	4/12/47	b3/2/47
616	That Way With Women (C)F	S. Greenstreet-M. Vickers-D. Clark	85	3/29/47	b2/15/47
611	The Man I Love (D)A	Ida Lupino-Robert Alda	97	1/11/47	b12/28/46
610	The Time, the Place and the Girl *T (CM)F	D. Morgan-J. Carson-J. Wyman	108	12/28/46	b12/14/46
621	Two Mrs. Carrolls, The (D)A	H. Bogart-B. Stanwyck-A. Smith	99	5/24/47	b4/5/47
607	Verdict, The (D)A	S. Greenstreet-P. Lorre-J. Lorring	86	11/23/46	b11/9/46
609	Wild Bill Hickok Rides	C. Bennett-B. Cabot-W. William	72	12/7/46	Reissue
		COMING			
625	Cry Wolf (My)A	Errol Flynn-Barbara Stanwyck	83	7/6/47	b7/5/47
	Dark Passage (D)	H. Bogart-L. Bacall-B. Bennett			a5/17/47
	Deep Valley	Dane Clark-Ida Lupino-Wayne Morris			a4/5/47
	Escape Me Never	E. Flynn-I. Lupino-G. Young			a3/8/46
	Ever the Beginning	L. Palmer-S. Wanamaker-A. Tamiroff			
	Life With Father *T	I. Dunne-W. Powell-E. Taylor			a9/14/46
	Mary Hagen	S. Temple-R. Reagan-R. Calhoun			
	My Wild Irish Rose *T	D. Morgan-A. King-A. Dahl			
	Need for Each Other	J. Reynolds-R. Hutton			
	Night Unto Night (D)	Ronald Reagan-Viveca Lindfors			a5/10/47
	Romance in High C *T	Jack Carson-Doris Day-Janis Paige			
	Silver River	E. Flynn-A. Sheridan-T. Mitchell			
	Treasure of the Sierra Madre	H. Bogart-W. Huston-T. Holt			
	Two Guys From Texas *T	J. Carson-D. Morgan-D. Malone			
623	Unfaithful, The (D)A	A. Sheridan-Z. Scott-L. Ayers	110	7/5/47	b5/31/47
	Unsuspected, The (D)	C. Rains-J. Caulfield-A. Totter			a6/14/47
	Voice of the Turtle, The (C-D)	R. Reagan-E. Parker-E. Arden			a7/5/47
	Wallflower (C-D)	Robert Hutton-Joyce Reynolds			a7/12/47
	Whiplash	D. Clark-A. Smith-S. Z. Sakall			
	Woman in White, The	A. Smith-E. Parker-S. Greenstreet			a4/26/47

BRITISH PRODUCT (U. S. Distribution Not Set)

	A Man About the House (D)A	Margaret Johnson-Dulcie Gray	97	Lon. Films	b6/28/47
	Beware of Pity (D)A	Lilli Palmer-Albert Lieven	105	Rank	b6/29/46
	Carnival (D)A	Sally Gray-Michael Wilding	93	Rank	b10/26/46
	Courtneys of Curzon St. (D-M)	Anna Neagle-Michael Wilding	120	London	b4/19/47
	Dancing With Crime (D)A	Richard Attenborough-Shelia Sim	82	Para.	b6/28/47
	Dear Murderer (D)A	E. Portman-G. Gynt-D. Price	94	Rank	b6/7/47
	Frieda (D)A	Mai Zetterling-David Farrar	98	Rank	b6/28/47
	Green Fingers (D)A	Robert Beaty-Carol Raye	85	ABPC	b10/26/46
	Hue and Cry (D)F	Alastair Sim-Valerie White	82	Rank	b2/22/47
	Hungry Hill (D)A	Margaret Lockwood-Dennis Price	109	Rank	b1/18/47
	Laughing Lady *T (M)F	Anne Zeigler-Webster Booth	90	ABPC	b10/26/46
	Loves of Joanna Godden, The (D)A	G. Withers-J. Macallum	85		b6/21/47
	The Man Within *T (D)A	Michael Redgrave-Jean Kent	85	Rank	b4/12/47
	Men of Two Worlds *T (D)A	Phyllis Calvert-Eric Portman	109	Rank	b7/27/46
	Nicholas Nickelby (D)F	Cedric Hardwicke-Sally Howes	105	Rank	b3/22/47
	Root of All Evil (D)A	Phyllis Calvert-Michael Rennie	110	Rank	b2/22/47
	School for Secrets (D)F	Ralph Richardson-Pamela Matthews	108	Rank	b11/16/46
	Take My Life (D)F	Hugh Williams-Greta Gynt	79	Rank	b5/17/47
	Temptation Harbour (D)A	Robert Newton-Simone Simon	110	ABPC	b3/29/47
	The Brothers (D)A	Patricia Roc-Will Fyffe-M. Reed	98	Rank	b5/24/47
	Upturned Glass, The (D)A	J. Mason-Rosamond John	86	Univ. Int.	b6/28/47
	While the Sun Shines (C)A	Barbara White-Ronald Howard	89	ABPC	b2/8/47
	White Cradle Inn (D)F	M. Carroll-I. Hunter-M. Rennie	83	London	b3/29/47

MISCELLANEOUS

	A Dairy for Timothy (Doc)F	Documentary	40	Eng. Films	b12/28/46
	Angel and Sinner (D)A	Micheline Preslie-Louis Salou	86	A.F.E.	b3/1/47
	A Yank in Rome (D)F	Valentina Cortese-Leo Dale	97	Film Rights	b3/22/47
	Barber of Seville (Opera)	F. Tagliavini-T. Gobbi	110	Excelsior	b4/19/47
	Before Him All Rome Trembled (D-M)A	Anna Magnani-Gina Sinimberghi	105	Superfilm	b3/1/47
	Bellman, The (D)A	Lucien Coedel-Fernand Ledoux	95	Mage	b4/5/47
	Carmen (D)A	Viviane Romance-Jean Marais	101	Superfilm	b12/7/46
	Citizen Saint (B)F	J. Prouty-L. MacMartin	65	Elliott	b5/3/47
	Clandestine (D)A	Constant Remy-Suzy Carrier	89	W. Hem.	b1/18/47
	Colonel Chabert (D)A	Raimu-M. Bell	93	Siritzky	b6/21/47
	Devil's Hand, The (D)A	Pierre Fresnay-Josseline Gael	80		b11/16/46
	Francis the First (C)A	Ferandel-Mona Goya	90	Vog Films	b1/25/47
	Girl and the Devil, The (D)A	Gunn Wallgren-Strig Jarrell	87	Scandia	b5/17/27
	Ivan the Terrible (D)A	N. Cherkassov-L. Tselikovskaya	96	Artkino	b3/15/47
	King's Jester, The (D-M)A	M. Simon-R. Brazzi	94	Superfilm	b6/21/47
	Laugh, Pagliacci (D-M)F	Alida Valli-Beniamino Gigli	82	Continental	b5/10/47
	Miracle of Monte Cassino (R-B)F	Fosco Giachetti-Nino Pavese	90	Simpex	b5/31/47
	Queen for a Night (O)A	Gurlie Lemon Bernhard-G. Bjoerling	89	Saga Films	b1/4/47
	Queen's Necklace, The (D)A	Viviane Romance-Marion Dorian	105	Siritzky	b5/10/47
	Roosevelt Story, The (Doc)F		80	Tola	b7/5/47
	St. Francis of Assisi (D)F	Jose Luis Jimenez-Alicia DePhillips	119	Simpex	b4/5/47
	School for Danger (Doc)F	Capt. H. Ree-J. Nearne	60	Eng. Films	b2/22/47
	Shop Girls of Paris (D)A	M. Simon-A. Prejean	90	Mage	b6/21/47
	Swing, Cowboy, Swing (W-M)F	C. Shrun-D. Weston-A. Lee	57	Westernair	b9/7/46
	They Made Me a Fugitive (D)A	Sally Gray-Trevor Howard		Alliance	b7/12/47
	Thunder in the Hills (D)A	J. Prucha-J. Kacer-V. Nasova	78	Gen. Film	b5/10/47
	Torment (D)A	Alf Kjellin-Mai Jetterling	95	Oxford	b4/19/47
	Two Anonymous Letters (D)A	C. Calamai-A. Checchi	83	Film Rights	b5/3/47
	Vow, The (D)A	M. Gelovani	103	Artkino	b6/21/47
	Welldigger's Daughter, The (C)A	Raimu-Fernandel	122	Siritzky	b10/5/46

ADVANCE DATA

(Continued from Preceding Page)

ASSIGNED TO TREASURY (Col.) *Drama. Principals:* Dick Powell, Signe Hasso, Maylia, Ludwig Donath. *Director,* Robert Stevenson. *Plot:* The efforts of a U. S. Commissioner of Narcotics to track down a worldwide opium ring in 1936, take him to all parts of the globe. He finally gets on board the ship which is carrying a cargo of opium to New York. Wise to an old smuggling trick, he catches the crooks red-handed in the harbor and turns them over to the Coast Guard. At the meeting of the United Nations in 1947, he tells the representatives of this creeping plague which may prove more destructive than the atom bomb.

GREEN GRASS OF WYOMING (20th-Fox) *Comedy-Drama. Principals:* Peggy Cummins, Charles Coburn, Burl Ives. *Director,* Louis King. *Plot:* Thunderhead, the white stallion which was turned loose by his young owner Ken, is causing trouble by enticing the mares away from the ranches. Ken, having bought a new racing mare, uses her to lure Thunderhead back to the corral. The big event of the year is the Trotting Race and Ken grooms his mare for it. When she falters at the end and loses, he learns that she is to have a colt by Thunderhead, and this compensates him for the loss of the race.

NATIONAL REVIEWING COMMITTEES' CLASSIFICATIONS

HEARTACHES (PRC)
FAMILY—National Board of Review. CLASS A—SEC. I—National Legion of Decency.

ROMANCE OF ROSY RIDGE, THE (MGM)
FAMILY—National Board of Review CLASS A—SEC. I—National Legion of Decency.

SARGE GOES TO COLLEGE (Mono.)
FAMILY—National Board of Review CLASS A—SEC. I—National Legion of Decency.

The authorities quoted in this column are as follows:

GENERAL FEDERATION OF WOMEN'S CLUBS. The motion picture committee is headed by Mrs. Arretus F. Burt, chairman, of St. Louis. Two reviewing committees are maintained—Mrs. Mary Lilly, New York, Eastern Committee chairman; Mrs. John Sterns Thayer, Los Angeles, Western Committee chairman. Designations used; FAMILY—8 years and up; MATURE FAMILY—14 years and up; ADULTS—Senior High School Students and Adult; **—indicates picture is rated as "Exceptional."

NATIONAL BOARD OF REVIEW: Founded in 1909 "to represent the interest of the motion picture public." The reviewing committee consists of some 300 men and women of all ages, "representing a cross-section of public taste." Designations used: FAMILY—14 years of age and up (recommendations for age groups under 14 are by Schools M. P. Committee of the National Board); MATURE—18 years old up; *—indicates picture "especially worth seeing."

NATIONAL LEGION OF DECENCY: Committee of International Federation of Catholic Alumnae reviews pictures and publishes its classifications for guidance of members of the Legion—composed of those members of the Catholic Church who join the Legion. Designations used: Class A—Section I—Unobjectionable for General Patronage; Class A—Section II—Unobjectionable for Adults; Class B—Objectionable in Part; Class C—Condemned.

SHORT Booking GUIDE

Short subjects are listed by series under headings of companies distributing them. Numerals in parenthesis following series title indicate number of releases in that group announced for, or sold for, the season. Numerals at left of titles is production or release number. Films reviewed are indicated by reviewers' ratings following titles. Third column gives running time of the subject and final column refers to date on which review of the subject was published.

COLUMBIA 1946-'47

ALL-STAR COMEDIES (10)

8431	Society Mugs	Fair	16	12/28/46
8432	So's Your Antenna	Juvenile	17	11/18/46
8433	Slappily Married	Nonsense	16½	12/ 7/46
8434	Moron Than Off	Fair	18	2/ 8/47
8435	Andy Plays Hookey	Fair	18	3/15/47
8436	Meet Mr. Mischief	Good	17½	5/10/47
8437	Scooper Dooper	Funny	18	5/10/47
8438	The Good Bad Egg		17	
8439	Bride and Gloom		16	
8440	Two Jills and a Jack		18	

ASSORTED 2-REEL COMEDIES (6)

8421	Pardon My Terror		16½	
8422	Honeymoon Blues	Dull	17	11/16/46
8423	Reno-vated		17	
8424	Hot Heir	Funny	18	4/ 5/47
8425	Cupid Goes Nuts			
8426	Nervous Shakedown		15½	
8427	Training For Trouble		15½	

THREE STOOGES COMEDIES (10)

8401	G. I. Wanna Home		15½	
8402	Rhythm and Weep	Fair	17½	11/ 2/46
8403	Three Little Pirates	Funny	18	3/15/47
8404	Half-Wit's Holiday	Funny	17½	3/29/47
8405	Fright Night	Funny	17	5/10/47
8406	Out West	Funny	17½	5/10/47
8407	Hold That Lion		16½	

COLOR RHAPSODIES—Technicolor (10)

8501	Loco Lobo	Cute	6	12/ 7/46
8502	Cockatoos for Two		6	
8503	Big House Blues		7	
8504	Mother Huba-Huba-Hubbard		6	
8505	Up'n Atom		6	

COLOR PHANTASIES (12)

8701	Fowl Brawl	Funny	6	4/ 5/47
8702	The Uncultured Vulture	Funny	5½	5/10/47
8703	Wacky Quacky		6	
8704	Leave Us Chase It		6½	
8705	Tooth or Consequences		6½	

COMMUNITY SINGS (10)

8651	No. 1 (Leibert) The Gypsy		9½	
8652	No. 2 (Bakers) It's a Pity to Say Goodnight	Entertaining	10	11/ 2/46
8653	No. 3 (Leibert) Surrender	Good	9½	11/16/46
8654	No. 4 (Baker) Pretending		9½	
8655	No. 5 (Liebert) Rumors Are Flying	Singable	10	3/15/47
8656	No. 6 (Baker) Ole Buttermilk Sky	Good	10	5/10/47
8657	No. 7 (Leibert) The Coffee Song & Open the Door Richard	Good	9½	5/10/47
8658	No. 8 (Baker) I'll Close My Eyes		10½	
8659	No. 9 (Leibert) For Sentimental Reasons		10½	
8660	No. 10 Managua, Nicaragua			

THRILLS OF MUSIC (8)

8951	Jerry Wald & Orch.		10	
8952	Machito & Orch.	Good	10½	11/16/46
8953	Les Elgart & Orch.	Fair	10	1/25/47
8954	Ray McKinley & Orch.		9½	
8955	Shorty Sherock & Orch.	Good	8½	5/ 3/47
8956	Buddy Morrow & Orch.		9½	
8957	George Towne & Orch.		10	
8958	Ray Anthony & Orch.		10½	

SCREEN SNAPSHOTS (12)

8851	No. 1 (Radio Characters)		10	
8852	No. 2 (Looking Down on Hollywood	Good	10	11/16/46
8853	No. 3 (Rodeo)	Very Good	10	2/ 8/47
8854	No. 4 (Skolsky Party)		9½	
8855	No. 5 (Movie Columnists)	Interesting	9	3/15/47
8856	No. 6 (Behind the Mike)	Fair	9	3/29/47
8857	No. 7 (Holiday in Las Vegas)		10	
8858	No. 8 My Pal Ringeye (Smiley Burnette)		10	

SCREEN SNAPSHOTS (Series 26) 1 Reel

8859	Famous Hollywood Mothers		10	
8860	So This Is 'Ollywood		9	

SPORTS REELS (12)

8801	Army Football Champions	Excellent	11	11/ 2/46
8802	Ten Pin Magic	Fair	10	11/16/46
8803	Hi-Li	Interesting	9½	12/28/46
8804	Best in Show (Dogs)		9	
8805	Polo	Interesting	9	5/10/47
8806	Cue Tricks		9	
8807	Tennis Wizards		9	
8808	Goffy Golf		8	
8809	Grappling Groaners		9	
8810	Volley-Oop!		8	

SERIALS

8120	Son of the Guardsmen	15 Chaps.	20	10/26/46
8140	Jack Armstrong	15 Chap.	20-25	3/ 1/47
8160	The Vigilante	15 Chaps.		

METRO-GOLDWYN-MAYER 1946-'47

MGM TECHNICOLOR CARTOONS (16)

W-831	Henpecked Hoboes			
W-834	Hound Hunters		7	
W-836	Red Hot Rangers		8	5/31/47

TOM & JERRY (Technicolor) CARTOONS

W-832	Cat Fishin'		8	
W-833	Part Time Pal		8	
W-835	Cat Concerto	Excellent	7	5/10/47

PETE SMITH SPECIALTIES (10)

S-851	Football Thrills of 1945		10	
S-852	Sure Cures	Excellent	10	10/ 5/46
S-853	I Love My Husband But			
S-854	Playing By Ear			
S-855	Athletiquiz			
S-856	Diamond Démon	Amazing	10	3/ 1/46
S-857	Early Sports Quiz		9	
S-858	I Love My Wife But		9	
S-859	Neighbor Pests			

TWO REEL SPECIALS (4)

A-801	Luckiest Guy in the World			

PASSING PARADE (6)

K-871	A Really Important Person			

TRAVELTALKS

T-811	Glimpses of California			
T-812	Calling on Costa Rica		10	
T-813	Around the World in California		9	5/17/47

MGM SPECIALS

A-802	Give Us The Earth			6/21/47

PARAMOUNT 1946-'47

NOVELTOONS—Technicolor (65)

P6-1	Spree for All	Good Start	7	10/26/46
P6-2	The Stupidstitious Cat	Funny	7	5/10/47
P6-3	The Enchanted Square	Very Good	10	5/10/47
P6-4	Madhattan Island			
P6-5	Much Ado About Mutton			
P6-6	The Wee Men			
P6-7	The Mild West			
P6-8	Naughty But Mice			

PACEMAKERS (6)

K6-1	Brooklyn I Love You	Superb	10	10/26/46
K6-2	Love in Tune	Different	9½	11/16/46
K6-3	Radio, Take It Away	Swell Satire	11	3/ 1/47
K6-4	Try and Catch Me		9	
K6-5	Brains Can Be Beautiful		10	
K6-6	Everybody Talks About It			

POPULAR SCIENCE—Magnacolor (6)

J6-1	No. 1	Average	11	11/16/46
J6-2	The Sponge Divers	Fair	11	1/25/46
J6-3	Air-Borne Pastures	Good	11	2/ 8/47
J6-4	Marine Miracles	Fascinating	10	5/ 3/47
J6-5	Moon Rockets		10	
J6-6	20th Century Vikings			

SPORTLIGHTS (10)

R6-1	Race Horses Are Born	Good	9	10/26/46
R6-2	Dive-Hi Champs	Good	10	11/16/46
R6-3	Queen of the Court	Very Good	10	1/25/46
R6-4	Like Father—Like Son	Interesting	10	1/25/46
R6-5	Jumping Jacks	Excellent	9½	3/15/47
R6-6	Selling the Sun	Excellent	10	2/ 8/47
R6-7	Under White Sails		9	
R6-8	Iced Lightning	Good	10	5/10/47
R6-9	Making the Varsity			
R6-10	Running the Hounds			
R6-3	Queens of the Courts	Very Good	10	1/25/46
R6-9	Making the Varsity		10	
R6-9	Making the Varsity		10	
R6-10	Diamond Gals			

UNUSUAL OCCUPATIONS—Magnacolor (6)

L6-1	No. 1	Average	10	11/16/46
L6-2	Swedish Glass Makers	Interesting	10	2/ 5/47
L6-3	G.I. Hobbies		11	
L6-4	The Stunt Girl		11	
L6-5	Artic Artisan			

SPEAKING OF ANIMALS (6)

Y6-1	Stork Crazy	Very Good	10	1/25/47
Y6-2	Pooch Parade	Good	10	1/25/47
Y6-3	Country Life		9	
Y6-4	They're Not So Dumb		8	
Y6-5	In Love		10	
Y6-6	As Our Friends			

MUSICAL PARADES (6)

FF6-1	Sweet and Low		18	
FF6-2	Champaigne for Two		20	
FF6-3	Smooth Sailing			
FF6-4	Paris in the Spring			

GEORGE PAL PUPPETOONS—Technicolor (6)

U6-1	Wilbur the Lion	Excellent	10	5/ 3/47
U6-2	Tubby the Tuba		10	

POPEYE (6)

E6-1	Abusement Park		7	
E6-2	I'll Be Ski-ing Ya		8	
E6-3	Popeye and the Pirates			
E6-4	Royal Four Flusher			

TWO REEL SPECIAL

37	Two Decades of History		22½	

LITTLE LULU

D6-1	Loose in the Caboose	Funny	8	5/10/47
D6-2	Cad and Caddie			
D6-3	A Bout With a Trout			

RKO RADIO 1946-'47

EDGAR KENNEDY (6)

73401	I'll Build It Myself	Hilarious	15	10/26/46
73402	Do Or Diet	Good	18	3/15/47
73403	Social Terrors		18	
73404	Heading for Trouble		18	

FLICKER FLASHBACKS (8)

74201	No. 1	Excellent	9	10/26/46
74202	No. 2	Good	9	11/16/46
74203	No. 3		8	
74204	No. 4		10	
74205	No. 5	Good	8	5/10/47
74206	No. 6		8	
74207	No. 7		9	

RAY WHITLEY MUSICALS (4)

73501	Bar Buckaroo		16	
73502	Cupid Rides the Range		18	
73503	Bandits and Ballads		17	
73504	A Buckaroo Broadcast		18	

SPORTSCOPES (13)

74301	Skating Lady	Smooth	8	10/26/46
74302	Hall Notre Dame		9	
74303	Bowling Fever	Fair	8	12/26/46
74304	Kentucky Basketeers	Excellent	8	1/25/46
74305	College Climbers		8	
74306	Ski Champion	Excellent	8	3/15/47
74307	Ice Skippers		8	
74308	Wild Turkey		8	
74309	Racing Sleuth		8	
74310	Summer Tale		8	
74311	Ski Belles		8	

THIS IS AMERICA (13)

73101	Beauty for Sale	Interesting	17	12/ 7/46
73102	Germany Today	Informative	16	1/25/46
73103	A Nation Is Born		20	
73104	Campus Boom	Timely	18	3/15/47
73105	San Francisco—Pacific Gateway	Excellent	16	3/22/47
73106	Forgotten Island		18	
73107	Big Party		17	
73108	I Am An Alcoholic		18	
73109	Passport to Nowhere	Stirring	19	7 12/47

MUSICAL FEATURETTES (4)

73201	Melody Time	Very Good	18	1/25/47
73202	Follow That Music		18	
73203	Let's Make Rhythm		20	

SPECIAL

73901	Football Highlights of 1946		20	

LEON ERROL

73701	Borrowed Blonde	Fair	15	3/29/47
73702	Wife Tames Wolf	Fair	17	5/10/47
73703	In Room 303		17	
73704	Hired Husband		19	

WALT DISNEY

64116	Rescue Dog	Hilarious	7	5/10/47
64117	Straight Shooters		6	
64118	Sleepy Time Donald		7	
74101	Figaro and Frankie		7	
74102	Clown of the Jungle		6	

20th CENTURY-FOX 1946-'47

MOVIETONE ADVENTURES (12)

7201	Fantasy of Siam	Excellent	8	2/ 8/47
7202	Royalty of the Range	Interesting	9	3/29/47
7203	Harvest of the Sea	Interesting	9	3/29/47

(Color)

7251	Sons of Courage		8	
7252	Jamaica	Excellent	8	10/26/46

20th CENTURY-FOX (Continued)

7253	Historic Capetown	Excellent	8	.. 9/21/46
7254	Girls and Gags		8	.....
7255	The Cape of Good Hope..	Interesting	8	.. 5/10/47
7256	Zululand	Interesting	8	.. 3/29/47
7257	Gardens of the Sea			
7258	Romance of the Fjords			
7259	Sweden			

SPORTS REVIEWS—Technicolor (6)

7301	Football Fanfare	Good	8	.. 3/14/46
7302	Style of the Stars.....	Good	10	5 28
7303	Tanbark Champion			
	(Technicolor)			
7351	Winter Holiday	Good	8	.. 9/21 46
7352	Summer Trails	Beautiful	8	1/25/46
7353	Playtime's Journey		8	.....

TERRYTOONS—Technicolor (20)

7501	Winning the West.....	Good	7	.. 9 14 46
7502	The Tortoise Wins Again.	Good	7	8 17/46
7503	The Eltetronic Mouse Trap	Very Good	7	.. 2/ 8/47
7504	The Jail Break.....	Fine	7	..10/ 5/46
7505	The Snow Man.....		7	.....
7506	The Housing Problem....	Funny	7	.. 9/21/46
7507	The Crockpot King.....	Wonderful	7	.. 1/25/46
7508	The Uninvited Pests.....		7	.....
7509	Mighty Mouse and the Hep Cat	Very Good	7	1/25/47
7510	Beanstalk Jack		7	.....
7511	Crying Wolf		7	.....
7512	McDougal's Rest Farm..	Very Funny ...	7	.. 3/28 47
7513	Dead End Cats.....		7	.....
7514	Happy Go Lucky.....		7	.....
7515	Mexican Baseball		7	.....
7516	Aladdin's Lamp		7	.....
7517	Cat Trouble		7	.....
7518	Sky Is Falling.....		7	.....
7519	The Intruder		7	.....
7520	Mighty Mouse Meets Deadeye Dick		7	.....

MARCH OF TIME (13)

1	Is Everybody Happy		18	.....
2	World Food Problem....	Excellent	17	..10/ 5/44
3	The Soviets' Neighbor...	Revealing	18	..11/ 2/46
4	The American Cop.....	Good	18	..12/8/46
5	Nobody's Children	Excellent	17	..12/28/46
6	Germany—Handle With Care	Excellent	19	.. 2/ 8/47
7	Fashion Means Business.	Excelent	17½	.. 3/ 1/47
8	The Teachers' Crisis			
9	Storm Over Britain.....			
10	The Russians Nobody Knows			
11	Your Doctors—1947		19	.....
12	New Trains for Old?.....	Good	18½	.. 7/12/47

DRIBBLE PUSS PARADE

7901	Monkey-Tone News	Amusing	8	.. 2/ 8/47
7951	Fisherman's Nightmare .	Entertaining ..	8	.. 3/15/47

UNITED ARTISTS 1946-'47

DAFFY DITTIES

	Choo Choo Amigo.....	Excellent	8	.. 8/ 7/46
	The Lady Said No.....		8	.....
	Pepito's Serenade		7½	.....

MUSICOLORS (7)

	Toccata and Fugue.....	Intriguing	10	..10/26/46

WORLD TODAY

	Wonder Eye	Interesting	10	.. 7/12/47

UNIVERSAL 1946-'47

NAME BAND MUSICALS (13)

2301	Frontier Frolic	Good	15	..12/28/46
2302	Champaigne Music	Good	15	.. 1/25/47
2303	Tumbleweed Tempos	Very Good	15	..12/28/47
2304	Moonlight Melodies	Excellent	15	..12/28/46
2305	Tex Beneke & the Glenn Miller Orch.		15	.....
2306	Melody Maestro		15	.....
2307	Tommy Tucker Orch.....		15	.....
2308	Charlie Barnet Orch.....		15	.....
2309	Charlie Spivac Orch.....		15	.....
2310	Jitterumba		15	.....
2311	Record Party			.....7/2/47

SING AND BE HAPPY (8)

2381	A Bit of Blarney.....	Good	11	..10/12/46
2382	The Singing Barbers.....		10	.....
2383	Let's Sing a College Song.....		10	.....
2384	Let's Sing a Western Song.....		10	.....

TECHNICOLOR CARTUNES (13)

2321	Fair Weather Fiends....	Funny	7	..12 28 46
2322	The Wacky Weed... ...	Good	7	..12/28/46
2323	Musical Moments		7	.....
2324	Smoked Hams	Good	7	.. 5/10/47
2325	Coo-Coo Bird		7	.....
2326	Overture to William Tell		7	..
2327	Well Oiled			

THE ANSWER MAN (8)

2391	No. 1	Interesting	10	..10/26/46
2392	Nature's Atom Bomb....	Interesting	10	..12/28/46
2393	The Jungle Gangster.....	Good	9	.. 5/10/47
2394	Red Fury	Interesting	8	.. 5/10/47
2395	Storm Warning			

UNIVERSAL (Continued)

VARIETY VIEWS (8)

2341	Bear Facts		9	.....
2342	Pelican Pranks			
2343	Wild West Chimp.....	Funny	9	.. 5/10/47
2344	Rhumba Holiday	Good	9	.. 5/10/47
2345	Patio Museum			.....6/23/47
2346	Bronco Babes			.....6/23/47

JUVENILE JURY SERIES (8)

2361	Juvenile Jury No. 1....	... .	10	.....
2362	Juvenile Jury No. 2.....	Poor	10	.. 5/10/47
2363	Juvenile Jury No. 3.....			.....5/26/47
2364	Juvenile Jury No. 4.....			.....6/2/47

SERIALS (1)

	Mysterious Mr. M.....			

VITAPHONE-WARNER BROS. 1946-'47

BLUE RIBBON CARTOONS—Technicolor (18)

3301	Fox Pop		7	.....
3302	Wacky Worm		7	.....
3303	You're an Education.....		7	.....
3304	Have You Got Any Castles		7	.....
3305	Pigs is Pigs.....		7	.....
3306	Cat's Tale		7	.....
3307	Goofy Groceries		7	.....
3308	Doggone Modern		7	.....
3309	Sneezing Weasel		7	.....
3310	Rhapsody in Rivets.....		7	.....

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3102	Minstrel Days		20	.....
3103	Alice in Movieland.....		20	.....
3104	Dog in the Orchard.....		20	.....
3105	Keystone Hotel		18	.....
3106	Remember When		20	.....

MELODY MASTERS (6)

3601	Desi Arnaz & Orch.....		18	.....
3602	Melody of Youth.....	Very Good	10	.. 3/ 1/47
3603	Big Time Review.....	Fair	10	.. 3/29/47
3604	Stan Kenton & Orch....	Fair	10	.. 4/ 5/47
3605	Vaudeville Revue		10	.....
3606	Zero Girl		10	.....

MERRIE MELODIES—Technicolor (20)

2701	Kitty Kornered	All Right	7	.. 7 28/46
2702	Hollywood Daffy	Very Good ...	7	8 3/46
2703	Eager Beaver	Very Good	7	.. 8/14/46
2704	Great Piggy Bank Robbery	Good	7	9 14 46
2705	Bacall to Arms.....	Novel	7	.. 9 14,46
2706	Of Thee I Sting.....	Very Good ...	7	.. 9 7/46
2707	Walky Talky Hawky....	Excellent	7	.. 9 7/46
2708	Fair and Wormer.....	Fast	7	..10/12/46
2709	Mousemerized Cat	Fair	7	..11/18,46
2710	Mouse Menace	Good	7	..12/28/46
2711	Roughly Squeaking		7	.....
2712	One Meat Brawl.....	Funny	7	.. 5/ 3/47
2713	Goofy Gophers	Very Funny ...	7	.. 5/10/47
2714	Gay Anties	Good	7	.. 5/10/47
2715	Scent-imental Over You.		7	.....
2716	Birth of a Notion.....		7	.....
2717	Tweetie Pie		7	.....
2719	Hobo Bobo		7	.....
2720	Along Came Daffy.....		7	.....
3701	Inki at the Circus.....		7	.....
3702	Growing Pains		7	.....
3703	Pest in the House.....		7	.....
3704	Foxy Duckling		7	.....

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2721	Hair Raising Hare.....		7	.....
2722	Acrobatty Bunny		7	.....
2723	Rackateer Rabbit		7	.....
2724	Big Snooze		7	.....
2725	Rhapsody Rabbit		7	.....
2726	Hare Grows in Manhattan.....		7	.....
3719	Easter Yeggs		7	.....

SPORTS PARADE—Technicolor (13)

3501	King of the Everglades.....		10	.....
3502	Lazy Hunter	Good	10	..11/16/46
3503	Battle of Champs.....	Excellent	10	.. 5/ 3/47
3504	American Sports Album..	Interesting	10	.. 4/ 5/47
3505	Let's Go Swimming.....	Good	10	.. 3/ 1/47
3506	Arrow Magic		10	.....
3507	Harness Racing		10	.....
3508	Flying Sportsman in Jamaica		10	.....
3509	A Day at Hollywood Park.....		10	.....
3510	Tennis Town		10	.....
3511	Sportsman's Playground		10	.....
3512	Carnival of Sports.....		10	.....

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3801	Star Spangled City.....	Excellent	10	.11 16/46
3802	Rubber River	Fair	10	.12 28/46
3803	Kingdom of the Wild.....		10	.....
3804	Circus Horse		10	.....
3505	Glamour Town		10	.....
3806	Branding Irons		10	.....

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3001	Cinderella's Feller		20	.....
3002	The Last Bomb.....	Tremendous ...	20	.. 9/21 46
3003	A Boy and His Dog.....		20	.....
3004	Saddle Up		16	.....
3005	Song of a Nation.....		20	.....
3006	Hollywood Wonderland		20	.....
3007	Romance and Dance.....		20	.....

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3401	So You Want to Keep Your Hair	Fair	10	..12/28/46
3402	So You Want to Play the Horses	Funny	10	..11/ 2/46
3403	So You Think You're a Nervous Wreck	Fair	10	.. 3/29/47
3404	So You're Going to be a Father		10	.....
3405	So You Want to Be in Pictures		10	.....
3406	So You're Going on Vacation		10	.....

Shorts Reviews

The Vigilante *(Exploitable)*

Columbia Serial—15 Chapters 20-25 mins.

Regardless of its entertainment value for the youngsters, (which is plenty good) Columbia has "built-in-showmanship" in its new serial, permitting smart managers to do plenty of effective exploitation to build up Saturday matinee business. The press book offers a flock of fine ideas, particularly the distribution of a 32-page Vigilante comic book to kids for free! "The Vigilante" is the story of a motion picture cowboy troubadour who uses his non-acting time to stamp out lawlessness, and in so doing he and his pal get themselves into all kinds of jams, familiar to serial fans. Managers who book the chapter-play will do well to carefully go over the press book and adapt whatever of the stunts they can to their own situations. If you sell it properly, the kids should go for it—but big! Ralph Byrd, Ramsey Ames, Lyle Talbot and George Offerman, Jr. are featured in "The Vigilante" which is produced by Sam Katzman and directed by Wallace Fox.

Donald's Dilemma *(Very Funny)*

RKO Radio (74,103) Disney-Donald Duck 7 mins.

Daisy Duck consults a psychiatrist, trying to discover why Donald has changed so much that he now is a great crooner, adored by millions, and ignores all of his former friends. It turns out that he had been hit on the head by a falling flower-pot and upon regaining consciousness, immediately started singing. Daisy is advised that only another sudden blow will restore Donald to normalcy so she climbs the cat walk over a theatre stage where Donald is doing his stuff, drops a weight on him and when Donald comes to, he has the old, squeaky voice back and is his belligerent self. In Technicolor.

Stunt Girl *(Good)*

Para. (L6-5) Unusual Occupations 11 mins.

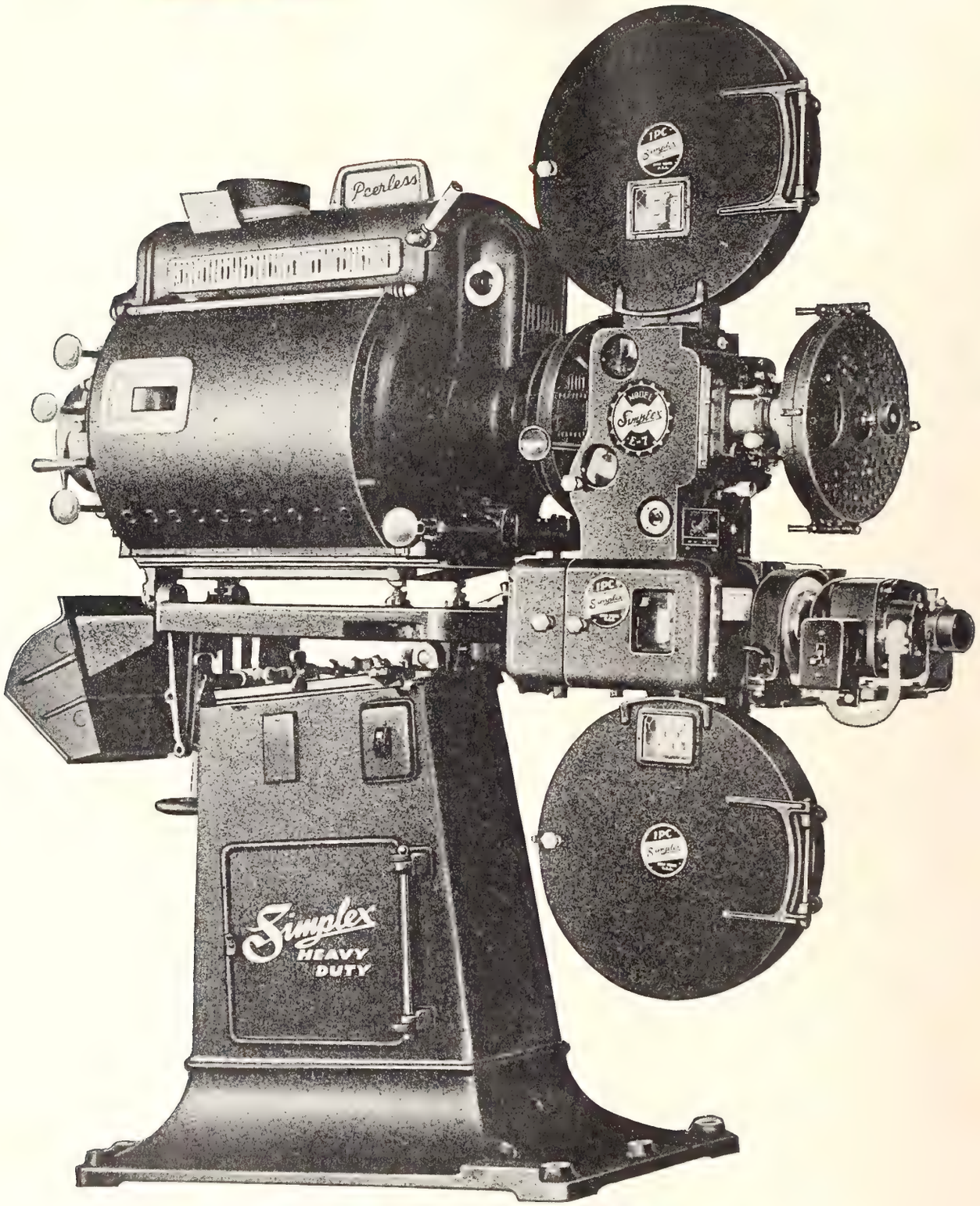
Scenes of Lila Smith, Hollywood stunt girl, falling downstairs apparenlty breaking her pretty neck, and of Lila smilingly rising after the "take" has been made are featured in this Magnacolor short which then shifts scenes to a family in Arizona who transfer desert grass, rocks, sage brush and animals into unique dioramic art. Then there is a gentleman in Modesto, California, who collects all sorts of ancient vehicles and another gentleman from Hollywood who carves ivory into deeply engraved portraits from living models. How armor-plated armadillos are turned into colorful baskets by skilled craftsmen is another feature of this Unusual Occupations.

'Raintree County' Wins MGM Novel Award

"Raintree Country," a first novel by Ross Lockridge Jr., to be published by Houghton-Mifflin, has won the semi-annual Metro-Goldwyn-Mayer Novel Award, carrying with it a minimum of $150,000 to the author with a possibility of $250,000 contingent upon sales, plus an additional $25,000 should the book receive the Pulitzer Prize. Motion picture and allied rights go to the film company.

For the first time since the inception of the MGM Novel Award, another novel, "About Lyddy Thomas," by Maritta M. Wolff, has also been selected for a special award by the MGM Editorial Board and the screen rights have been acquired. It will be published as a book by Random House. Miss Wolff is the author of "Whistle Stop" and "Night Shift," both of which have been produced on the screen.

THE BEST COSTS NO MORE



BUY Simplex

T. M. REG. U. S. PAT. OFF.

...AND BE SURE!

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SHOWMEN'S TRADE REVIEW

THE SERVICE PAPER OF THE MOTION PICTURE INDUSTRY

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Vol. 47 No. 4

JULY 26, 1947

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CHARLES E. 'CHICK' LEWIS
Editor and Publisher



VARIETY GIRL. Mary Hatcher, above, who makes her screen debut in the name role of "Variety Girl," the 36-star musical production which Paramount Pictures has donated to Variety Clubs, International, for benefit premieres in cities where Variety Club Tents are located. For news of premiere preparations, see page 12.

Need Showmanship in Production Too—Wolcott

(See Page 9)

Allied Artists Set to Produce 7, Monogram 48

(See Page 12)



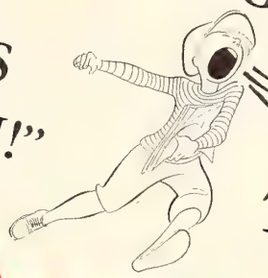
M-G-M presents CLARK GABLE • DEBORAH KERR • Sydney Greenstreet • Adolphe Menjou • Ava Gardner • Keenan Wynn
Edward Arnold in "THE HUCKSTERS" • Screen Play by Luther Davis • Adaptation by Edward Chodorov and George Wells
Based on the Novel by Frederic Wakeman • Directed by JACK CONWAY • Produced by ARTHUR HORNBLOW, JR.



"CAPITOL, N.Y. SMASHES ALL-TIME RECORD!"



"COLUMBUS OPENING SOCKO! CHALLENGES 5 YEAR HIGH!"



"LOS ANGELES TOPS THE TOP!"

CKSTERS



"KANSAS CITY CRACKS OPENING DAY HIGH!"



"ONLY ONE OTHER IN 5 YEARS TOPS IT IN INDIANAPOLIS OPENING!"



"NEW OPENING RECORD, NASHVILLE!"



"SAME STORY IN CLEVELAND!"



"RECORD M-G-M OPENINGS EVERY-WHERE!"

Everybody says



RKO PRESENTS

ROBERT YOUNG ★ SUSAN HAYWARD

JANE GREER

in

They Won't Believe Me!

with

RITA JOHNSON · TOM POWERS

Directed by IRVING PICHEL • Produced by JOAN HARRISON

Screen Play by JONATHAN LATIMER · Based on the Story by GORDON McDONELL

RKO RADIO PICTURES



NATIONALLY ADVERTISED TO MORE THAN SIXTY MILLION CIRCULATION!

. . . including Life, Look, Saturday Evening Post, Collier's, American, True Confessions, True Story, Fan List and the 44 important Sunday newspaper supplements of American Weekly and This Week.

It's a TOP-MONEY show!



Hollywood Reporter Says It!

"Pulls no punches . . . very ably directed and stalwartly performed."

Daily Variety Says It!

"Rates as moneymaker . . . Smash finish will leave audiences talking."

Boxoffice Says It!

"Slick and brittle, with an emotional wallop that will have the customers tense with interest and suspense . . . Rates high . . . Gold-assurance of plenty of business."

M. P. Herald Says It!

"Tense and exciting . . . climaxed by a spectacular conclusion . . . Many dramatic moments, well presented by able performers."

M. P. Daily Says It!

"Suspense thriller in the Hitchcock tradition . . . Highly polished, well-stacked with names . . . aimed at sizable grosses."

Film Daily Says It!

"Has names and performances to lift it well over mark . . . Unfolds in solid, engrossing style that mounts to sharp, exciting conclusion."

The Exhibitor Says It!

"Absorbing drama . . . holds interest all the way . . . rates with the better entries of its kind."

The Independent Says It!

"Good performances, high production values and a strong, surprise finale."

Film Bulletin Says It!

"Exploitable and suspenseful . . . engrossing character study."

Showmen's Trade Review Says It!

"One of the most suspenseful and thrilling dramas ever to come out of Hollywood . . . Should be a humdinger at ticket windows, coast to coast, large houses or small."



From Warners-a Possession to hold and hold!

JOAN CRAWFORD · VAN HEFLIN in "POSSESSED" with RAYMOND MASSEY · GERALDINE BROOKS
directed by CURTIS BERNHARDT • produced by JERRY WALD

SCREEN PLAY BY SILVIA RICHARDS AND RANALD MacDOUGALL • BASED UPON A STORY BY RITA WEIMAN • MUSIC BY FRANZ WAXMAN • DIRECTOR OF PHOTOGRAPHY JOSEPH VALENTINE, A. S. C.

THE EDITORIAL PAGE

Correcting Bad Habits

Talking to two widely separated circuit executives at different times we learned that at their respective managers' conventions the same theme was stressed: "Get rid of those bad habits you developed during the lush years and get back to earth."

It is a well known fact that careless spending, a gradual falling off in showmanship selling, deep-in-the-rut newspaper advertising, sloppy physical theatre operation, and a general "I don't care" attitude, had been piling up during those lush years, and the managers and even the home office executives were equally at fault.

Smart operators are quick to recognize the many leaks that add up to tremendous losses when figured on a basis of so many theatres for so long a period. As one example, a close check indicated that the average carbon use had mounted by twenty per cent over the same span of time as compared with 1940, and when the reason for this increase was finally tracked down, the answer was as old as projection arc lamps: the boys in the booth, following the bad operating example set by their managers and supervisors, were throwing away carbons formerly used for short reels and trailers. Purely a matter of waste, it was corrected in two weeks. Similar faults were found in half a hundred other phases of theatre operation. And in each instance the return to care and economy resulted in immediate savings.

A survey by one of the circuits also indicated a drop in show-selling activity, in some cases as high as fifty per cent. In nine out of every ten houses checked, those nine theatres were the ones showing the greatest drop in attendance.

This condition takes longer to correct, but early reports some four to six weeks after one of the circuit conventions already indicated an upward trend in the number of patrons attending those houses.

As previously stated, the condition was general and not at all confined to the house managers. Business was rolling in and nobody appeared to look beyond the total revenue and the net profit which was so good for so long a time that everything else was being neglected.

If you readers haven't taken stock of yourself, then we suggest you do so . . . but quick. Make a list of all the things you used to do and should be doing and then check it off to see where you have been careless and wasteful. Watch your petty cash closely to see if you can't eliminate everything not absolutely necessary.

No showman is worthy of the name unless he is also a good businessman and to be a good businessman you must know how to control your expenditures and avoid wasteful habits.

Another vitally important angle brought forth by careful analysis was the terrific turn-over in help. Of course payrolls increased during the last five years. It did in every business and picture theatres were no exception. But instead of reducing your payroll, pare down the number of excess employes you have been using and pay the rest of them a better wage. It will improve the efficiency and service in your theatre and reduce the cost and difficulty of constantly breaking-in new help.

Jack Jackson covered this last phase thoroughly some months back and brought forth an avalanche of protests from some of the few chiselers who thought they were smart in buying their help cheap and paying them a wage on which they could not possibly live decently. But Jack went further. He proved that this form of economy was actually expensive in the time and cost of continually breaking-in new staff workers.

On the profit side of the ledger, the same article brought us letters of thanks from many of the top circuits and no small number of independents who were, to all appearances, grateful for the tip-off that they were making a mistake. It was the kind of a mistake that bred discontent and labor agitation.

We doubt if any business that prospered during the boom years didn't develop sloppy habits and extreme carelessness. But smart businessmen—and this includes theatremen—saw their mistake and took steps to remedy the situation. If you haven't yet taken steps in the same progressive direction, do it now.

▲ ▲ ▲

Talk Up Those Good Pictures

Two weeks ago this page dared to call a spade a spade and accuse some of the top companies of practicing a penny-wise, pound-foolish policy of cutting down their trade advertising budgets to the point where theatremen generally around the country were rapidly gaining the impression that the movie industry had few, if any, good pictures coming up.

Well, there are a whole flock of strong pictures being released and to be available between now and the end of the year. The quality is head and shoulders above that of films released during the first six months of 1947.

But unless the companies with the good pictures do some trade ad shouting about them, the theatremen will never be able to work up any enthusiasm over them.

Let's cut out the silly economy and get back to talking up the product so the theatremen can, in turn, talk it up and advertise it to their communities.

—"CHICK" LEWIS

WHAT'S NEWS

In the Film Industry This Week

EXHIBITION—Over a year ago suggestion of a merger between the American Theatres Association and the Motion Picture Theatre Owners of America was first made. Since that time the suggestion had been kicking about without any formal notice. Finally representatives of both organizations met in New York, voted unanimously to merge into a new organization to be known as the Theatre Owners of America and set Sept. 19-20 for a joint convention of both organizations at the Shoreham Hotel in Washington, D. C., where the merger plan and the program for the new organization will be submitted for ratification. (P. 9)

National Allied's convention originally scheduled for M lwaukee at the Pfister Hotel on Nov. 10, 11, 12 has been changed to Dec. 1, 2, 3 at the Schroeder Hotel.

From 34 cities in the United States came word that some 37 theatres would hold over "The Hucksters"; and from Kansas City comes the report that Rocky Mountain Allied is considering a special Allied unit for Kansas, while from Louisville the Kentucky Association of Theatre Owners announced that its next convention will be held on Oct. 22 in Louisville.

* * *

DISTRIBUTION — Twentieth Century-Fox announced that it would sell "Forever Amber" on a 50-50 basis and that the initial engagements would be roadshowed at $1.20 evening top and 75 cents for matinees. Mass openings are planned, backed by heavy advertising.

From Oklahoma City Allied Artists announced it would produce a minimum of seven pictures during 1947-48 while Monogram announced production of 32 features and 16 westerns. What number would be set in release during the same period was not announced.

Vanguard Films announced that Hiram S. Brown would be business assistant to David O. Selznick and Selznick announced that he would take over "Intermezzo" as of Oct. 1 from United Artists, which is now releasing it as a reissue, and would back his reissue with extensive exploitation. Eagle-Lion appointed Mike Hoffay, formerly a Latin-American newspaper correspondent, to its new post of foreign advertising and publicity manager. He was formerly with Columbia International. Enterprise continued its budget and advertising talks for abroad; and United Artists appointed Ralph Cramblet of its Minneapolis branch to the post of midwestern district manager.

* * *

INDUSTRY IN THE COURT HOUSE —Suit charging conspiracy to restrain product was filed in the federal district court at Macon, Ga., against Paramount, Warner Bros., RKO, Loew's (MGM), 20th Century-Fox and United Artists, by the Swega Auto Theatre of Albany, Ga.

Seven separate suits alleging percentage frauds were filed in the federal district court at Baltimore by United Artists, 20th-Fox, Universal, Paramount, RKO, Warner Bros., and Loew's (MGM) against Sam Stoltz of the Howard Theatre of Baltimore.

In Hollywood, Director Gregory LaCava's suit against Mary Pickford for $1,400,000 damages said to have been incurred by breach of an oral contract in connection with work done for "One Touch of Venus" proceeded. Miss Pickford denies an agreement was reached.

And Artie Simon, attorney for Arthur Schoenstadt's Piccadilly Theatre in Chicago, which has an anti-trust suit against several distributors along the lines of the Jackson Park Theatre case, was in New York this week, reportedly to discuss an out-of-court settlement with the defendants.

* * *

CENSORSHIP — New York state's censorship turned out to be a pretty profitable business this year with the net returns for the fiscal year ending March 31 amounting to $272,966. Gross was $330,000. Washington, D. C. may have censorship of a sort if Rep. Joseph P. O'Hara gets his way. O Hara, who says he took his family to films which he thought unfit for family showing, is talking of a "standards committee" for pictures shown in the capital city. In Sweden censors officially denounced the increased brutality in American films, banned "The Big Sleep" and ordered cuts in "Dead Reckoning" and "The Outlaw." Just to illustrate the point of view, cuts in "The Outlaw" were made for brutality and had nothing to do with "tussling with Russell."

* * *

GENERAL — Showmanship is needed in production as much as it is needed in exhibition, Exhibitor Leo F. Wolcott said in reply to producers and distributors who are continually emphasizing the need of showmanship in exhibition. (P. 9)

Motion Picture Association President Eric Johnston declared in London this week that he feared Great Britain's import duty on film would be enacted and might spread to other countries unless another way was found to conserve Britain's dollar supply. He also said he was a business man and not a politician in reply to a query as to whether or not he planned to seek the Republican vice-presidential nomination.

Ohio cities are in a pother about the city amusement tax they can slap on box-offices after Oct. 1 if they wish, and Washington meanwhile was considering the possibility of repealing tax exemption on seats sold to members of the Armed Forces. In Hollywood the Screen Actors Guild won pay rises for its members and other improved working conditions under a contract retroactive to May 15, 1947 and expiring July 13, 1948.

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TRADE SLANTS

W. R. FERGUSON

discusses

What Makes Showmanship Click

as reported by

TOM KENNEDY

Theatremen in small town situations can turn out as smart a piece of showmanship as the head man for any of the big film companies. That's because showmanship is a matter of hard work and imagination (neither of which cost anything but effort) rather than the result of big advertising budgets and resources, says W. R. (Bill) Ferguson, head of exploitation for MGM since its inception. He has observed the development of motion picture showmanship since its beginnings, practically, and has set the style for many standard forms of exploitation now in use.



W. R. Ferguson

"The difference between the big campaign for the world premiere and that put on by the small theatre where smart showmanship is practiced is a matter of degree only," Ferguson says.

"Away back in 1929," he told us, "it was said that the 'live sign' we used at the Astor for the New York run of 'Holywood Revue' could be done only for a Broadway showing. True, it cost money to erect that huge "spectacular" with ca -walks for chorus girls to pose on. But the difference between it any many adaptations, tying up to the national interest the original created, even down to the appearance of a single girl spotlighted on a marquee or a one-girl ballyhoo parading the streets, was in scale (degree) only."

Ferguson, who was international-minded on exploitation when the industry was very insular even about pictures—he sent the famous "Trackless Train" ballyhoo on a world tour in the early 1920's—says that it all boils down to work, energy.

The prescription for success in showmanship, according to Ferguson, goes like this:

"There's no use to wait around for a brand-new, original idea. When you have a show, get to work and do something—but do it with all the punch and drive you can put into it. One of the best sources for ideas is to clip the trade paper reports of exploitation. File these away, and when you sit down to plan a campaign consult the file and you'll have all the ideas you need (many of the clips will suggest even unrelated stunts that will just fit the particular campaign)."

Never pass up a chance to register your wares with the people, is Ferguson's creed. He gives an example:

"That nearby beach resort does take business away on the nice days in summer. But, what about the days when the weather makes the beach unattractive, even unusable for recreation? Then's when it comes in handy for the theatre to be known to those people as the place where they can find amusement, rain or shine. And that's why it's smart for the showman to keep his theatre before those people by means of some ballyhoo, display, or tieup with the fellow who is operating in places where crowds gather."

NATIONAL NEWSREEL

Television Far Off

Practical theatre television is farther off than the one or two years predicted for it by manufacturers, the Motion Picture Research Council reported in Hollywood this week after a study on the subject.

The report stressed the rapid improving of home television but found on the theatre front, in addition to the time element, that: Film television is largely limited to 16-mm. film and the quality is "not very satisfactory"; Color television for theatre presentation is now "reasonably satisfactory" but only when transmission is over coaxial cable; Large-screen black-and-white television is still inferior to "even poor newsreel quality."

Auto Theatre Files Suit On Charge of Monopoly

Charging conspiracy to monopolize the theatre trade in Albany, Ga., through an alleged monopoly of high-grade product, James G. McClelln, Walter B. Tron and Willard Quick of the Swega Auto Theatre near that city, this week filed a suit for $77,000 damages and injunctive relief in the federal district court at Macon, Ga.

Distributor defendants named are Paramount, Warner Bros., RKO, Loew's (MGM), 20th Century-Fox and United Artists.

ATA, MPTOA Vote to Merge Forming New Organization

Call Joint Convention for Sept. 19-20 in Washington To Decide Final Action

Representatives of the American Theatres Association and the Motion Picture Theatre Owners of America met in New York last Friday and voted unanimously to merge their organizations to form a new national exhibitors association which will be known as the Theatre Owners of America.

The new organization probably will be formally activated in Washington at the Shoreham on Sept. 19-20 when ATA and MPTOA hold a joint convention to ratify the merger.

At that time ATA and MPTOA will cease to function as general exhibitor organizations but will remain in existence for the single purpose of fighting their different legal battles against competitive bidding in the New York federal statutory court's anti-trust decree which has been appealed to the United States Supreme Court.

This decision to allow both organizations to remain in existence only for a specific purpose after the merger, is conditioned with the agreement that after the case is finally settled both will go out of existence. Born of a compromise between an insurmountable difference of opinion between ATA and MPTOA the agreement is planned to allow ATA to pursue its attempts to intervene in the case without involving MPTOA and allows MPTOA to pursue its policy of presenting opposition to competitive bidding to the high court as a "friend of the court."

In the meantime Friday's meeting appointed an interim board of directors consisting of the officers and the directors of both organizations and a management committee of eight, which will work out the details of the merger and present a program of activity for the forthcoming joint convention.

Management Committee

The management committee, which is equally divided between ATA and MPTOA, is expected to do most of the spade work and was set to meet in New York this week. Its membership consists of ATA President Si Fabian, MPTOA President Fred Wehrenberg, ATA Board Chairman Ted Gamble, MPTOA Board Chairman Lewen Pizor, ATA Director E. V. Richards, MPTOA Secretary Harry Lowenstein, ATA Executive Director Robert W. Coyne, and MPTOA General Counsel Herman Levy.

Friday's meeting was held behind closed doors and appears to have been harmonious despite some last-minute pessimism, privately expressed, that the meeting would break up because of minor obstacles such as disagreement upon the name for the new organization and whether the merger would form a new organization or would be an ATA affiliation with MPTOA.

At a press conference held after the meeting, a committee of spokesmen consisting of Lowenstein, Gamble, Pizor, Fabian, Wehrenberg, Coyne and Levy answered such question as could be answered in view of the complete nature of the merger to date.

The press conference developed that the Theatre Owners of America would be open to all exhibitors. Unconfirmed reports were to the effect that the joint convention to be held would also be open to all exhibitors.) One spokesman anticipated an initial membership of

(*Continued on Page* 13)

Showmanship Needed in Production As Well as in Exhibition—Wolcott

Showmanship is as vitally needed in production today as it is in exhibition and both are imperative if other forms of entertainment are not to be permitted to cut into motion picture attendance, Leo F. Wolcott, board chairman of the Allied Independent Theatre Owners of Iowa and Nebraska, declared to SHOWMEN'S TRADE REVIEW this week.

Wolcott's remarks evidently were in reply to distributors and producers who have been declaring that exhibitors must get out and sell pictures, inferentially placing the blame for diminishing grosses at the door of the exhibitor. In his statement he definitely declares that other amusements are attracting motion picture audiences.

The grass roots showman believes that the old adage, "Nothing wrong that good pictures won't cure," is truer today than it was during the "lush war years." He also claims the public is complaining about the average quality of the pictures offered it.

"We might amplify the old gag," he continued, "by adding so it would read, 'Nothing is wrong that good pictures and showmanship won't cure.'

"But it has got to be showmanship in exhibition and production. Showmanship that turns out good salable product and showmanship that then gets the most out of that product.

Not One-Sided

"I don't think it's a one-sided proposition. I think we all got in a rut during the war years when just anything on film would fill the seats; other attractions and competition were practically nil. But it has been my observation that in small towns—and these alone I would want to speak for—the public now has plenty of other entertainment and they are shopping for their picture entertainment, shopping closely and critically. Our small exhibitors are out scratching for the business or going out of business. It's that simple."

Wolcott says that Allied urged the distributors and producers over a year ago to produce better pictures so that "we could hold the lush business we then enjoyed."

"We needed the best product if we were to get that job done. Of course, nothing of the sort happened. If we will listen to the grass-roots public today they'll tell us we are now getting the poorest pictures ever—'They stink, they're lousy!' they say. . . .

"Good pictures still give an excellent account of themselves. The little stinkers just don't. That's simple enough for all to see. The exhibitors have got to work or go out of business. So it's up to the producers. Will they give us that endless flow of really good pictures we need?"

Johnston Flies for Home After Import Tax Talks

Motion Picture Association President Eric Johnston enplaned for the United States from England Thursday after conferring with high British Government officials upon the suggested import tax the Government wishes to place on films. Johnston hoped to find an alternative plan, which he did not disclose, to conserve Britain's supply of American dollars, the expenditure of which for American films has been the root of most anti-American film sentiment.

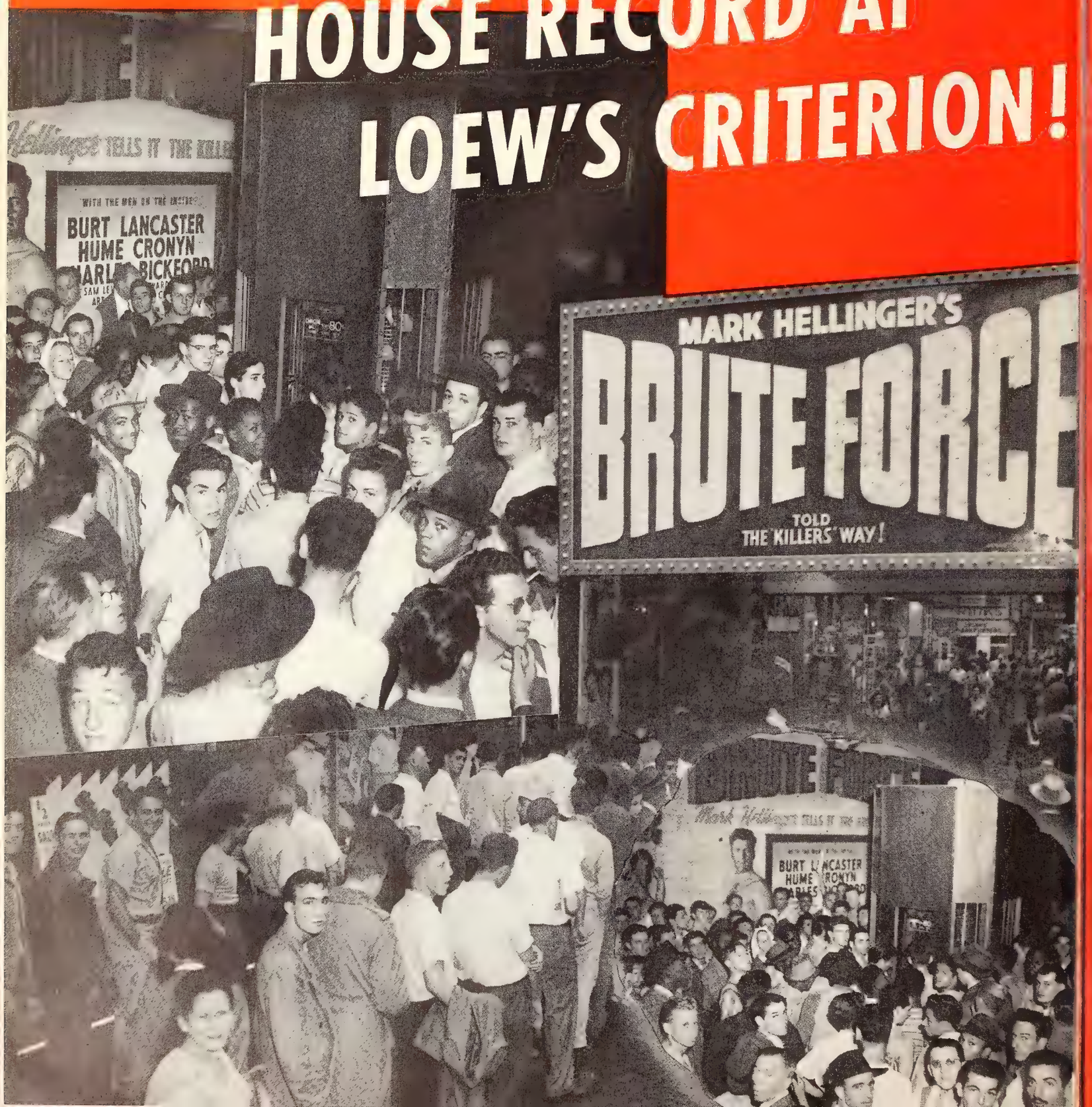
The MPA president said he feared if the alternative plan was not accepted the import tax would go in the fall and would spread to other countries.

At present Great Britain taxes film imports at the rate of five pence a foot for positive and one cent a foot for negative. The import tax would place a duty on each picture equivalent to the amount of money it would draw in rents. This amount would be estimated for the purpose of an initial payment with an adjustment upward or downward to be made after the final rent on the film has been paid and its actual revenue known.

Johnston denied he would seek the Republican nomination for vice-president, stating:

"I am a business man, not a candidate for office."

THEY STORMED THE DOORS TO HANG UP A NEW HOUSE RECORD AT LOEW'S CRITERION!



CHARLES MOSS,

Managing Director, Loew's Criterion, New York, says this:



"We never believed it possible that the Criterion Theatre could hit an opening day figure such as we did on BRUTE FORCE, which broke all records by 30%. Audiences of all types literally stormed the doors. There is no doubt about BRUTE FORCE being a big* hit."

Get in early on this big business. Date it now.

Mark Hellinger's

Brute Force

with the men on the "inside"

BURT LANCASTER · HUME CRONYN · CHARLES BICKFORD

SAM LEVENE · HOWARD DUFF · ART SMITH · JEFF COREY

and as the women on the "outside"

YVONNE DeCARLO · ANN BLYTH · ELLA RAINES · ANITA COLBY

a MARK HELLINGER Production · Directed by JULES DASSIN · Screenplay by RICHARD BROOKS · From a story by Robert [illegible]

Associate Producer: JULES BUCK · A UNIVERSAL-INTERNATIONAL RELEASE

*Also breaking records in the phenomenal five-theatre run, Los Angeles. *(United Artists, Fox Ritz, Guild, Iris, Studio City.)*

Censorship Can Be Profitable

New York's censorship system netted that state $272,966 clear after deduction of all expenses for the fiscal year ending March 31, 1946, the State Department of Education announced from Albany this week.

The amount represents a net out of $350,000 gross which the state collected during the year for reviewing fees.

In that same period the censors looked at 6,000,000 feet of film, issued a total of 36,219 permits, and reviewed a total of 1,661 pictures. Of these five were rejected, four were approved upon revision and 153 were approved with eliminations. In the 1945-46 fiscal year the censors reviewed 1,554 films of which three were rejected and 85 approved after eliminations had been made.

Allied Artists Sets Minimum of 7 Pictures for 1947-48, Monogram 48

Allied Artists will produce a minimum of seven pictures during 1947-48 while its parent company, Monogram, will have a production program during the same period of 48—32 features and two series of eight westerns each, President Steve Broidy declared at the joint convention of both organizations in Oklahoma City last week.

Broidy's statement did not indicate what number of both companies' productions would actually be released during the 1947-48 period. Allied Artists, which was recently organized, has two out so far—"It Happened on Fifth Avenue" and "Black Gold." Monogram during the current season plans the release of 32 features and 14 westerns, the New York office said.

Pictures that will go into production for Allied Artists are Roy del Ruth's "Red Light," King Bros.' "Tenderfoot," Hal Chester's "Smart Women," James S. Burkett's "The Highwayman," and "Last of the Badman." Also announced for production in color are "Land of the Sky Blue Waters" and "North of Nome."

In addition Producer Jack Wrather may put out "Follow Me Quietly" and "Turning Point" for Allied, while Edward Nassour is to produce "Panamint City" and Haven McClure's "Onward."

Already completed on the Allied banner are "The Gangster," "The Hunted" and the film on Tchaikovsky, "Song of My Heart."

Program

Monogram's production program includes "Louisiana" (completed), "Panhandle," "The Big Fight," two Joe Palookas, "High Tide," "Sixteen Fathoms Deep" (understood to be the first Agfa color feature and filmed at Tarpon Springs, Fla.), "The Ouest of Willie Hunter," "Jiggs and Maggie in Society," "Rocky," "The Mysterious Island," "I Wouldn't Be in Your Shoes," "Gay Deceivers," "Fight For Glory," six anniversary features—"Devil's Paradise," "Jungle Madness," "Panic," "Fortune Seekers," "Revenge in the Night," "Behind the Start"—four Bowery Boys series, three Charlie Chan series, eight Johnny Mack Brown westerns and eight Jimmy Wakely westerns.

(From Hollywood Charlie Chan Producer James S. Burkett announced an additional $100,000 to the budget on each of the Chans. Roland Winters will star and distant locations will be used. First goes before the cameras Aug. 1 under title of "Charlie Chan in New Orleans.")

Broidy Speaks

Broidy in addressing the conventions listed the following as Allied Artists producers: Roy Del Ruth, Maurice and Frank King, Jeffrey Bernerd, Nat W. Finston, Ted Reed, Jack Wrather, James S. Burkett, Hal E. Chester and Edward Nassour. The Monogram producer list, which includes several of those who will contribute Allied Artists releases, comprises Wrather, Bernerd, Burkett, Chester, Nassour, and Grippo, Lindsley Parsons, Walter Mirisch, Barney Gerard, Will Jason, John C. Champion-Blake Edwards, Barney A. Sarecky, Bennett Cohen, Irving Allen and Carl Krueger.

The delegates heard addresses by Broidy and General Sales Manager Morey R. Goldstein on sales policy, Studio Executive Scott R. Dunlap on production, Treasurer George D. Burrows on Finance and Secretary Sam Wolf on law.

Ohio City Admission Tax Pot Boiling Furiously

Ohio's municipal admission tax pot is boiling fast and furiously this week with several communities apparently ready to enter the field after Oct. 1, when the present state three per cent tax goes off and the cities are authorized to levy amusement taxes.

Youngstown hopes to enact a five per cent tax to raise $35,000 in the last quarter of 1947 to meet higher city wages. Springfield is considering an admission tax which with a cigarette tax would bring in an estimated yield of $84,500, $76,500 of which would come from amusements. Warren is considering a tax of three per cent to yield $25,000 a year; Gallipolis is considering a three per cent tax and Mayor Hal E. Stout of Fostoria is suggesting that officials of Fostoria, Tiffin and Findlay meet to work out a uniform admissions tax plan.

Two More WB Reissues

Warner Bros. will reissue "Naked Woman" and "Dust Be My Destiny" as a dual bill in August with the show already booked by RKO for its Metropolitan circuit. Pictures will break in at the New York Strand.

Variety Clubs Getting Set for Local Benefit Premieres of 'Variety Girl'

(*See Cover*)

With the arrival of its executive director, Col. William McCraw in New York this week Variety Clubs International was getting set to tee off with a series of special premieres of Paramount's "Variety Girl" which will probably set a record for both the amount of territory they cover as well as for the scope of the humanitarian activities their proceeds will assist.

The premieres will be held at advanced prices during the last week of August and the first week of September, preceding the regular run of the 36-star musical. Cities covered will extend from Toronto to Dallas and from Boston to Los Angeles in a co-ordinated move to raise extra funds for the various "heart"' activities of the Variety Club Tents which participate.

As part of this co-ordinated move, Col. McCraw of Dallas came to New York on one leg of a trip which covers 30 cities where "Variety Girl" is to be specially shown at advanced prices. Paramount is donating the picture for the premieres.



ON 'VARIETY GIRL' MISSION. Col. Bill McCraw (right), executive director of Variety Clubs International, now making a 30-city tour on behalf of the premieres for Paramount's "Variety Girl," stops off in Boston at headquarters of the local Tent to complete premiere arrangements in that city. With him above are Arnold Van Leer (left), Paramount's New England representative, and Bill Koster, business manager of the Boston Tent.

May Set Mark

Col. McCraw pointed out that the premieres will be unusual not only in that it probably is the first time a motion picture company has donated a film for such a wide number of premieres but also because it probably will mark the first time so many theatres have donated their houses fully staffed for the showings.

The funds raised in each locality, the colonel said, would remain in that locality and go to the "heart" fund of the Variety Club Tent sponsoring the premiere. The extent of these humanitarian activities is as widespread as the territory they cover, varying from recreation centers for children to providing needed equipment for hospitals.

The Tents which will sponsor special premiere of the picture are: Tent 1, Pittsburgh; Tent 2, Columbus, Ohio; Tent 3, Cincinnati; Tent 4, St. Louis; Tent 5, Detroit; Tent 6, Cleveland; Tent 7, Buffalo; Tent 9, Albany; Tent 10, Indianapolis; Tent 11, Washington, D. C.; Tent 12, Minneapolis; Tent 13, Philadelphia; Tent 15, Des Moines; Tent 16, Omaha; Tent 17, Dallas; Tent 18, Dayton; Tent 19, Baltimore; Tent 20, Memphis; Tent 21, Atlanta; Tent 22, Oklahoma City; Tent 23, Boston; Tent 24, Charlotte, N. C.; Tent 25, Los Angeles; Tent 26, Chicago; Tent 27, Grand Rapids, Mich.; Tent 28, Toronto; Tent 30, Toledo, Ohio; Tent 31, New Haven, Conn.; Tent 32, San Francisco; Tent 33, Miami.

ATA, MPTOA Call Joint Meet

(*Continued from Page 9*)

10,000 theatres based on the present combined membership of ATA and MPTOA.

"This organization," a spokesman declared, "hopes that all exhibitors in the United States will become members."

Early reports indicated that the bulk of the major circuits would be in the merger. At present all major circuits but Warner Theatres belong either to ATA or MPTOA affiliates.

Another spokesman said he saw no reason why the organization should not be open to vaudeville and even legitimate theatres with a common interest in motion pictures.

It was also indicated that trade practices would play a large part in the future organization and that plans to handle such practices would be in the program submitted for ratification to the Washington convention.

The spokesmen also denied that Friday's meeting had planned to "take care of anyone" or had laid out a slate of officers for the new organization. This was to be left to the Washington convention and the spokesman said there would be no attempt to force officers from either organizat on upon the meeting.

Those attending Friday's merger meet were: Dan Michalove, Ted Gamble, Ben Strozier, Marty Mullin, R. W. Coyne, Henry Ferber, Fred Wehrenberg, A. Julian Brylawski, James Shanklin, Mack Jackson, Morris Loewenstein, Herman M. Levy, Ed Fay, Harry Lowenstein, J. J. O'Leary, Leonard Goldenson, Arthur Mayer, Malcolm Kingsberg, Bob O'Donnell, Bill Crockett, Sidney Lust, Major Thompson, E. V. Richards, S. H. Fabian, Joe Vogel, Herman Hunt, Lewen Pizor, Oscar Doob, Henry Reeve, R. Biechele and Sam Shain.

A. Julian Brylawski was appointed convention committee chairman, with Sidney B. Lust as vice-chairman. Other committee chairmen are: Frank Boucher, banquet; Gene Ford, entertainment; Harry Bachman, registration; Hardie Meakin, hotels, housing; Carter Barron, arrangements; Morton Gerber, printing; Jack Foxe, transportation; Mrs. Sidney Lust, ladies.

Merger Preliminaries Face Two Tough Problems

By BILL SPECHT
News Editor

Leadership and trade practices—these are the two most important problems facing those whose job it is to map out an agenda for the Theatre Owners of America ratification meeting in Washington Sept. 19-20.

The question of leadership alone is tricky and complicated. While every indication is that nominations for office will be open from the floor of the convention, trade sources point out that it will be necessary for the joint ATA-MPTOA management committee which is charged with the details of the merger, to consider the question of who will lead the united movement in the new organization, even if they make no recommendation on it.

Obviously there are many exhibitors with capabilities of leadership. Equally obvious though is that the new leadership must have certain added qualifications. Trade sources believe that to carry out the thought that the organization is a new one, born of the two older ones and not a carry-over, it will be necessary to choose new heads.

In addition there has been a feeling coursing through trade circles that, as a matter of policy, it would be better if the new heads were not circuit executives or any exhibitor affiliated with a powerful circuit.

While the problem of leadership would be simplified if this tabu is not invoked, experienced observers believe that it would immediately cause the charge to be directed at the new organization that it was circuit controlled and not looking after the individual exhibitor. This angle is very important to the Theatre Owners of America since it is inviting all exhibitors to join its ranks and since it hopes for a united theatre front.

The question of trade practices is even more complicated. The consensus is that the Theatre Owners will go in heavily for trade practices and that no exhibitor organization which ignores them can serve the exhibitor properly.

But the practical question of defining trade practices and of keeping them on a national plane for a national organization offers some difficulties, a well-informed member of the management committee believes.

As an example he cites the fact that while percentage pictures and the amount of percentage asked is undoubtedly a trade practice, the fact that this is a matter which varies in each region and with each theatre, makes it almost impractical as a trade practice for a national organization. The observer declared that he was citing this and other questions only as illustrations and not as items which had been considered by the committee.

Further analogies could be drawn on the question of advanced admission prices. Here it was thought a reasonable argument could be presented to distributors about forcing higher admissions in certain types of theatres since this seems to present a national problem similar in almost every locality.

Another question coming under trade practices might be checking abuses and local checkers, which while they have found almost unanimous exhibitor opposition have apparently not been remedied in the majority of the instances.

Longest Term Deal

What appears to be the longest term deal ever signed in international film distribution was disclosed this week by Arthur M. Loew, president of Loew's International, when he announced that his company had signed a 10-year contract for all MGM product and Enterprise Productions with African Consolidated Theatres. The pact also covers all theatres African Consolidated may build and in some instances gives MGM exclusive playing time. Loew's International offices did not know how many theatres were controlled by African Consolidated.

Seven Percentage Suits Filed Against Sam Stoltz

Seven separate suits charging fraud in connection with percentage pictures were filed last week in the federal court at Baltimore against Sam Stoltz by United Artists, 20th Century-Fox, Universal, Paramount, RKO, Warner Bros., and Loew's (MGM). The suits ask punitive as well as actual damages in connection with the acts which allegedly took place in Baltimore's Howard Theatre.

Earlier the federal court in Phoenix, Ariz., had ordered inspection of the records of the Louis F. Long circuit. In this case six suits are involved, with Columbia and RKO charging copyright infringements and Loew's (MGM), Warner Bros., Paramount and 20th Century-Fox charging both copyright infringements and percentage frauds.

Useless Space Tax

Theatre space which becomes useless because of changing business conditions should be considered by taxing bodies in fixing valuations for real estate tax ruling, the Ohio Supreme Court ruled last week in an appeal brought to it by the RKO Palace of Columbus.

The court declared that "functional depreciation" occurs when "property, although still in good physical condition, has become obsolete or useless due to changing business conditions and thus to all intents and purposes valueless to the owner."

The appeal was brought from the Ohio Board of Tax Appeals by the theatre because of some 400,000 cubic feet of space previously used for vaudeville but of no use to the theatre at present which was being taxed on a "useful" basis.

Clark, Skouras in Plea For Over-Top UJA Fund

Attorney General Tom Clark and 20th Century-Fox President Spyros Skouras united in a joint effort to put the United Jewish Appeal fund over the top at a luncheon held in the Waldorf-Astoria Tuesday.

Clark urged the admission of 100,000 dispossessed and warned that unless something were done for them the atmosphere in which they lived would breed subversive activity. Skouras declared "by their very plight, by their sorrows, and suffering, the 1,500,000 surviving Jews symbolize the whole fight for freedom all of us profess to feel with such intensity. . . . They represent us all."

'Forever Amber' 50-50; Roadshow 1st Engagement

Twentieth Century-Fox General Sales Manager Andy Smith announced Wednesday that "Forever Amber" would be sold on a 50-50 basis but roadshown on its initial engagements at advanced prices of $1.20 for evening performances, 75 cents for matinees and 55 cents for children.

The company plans the largest number of day-and-date bookings in its history, Smith said, with the key spots on the west coast getting started on Oct. 29, simultaneously with the New York Roxy premieres.

'Hucksters' Holdovers In 37 Houses in 34 Cities

MGM reported Wednesday that advance reports assured "The Hucksters" a holdover in 37 theatres of the following 34 cities: Los Angeles, New York, Philadelphia, Detroit, Baltimore, Cleveland, New Orleans, Houston, Kansas City, Dallas, Indianapolis, Dayton, Providence Richmond Springfield, Mass., Wilmington, Waterbury, Boston, Washington, Denver, Buffalo, Louisville Columbus, Memphis, Rochester, Toledo Akron, Syracuse, Worcester, Hartford, Norfolk, Bridgeport, New Haven, and Nashville.

Filmack Acquires Trailers

Filmack this week completed negotiations by which it will acquire the entire prevue trailer library of the Alexander Prevue Company, according to Sales Manager Irving Mack. This will give Prevue, Mack said, approximately 4000 negatives dealing with pictures as far back as 1930.

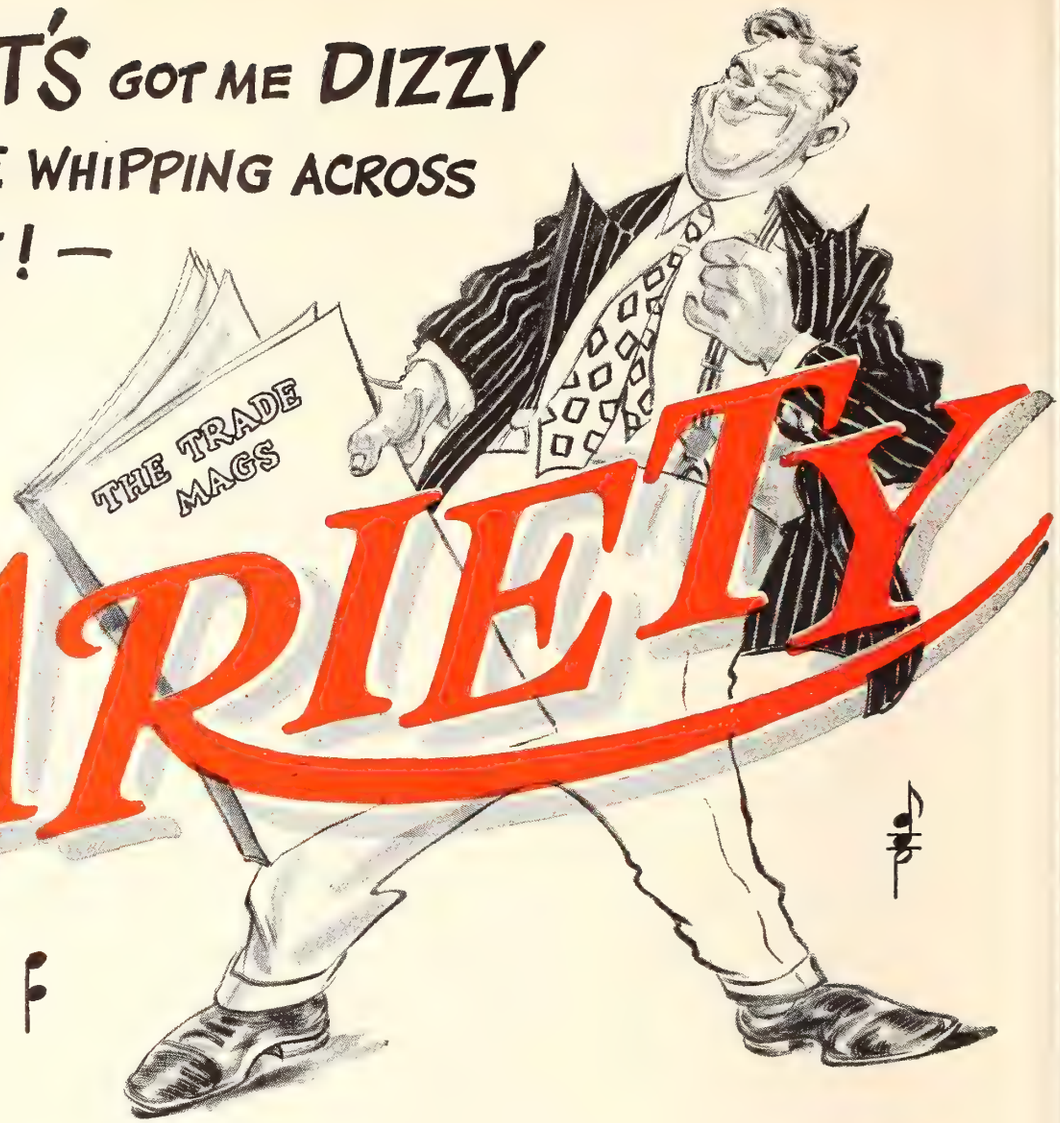
PARAMOUNT'S GOT ME DIZZY

THE WAY THEY'RE WHIPPING ACROSS

HIT AFTER HIT! —

NOW IT'S

40-Star



VARIETY



"PURE GOLD GROSSES IN ANY AND EVERY THEATRE. A smash bound for top money. Excellent entertainment of which its makers and all Variety Club members may be justly proud."—*Boxoffice*



"A MULTI-MILLION DOLLAR BUDGET AND NOT A DIME MISSPENT. A mammoth musical destined to stir up boxoffice commotion aplenty. Crosby and Hope together in skits that are gems. A tribute to the Variety Clubs and a grand, joyful tribute it is."
—*M. P. Daily*

"STRONGEST NAME MARQUEE VALUE OF THE SEASON. A natural which can't help doing boffo business. A smash hit—and entertainment spelled in capital letters." —*Daily Variety*

"A MUSICAL ITEM THE SHOWMAN CAN ENTHUSIASTICALLY SINK HIS TEETH INTO. This is boxoffice—entertainment plus—surprises galore."—*Film Daily*

GIRL

that's getting as many raves as it's got stars—
right on top of the furore over DEAR RUTH and
PERILS OF PAULINE—and the very same
day that WELCOME STRANGER sets
all-time Paramount highs in its first two dates!



"THERE HASN'T BEEN A STAR-STUDDED ATTRACTION OF THIS KIND IN YEARS. Paramount tossed almost the whole strength of its roster into it. Mary Hatcher plays the title role with verve and charm." —*Hollywood Reporter*

"EYE-BLINDING LUSTRE OF MARQUEE NAMES. Sure-fire entry headed for top dough. Truly an exhibitors' picture and it will stand plenty of ballyhoo."
—*The Exhibitor*

"SOCKO ENTERTAINMENT THAT'S SURE-FIRE. How can it miss with Crosby, Hope, Cooper, Milland, Ladd, Stanwyck, Goddard, Lamour and the rest of the glittering Paramount personalities?" —*Variety*



starring
BING CROSBY
BOB HOPE
GARY COOPER
RAY MILLAND
ALAN LADD
BARBARA STANWYCK
PAULETTE GODDARD
DOROTHY LAMOUR
SONNY TUFTS
JOAN CAULFIELD
WILLIAM HOLDEN
LIZABETH SCOTT
BURT LANCASTER
GAIL RUSSELL
DIANA LYNN
STERLING HAYDEN
ROBERT PRESTON
VERONICA LAKE
JOHN LUND
WILLIAM BENDIX
BARRY FITZGERALD
CASS DALEY
HOWARD DA SILVA
MACDONALD CAREY
with
OLGA SAN JUAN
BILLY DE WOLFE
PATRIC KNOWLES
WILLIAM DEMAREST
MONA FREEMAN
CECIL KELLAWAY
VIRGINIA FIELD
RICHARD WEBB
FRANK FAYLEN
DE FOREST KELLEY
and
CECIL B. DeMILLE
MITCHELL LEISEN
FRANK BUTLER
GEORGE MARSHALL
Specialty number by
PEARL BAILEY and
SPIKE JONES
and his City Slickers
and introducing
MARY HATCHER
Produced by
DANIEL DARE
Directed by
GEORGE MARSHALL
Original Screen Play by
Edmund Hartmann, Frank Tashlin,
Robert Welch and Monte Brice

Milwaukee Theatres Kick At Comply-or-Close Order

Milwaukee exhibitors this week complained that the large-scale publicity given the recent order issued by the authorities to 37 theatres to comply with fire and safety laws or face closing had over-emphasized minor conditions or conditions which had been remedied as rapidly as possible.

The complaints arose from alleged defective wiring in projection booths, stages, defective electric light sockets, lack of stair and ramp rails, doors that stick or open the wrong way, leaking roofs, empty fire extinguishers, trash piles of inflammatory scenery, lack of guard rails on fire escapes.

The theatres which authorities found in alleged violation of the safety laws were: Fox Wisconsin's Astor, Downer, East, Garfield, Modjeska, Oakland, Parkway, Sherman, Venetian, Zenith—all suburban houses, the downtown Wisconsin; the Palace, Abbey, Alamon, Atlas, Bay, Burleigh, Colonial, Egyptian, Fern, Franklin, Grand, Hollywood, Juneau, Mars, Milwaukee, Ogden, Oriental, Pabst, Peerless, Ritz, Savoy, Strand, Towne.

New One-Year SAG Pact Gives Wage Increases

The Screen Actors Guild, the Association of Motion Picture Producers and the Society of Independent Motion Picture Producers this week announced that a one year contract, expiring July 13, 1948, had been agreed upon. The contract provides for:

Wage increases: Day players from $35 to $55 a day; freelancers from $115 to $175 a week; experienced contract players from $60 and $75 to $120 a week for actors under 30, $160 for those over 30 years; contract player beginners, $60 a week for the first six weeks, $75 a week thereafter with no actor to be classified as a beginner after 18 months; stunt men from $35 to $55 a day—from $200 to $300 a week. Wages are retroactive to May 15, 1947 in the main.

Other conditions include a 12-hour rest period each day and a 36-hour rest period after seven days.

SAG is still negotiating with the Independent Motion Picture Producers Association.

Brown Joins Vanguard as Assistant to Selznick

Vanguard Films this week announced that Hiram S. Brown had joined it as business assistant to David O. Selznick and that Selznick Releasing Organization would distribute the reissued "Intermezzo" as of October. The film up to now has been handled by United Artists.

Brown before joining Vanguard had film experience including producing of "Drums of Fu Manchu," "Jungle Girl" and "The Adventures of Capt. Marble." During the war he served as a training film producer.

Cramblet Succeeds Lohrenz

Ralph Cramblet, former branch manager for United Artists at Minneapolis, this week was appointed midwestern district manager by General Sales Manager J. J. Unger. Cramblet, who headquarters in Chicago with a territory embracing Indianapolis, Milwaukee, Minneapolis and Chicago. He replaces Rud Lohrenz, resigned to enter exhibition.

NEWSREEL CLIPS

Not New But Nice

Show business doesn't change when it comes to being an industry with the biggest heart in the world. From Hollywood this week comes word that actors out there have been 33 per cent more active during 1947 to date than they were in 1946 in giving their services to veterans' hospitals, patriotic and charitable projects and the like. There isn't much news in an item about actors giving their talents to good causes excepting that the general trend unfortunately has been to ease up on the amount of attention paid hospitals for veterans. Also interesting is that as much as 80 per cent of these appearances were for programs for military personnel still on duty overseas.

Names

Homer Rockwell, who used to be advertising manager of *Liberty,* moved up this week as publisher of *Screenland, Silver Screen* and *Movie Show,* President Paul Hunter of Liberty Magazines, Inc., announced.

Paramount Advertising and Publicity Director **Curtis Mitchell** is off to Mexico, Mo., to spend the weekend with his mother; Eagle-Lion Director of Advertising, Publicity and Exploitation **Max Youngstein** is back from a trip to the west coast; **Ted Kupferman** of Warner Bros. legal department has been asked to serve as a member of the Copyright Committee of the New York City Bar Association.

Stephen Slesinger, who knows the publishing business from books to syndicates, is the head of Telepictures, Inc., a new production unit with plans for screen, radio and television which was recently organized by the family of the late Zane Grey. **Mrs. Zane Grey,** widow of the western writer, and his son, **Romer,** are vice-presidents. The new corporation has the rights on all but two of the Zane Grey properties.

Dore Schary is scheduled to be speaker at the American Nobel Anniversary Committee dinner on Dec. 10

Warner Bros. Director **Michael Curtiz,** Shorts Producer **Gordon Hollingshead** and Studio Location Chief **William L. Guthrie,** will receive civilian awards from the War Department for work done to assist the army during the late war.

Bookings

Republic has added 23 more theatres to the original 60 in the Rocky Mountain area which will play "Wyoming" on day-and-date bookings. This is the tops in bookings for that outfit, according to Executive Vice-President James R. Grainger. Monogram has booked 21 theatres of the Fourth Avenue Amusements Company for "Thunderbolt," U. S. Army Air Forces documentary of fighting over Italy. Short is distributed through arrangement with Carl Krueger Productions.

When Dore Schary's "The Bachelor and the Bobby-Soxer" opened at New York City's Radio City Music Hall Thursday, it gave RKO four attractions simultaneously in the Broadway area. Others are "Crossfire" at the Rivoli, "They Won't Believe Me" at the Palace, and "The Best Years of Our Lives" at the Astor.

Meanwhile RKO Theatres General Manager Sol A. Schwartz has booked "The Best Years" for 38 RKO Metropolitan houses, with two—the Brooklyn Albee and the Proctor, Newark—to open the picture July 30, while it still plays its Astor engagement which concludes Aug. 13, for a two weeks' booking. The 36 other houses will open it Aug. 20.

Universal-International has booked "The Egg and I" into 17 day-and-date situations in Minneapolis while Selznick is doing a day-and-date release for "Duel in the Sun" in 17 houses in Detroit.

Foreign

"The Diable au Corps," French prize winning production for Universal-International, which had been impounded by the customs department reportedly on a "morals" count, has been released and will be screened in Hollywood. Plans are for a September release.

American premiere of "Shoe Shine," the Italian film which tells of shoe shine boys who get into the black market of post-war Rome, is planned for late this summer at New York's Avenue Playhouse.

English Films is opening a west coast office in Hollywood, with Ben DeDici in charge, President Nat Sanders announced. The company plans fall releases of its "Children on Trial," "School for Danger," "You Will Remember," and "Burma Victory."

Hoffberg Productions has added the French "The White Slave," "Shanghai Drama," and the Czech film, "Thunder in the Hills," to its list of imports which now totals 38 films, 12 in Italian and 20 in various other languages. President J. F. Hoffberg also announced renewed releasing arrangements for "Secret of Stamboul," "School for Husbands," and "Courageous Mr. Penn."

Calendar

AUGUST:

4, Annual outing Buffalo Variety Club, Tent No. 7, at Automobile Club Country Estate at Clarence, N. Y.

6, World premiere of RKO's "Long Night" in Boston.

13, World premiere of Eagle-Lion's "Red Stallion," Majestic Theatre, Houston, Tex.

13, American premiere of the U-I-Rank "Black Narcissus," Fulton Theatre, New York.

12-13, MGM Canadian sales meeting, Royal York Hotel, Toronto.

31, Quad City Theatre Managers' Association, Short Hills Country Club, East Moline, Ill.

SEPTEMBER

19-20, ATA-MPTOA Ratification Convention, Shoreham Hotel, Washington, D. C.

20, Variety Club dinner for George Jessel, Mayflower Hotel, Washington, D. C.

23, House public hearing on Communism in Hollywood, in Washington.

SELLING THE PICTURE

Civic Celebration for 'Stranger' in Detroit

An elaborate civic celebration marked the opening of Paramount's "Welcome Stranger" at the United Artists Theatre in Detroit on Thursday. Joan Caulfield, the film's feminine star, served as the city's guest of honor at the festivities attending the opening.

On Wednesday night a monster "Welcome Stranger" block party was staged under the supervision and with the cooperation of the city's Park and Recreation Commission, Board of Commerce and Convention and Tourist Bureau. The street was roped off for the celebration and special lights and loudspeakers were installed. Highlight was a dance contest in which Michigan school and youth groups participated.

Prior to her appearance at Wednesday night's festivities, Miss Caulfield's program called for interviews, attendance at a series of luncheons and teas and appearances on radio broadcasts.

Meanwhile, in New York, the New York Central System and the New York, Hartford and New Haven Railroad cooperated with Paramount in a passenger-participation contest on the picture. Contest cards were distributed to passengers on a selected train, each card carrying a detachable coupon to be filled out and handed in by participants. Winners and their guests were to be entertained at a famous New York gay spot and receive choice seats to any Broadway attraction. The winning passenger was to be escorted to the north balcony of Grand Central Terminal, there to be congratulated by and have his picture taken with whatever Paramount screen personality might be available at the time. Other winners received passes to the New York Paramount.

RKO, Yankee Network to Promote 'Long Night'

RKO Radio has signed with the Yankee Network for a vast radio promotion of the 212-city premiere of "The Long Night," to be released in New England on August 6.

The company will use a series of spot announcements on Yankee Network News Service programs ten days prior to the New England openings. On August 13 the Yankee Network will air a "Mock Trial" broadcast from Symphony Hall in Boston. This hour-long program will feature outstanding guests as well as the stars of "The Long Night." Finally, Yankee will air a series of 15-minute transcribed programs, based on the picture and featuring Henry Fonda, Barbara Bel Geddes, and Vincent Price.

Enterprise Ad and Budget Talks Continue

Enterprise continued its budget and advertising appropriation talks in New York this week with United Artists Advertising and Publicity Director Paul Lazarus, discussing the matter with Arthur Pincus, assistant to Loew's International Ad and Publicity Director David Blum. Loew's distributes Enterprise abroad; United Artists at home.



MEN BEHIND 'WYOMING' PREMIERE. Responsible for the gala world premiere of Republic's "Wyoming" in Cheyenne this week amid the Frontier Days celebration, are the men shown above. Left to right: Dr. William Harris, chairman of the Frontier Days Parade committee; Rudy Hoffman, another committee member; Mort Goodman, Republic Studio's director of publicity; Robert Hanesworth, secretary of Cheyenne's Chamber of Commerce; and Jack McGee, city manager of Fox Cheyenne theatres.

'Wyoming' in Colorful Premiere as Part of Frontier Days Celebration

World premiere of Republic's "Wyoming" was the occasion for a gala celebration in Cheyenne this week as a feature of that city's 51st annual Frontier Days shebang. Pemiere took place at the Paramount and Lincoln theatres with the aid of personal appearances by William Elliott, Vera Ralston and Bob Nolan and the Sons of the Pioneers. The stars were accompanied by a large party of theatre and studio executives, including Herbert J. Yates, president of Republic; William Saal, his executive assistant; Mort Goodman, publicity director; F. H. "Rick" Ricketson, president of Fox Inter-Mountain Theatres, and Ray Davis, supervisor of the northern division of Fox Inter-Mountain. Charles P. Skouras, president of Fox West Coast Theatres, accompanied the stars as guest of Ricketson.

Mayor John J. McInerney and the Frontier Days committee gave the Hollywood contingent a bang-up welcome with a salute of fifty aerial mortar bomb explosions as their train pulled in. A welcoming ceremony, broadcast over Cheyenne station KFBC, took place in the station, after which the guests were paraded to their hotel in old-time stage coaches.

Cheyenne City Manager Jack McGee, of Fox Inter-Mountain, and James R. Luntzell, special events man from Hollywood, arranged stunts, merchandising tieups, window displays, street decorations and large scale demonstrations.

Tieins arranged in Cheyenne with the Frontier Days committee included a Republic float in the grand opening parade through the downtown city district, with Elliott mounted and Miss Ralston riding in an old-time surrey; the induction into the Sioux tribe of Indians of Miss Ralston and Elliott, and a special presentation of the stars as well as Bob Nolan and the Sons of the Pioneers each day at the Frontier Days' rodeo.

Governor Lester C. Hunt officially proclaimed "Wyoming" the official picture of the Frontier Days celebration, and he was host to 10 other governors at a special premiere showing of the picture aboard the battleship *Wyoming*.

Following the screening of the picture aboard the battleship, Governor Hunt and the other state executive leaders participated in a nation-wide broadcast over ABC. Later, the Governor talked via two-way telephone call from shipboard to the Lincoln Theatre, exchanging greetings with Elliott and Miss Ralston. This phone call was broadcast over a state-wide radio hook-up from Cheyenne station KFBC.

45,000 at Premiere

Members of the trade press became ushers, aids to the police of Elizabeth, N. J., and subsequently amazed observers as a crowd of more than 45,000 persons threatened to get out of hand Tuesday at the eastern premiere of 20th-Fox's "I Wonder Who's Kissing Her Now" at Skouras' Liberty Theatre.

June Haver, George Jessel and Lew Lehr were on hand for the ceremonial opening, which was preceded by a street parade. Entire celebration was for the benefit of a double-amputee war veteran.

'Father' Premiere to Be Wire Recorded

Arrangements have been made by Warner Bros., whereby the highlight events of the special world premiere of "Life With Father" at the Lakewood Theatre, Skowhegan, Maine, on August 14, will be transcribed via wire recorder for subsequent use in radio broadcasts from New York, Boston and other cities.

Among events to be recorded will be the welcoming remarks of Governor Horace Hildreth of Maine to visiting notables, ceremonies at the Skowhegan State Fair, formal proclamation of "Life With Father Day" by the Governor, the mammoth street parade, the prologue at the Lakewood Theatre in which members of the original stage cast of "Life With Father" will appear before the showing of the Technicolor film version, and other incidents in the two days of colorful ceremonies that will be part of the premiere. Several other coast-to-coast broadcasts are being set up.

Novel Sneak Review Exploits Minneapolis Sneak Preview

A novel idea of selling a sneak preview was developed by Minnesota Amusement Company's advertising department under the direction of Everett E. Seibel. It was novel because—well, more than the usual publicity was accorded the "secret" event in advance.

To begin with, Seibel had taken extra space in his current-attraction ad to announce the sneak preview in this manner: "Be the first to see one of Hollywood's very special productions . . . a picture aglow with joy, tenderness and laughter! Shown in addition to the regular movie at regular prices."

Now a sneak preview notice in an ad is all well and good, but some folk hate to take a chance, lest they be disappointed. Seibel knew that no matter what kind of adjectives he used, there would still be a lot of skeptics.

So what do you think he did? Well, here's where the novelty comes in. He screened the picture in advance for Bob Murphy, Minneapolis *Star* columnist. As he had hoped, Murphy was enthusiastic about the film. Well then, why not write a review on it? Swell! But wait a minute! The stars, the title, the plot or anything else that might give the picture away could not be revealed. That was a tough assignment for Murphy, but he gritted his teeth and went to work on the industry's first sneak review: Wrote Murphy:

"It happens I have already seen the picture, and I made up my mind that if they could run a sneak preview, I could run a sneak review.

"It happens also that I had been honor bound, heart-crossing and all, not to mention the name of the picture or give away its content. So here I am, supposed to write a sneak review of a picture I can't mention by name and can't describe in detail. I can, however, say this much: It's a pip. It is a story about a fellow who believes himself—whoops, there I go. What can I say about the picture? Well, it has photography.

"Let's approach it from another angle. It's a picture which should appeal to all ages, since it has a young couple, a wonderful character actor of more numerous years, and a little girl. That's safe enough. . .

"But when the child begins to believe — whoops, there I go again. What else can I say about this picture? Well, it has scenes and sequences. And it has a title. Honest, it has a title, right up there in black and white. (The picture isn't in Technicolor.)

"Anyway, this fellow, see, and this girl, see, they think—whoops, almost slipped again. I can say, however, that the picture has to do with a certain season of the year, that it's heart-warming through much of its length, and through more of it, as funny as a purple shirt.

"It's what in the trade is called a 'sleeper,' a picture that turned out to be anyway 90 per cent as good as the producers thought it would be, and the producers always set out to make the best picture ever made. Yes, sir, this one is a sleeper.

"That reminds me of the time I called a fine little picture a 'sleeper' and the one theatreman in the world unacquainted with the term called me up and gave me what-for.

"He said I suggested people would sleep through this epic.

"Not this one. It winds up in a deliciously funny scene which—whoops!

"Picture: can't say. Type: won't tell. Players: wouldn't you like to know! Credits: plenty. Story: whoops!"

And so, Murphy's sneak review must have excited keen interest in the sneak preview at the Radio City Theatre.

The showmanship of Seibel's department in promoting such a unique review might well be discussed by showmen as the "Miracle on Sixth Street" (address of the Minnesota Amusement Company's administration office). And the picture—how DID you guess it? Yep, it was 20th-Fox's "Miracle on 34th Street."



'FRIENDLY OLD GIMBELS,' it says here, in one of its store windows which were decorated in this manner, salutes "Miracle" with great enthusiasm, as did many other prominent stores, members of New York's 34th Street Midtown Association.



A LITTLE GEM...

This is the first time we (or anybody else we know of) ever ran an ad advertising a coming attraction trailer but . . . you just gotta see the coming attraction trailer of "Miracle on 34th Street" now on the screen at RKO Proctor's Newark. It's a little gem of entertainment.

Watch for

MAUREEN O'HARA and JOHN PAYNE in "MIRACLE ON 34th ST." STARTING WED., JUNE 18th at RKO PROCTOR'S NEWARK • plus 2nd HIT.

A GEM OF AN IDEA! Fred Herkowitz, RKO home office publicist, gave birth to the idea that eventuated in this ad in Newark newspapers the week prior to the opening of 20th-Fox's "Miracle on 34th Street." The ad is reproduced here slightly larger than its original size and is well worth reading. Might be worth duplicating, too.

Fall Festival Campaign

Are you planning a Fall Festival campaign? Some big films are on the way.

British Managers Use Novel Promotion Angles

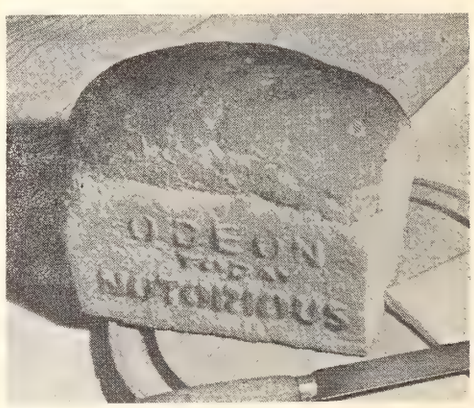
Managers of British theatres are using novel exploitation angles to publicize British productions.

One of the most novel was that of Manager F. R. Hozier of the Capitol Theatre in Cardiff, Wales. After much experimenting he succeeded in dyeing a bouquet of narcissi black as a stunt for "Black Narcissus." He arranged with a florist to put one of these black narcissi in some of their daily deliveries of orders. He then sniped the town with posters announcing that anyone having one of the flowers would be admitted free to see the film. Kathleen Byron, one of the film's stars, made personal appearances. Tieups were arranged with book shops, gown salons and drug stores. The cinema restaurant advertised a special "Black Narcissus" sundae. His campaign netted Hozier 54 column inches of free newspaper space—a record since prewar days.

To get the fact home to his patrons that he had booked RKO's "Notorious" into the Chester Odeon, Manager J. S. Jolliffe arranged with a local baker to attach a small metal plate, that wouldn't increase the weight of the loaf, to every loaf of bread. It cost them some trouble, and still more to get the plate lettered with the film's title and name of the theatre, but they succeeded and the exploiting loaves were delivered into hundreds of homes and also into the huge military camp nearby.

Manager B. J. Purcell of the Tredeger Hall, Newport, Monmouth, believed "Nicholas Nickleby" was suitable for the entire family instead of just for adults, as the British Board of Film Censors had classified it, so he sent material on the picture to the chief constable and the watch committee, arranged a special screening for them, and got their agreement to modify the censors' rating.

Manager F. S. Webb of the Odeon, Southsea, ran "Odd Man Out" and "Nicholas Nickleby" on consecutive nights, and, since both Dickens and F. L. Green, author of "Odd Man Out," were born and educated in that locality, ran a joint campaign. He wrote to Green and used his letter in reply for a centerpiece for a three-panel lobby display. For the Dickens film, he invited the Lord Mayor of Portsmouth to a special screening.



BRITAIN SCORES ONE. **In this game of smart showmanship, our British cousins seem to have scored one on us. Determined to get the news of RKO's "Notorious" to his patrons, Manager J. S. Jolliffe of the Chester Odeon experimented with a local baker in producing a lettered medal sheet that would imprint the name of the theatre, playdate and film title on loaves of bread. That they succeeded is proved above. To our knowledge, there has never been a stunt like this in the States.**

THE NEXT IMPORTANT INDUSTRY DATE IS

Mother's Day

FOLKS IN THE KNOW OUT IN HOLLYWOOD ARE ALL TALKING ABOUT A GREAT NEW TECHNICOLOR PICTURE FROM 20TH CENTURY-FOX!

(The same 20th Century-Fox whose Technicolor I WONDER WHO'S KISSING HER NOW set a new all-time 20th record for any theatre, any week in Chicago—a new all-time 20th opening record, in Detroit—a sensational pace in Indianapolis, Cincinnati, Pittsburgh and Boston!)

IT'S THE FIRST TRUE STORY OF SHOW BUSINESS—NOT AS IT'S BEEN TOLD A HUNDRED TIMES IN BACKSTAGE PLOT, BUT AS WE IN SHOW BUSINESS REALLY KNOW IT!

(Just as everybody in show business is talking about the Miracle figures being set by MIRACLE ON 34TH STREET everywhere—and the miracle holdover and move-over runs!)

THIS PICTURE IS "MOTHER WORE TIGHTS"* AND IT IS THE NEXT GREAT 20TH CENTURY-FOX ATTRACTION TO OPEN IN NEW YORK!

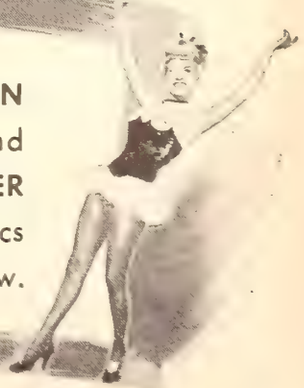
(New Yorkers will also soon be seeing KISS OF DEATH, FOXES OF HARROW, NIGHTMARE ALLEY, DAISY KENYON — and FOREVER AMBER in Technicolor, GENTLEMAN'S AGREEMENT and CAPTAIN FROM CASTILE in Technicolor!)

MOTHER'S GREAT DAY WILL BE WEDNESDAY, AUGUST 20TH, WHEN "MOTHER WORE TIGHTS" OPENS AT THE ROXY! EVERY SHOWMAN WILL REMEMBER MOTHER'S OPENING DAY!

20th CENTURY-FOX



* Mother is **BETTY GRABLE**—Dad is new-star **DAN DAILEY**—and the kids are **MONA FREEMAN** and **CONNIE MARSHALL**. It was directed by **WALTER LANG** and produced by **LAMAR TROTTI**. Lyrics and music by Mack Gordon and Josef Myrow.





TRIED AND TESTED BALLYHOO GETS RESULTS. **Joe Schwartzwalter, zone manager for Schine's Auburn Theatre, Auburn, N. Y., and Harvey Smith, publicity director for the Duke of Paducah, joined forces in digging up an old ballyhoo gag for use in connection with the Duke's personal appearance there recently. With the cooperation of a local sportsman, Schwartzwalter and Smith rigged up a horse and buggy ballyhoo which gave the Duke a "lift" into town on the day of his appearance. Schwartzwalter is standing at the right, while the Duke and the local sportsman occupy the buggy.**

'Corpse' Print Delivered In Coffin-Shaped Crate

Shipping a print of Columbia's "The Corpse Came C.O.D." in a coffin-shaped crate, was an intriguing stunt thought up by Manager Ben Taylor of the Broadway Theatre, Lawrence, Mass. It was a tieup with the Railway Express. Photos were taken of the crate's arrival. On the side of the container was printed "'The Corpse Came C.O.D.' Deliver to Broadway Theatre, Lawrence, Mass." The express company displayed pictures of the crate and its arrvial several days in advance and throughout the showing. In addition, it had labels printed up plugging the film and playdate and affixed them to all packages delivered in the town before and during the engagements.

Taylor made use of the "corpse" idea for a ballyhoo in front of the theatre where he placed a crate with a peep-hole at the top. Printed on the box in large letters was "Look at the body." Inside the box was a montage of stills from the film and a large blowup of the "body" —Adele Jergens who has a prominent part in the film. The display caused quite a commotion and proved a provocative teaser.

Three thousand handout bills, with a play on the song, I Ain't Got Nobody, and the film's detective who laments he has no body, were printed and distributed, along with stills of Miss Jergens, in various stores.

Prison-Style Front For 'Brute Force'

Inspired by the realism of the film, Loew's Criterion Theatre is featuring an unusual front in connection with Universal-International's "Brute Force."

Iron bars and steel plates have been used to create a startling effect. The theatre's boxoffice is encased in steel plates with bars to create the effect of a prison entrance and several of the inner lobby displays have iron bars in front of them to give the effect of a prison cell. Many patrons have been seen going over to the prison bars to touch the metal.

The front was created by Sterling Sign Co. with the designs and ideas effected by Albert A. Senft, Sterling Sign Co. president; William P. Jefferson and Jerry Sager, the former of the Sterling Sign staff and the latter of Loew's New York Criterion.

If "Brute Force" is on *your* schedule, better plan that special front well in advance.

Iowa State Fair Board To Honor Jack Warner

A giant blue ribbon will be presented to Jack L. Warner by the Iowa State Fair Board as part of an elaborate program set for the world premiere of Warners' two-reel Technicolor short, "A Day at the Fair," on July 30. The ribbon will be presented as a token of appreciation for the making of the picture which was filmed at last year's fair.

The campaign on the two-reeler's premiere will be made a state-wide event with the Iowa State Fair Association, Tri-States Theatres and newspapers throughout the state cooperating on the publicity. Events already arranged are a big street parade, numerous radio broadcasts, an elaborate stage presentation with personal appearances of Des Moines girls and others who appear in the picture, and special ceremonies at the fairgrounds.

"A Day at the Fair" will be shown simultaneously at the Des Moines and Roosevelt.

Contests and Sermon Head 3 'Unfaithful' Campaigns

Two theatres recently headed their campaigns on Warners' "Unfaithful" with contests, while a sermon on the film's message was a feature in Portland, Ore.

Manager Gene Russell of the Rialto Theatre in Champaign, Ill., took advantage of the summer session of the University of Illinois, attended by 9,000 students, to put on a literary quiz contest. He ran an ad in the student paper, *The Daily Illini,* inviting the boys and girls at the summer session to test their knowledge of such famous sayings as "Frailty, thy name is woman," "To err is human, to forgive divine," etc. Senders of the first 10 correct answers were awarded free theatre tickets.

Manager Joseph Alexander of the RKO Albee Theatre in Cincinnati, in a contest tieup with the Cincinnati *Times-Star,* offered $50 in cash and 15 pairs of theatre tickets for the best answers to the question, "Can you forgive an unfaithful act?". The newspaper publicized the contest with daily stories and pictures. The response was immediate and heavy.

Russ Brown of the Hamrick-Evergreen Theatres in Portland, Ore., gave a special screening of "The Unfaithful" for an invited audience of prominent individuals, including Dr. Paul S. Wright of the First Presbyterian Church, Judge Donald Long and other civic leaders. Much good publicity resulted from a sermon preached by Dr. Wright the following Sunday in which he discussed postwar domestic problems and included the message around which the story of "The Unfaithful" revolves.

Skelton 'Junior' Dummy

A dummy of Red Skelton as "Junior" was placed in the lobby of the Huntington Theatre, Huntington, L. I., by Manager Gerry Pratt to plug MGM's "The Show-Off." Copy on a 40x60 read: "I am 'Junior,' Radio's bad boy. Come and see me in person as Red Skelton in . . .," with playdate copy.



MONTANA SHOWMAN PROMOTES DOUBLE-TRUCK. **Double-truck promotions are as old as the industry itself, but not every showman can promote one. That's why Manager Roy Boomer of the New Park Theatre, Miles City, Montana, deserves a lot of credit for the swell layout above on Columbia's "The Jolson Story." Note the small size of the theatre ad in comparison with the merchant ads.**

REGIONAL NEWSREEL

BOSTON

Benjamin Abrams, theatrical booking agent, narrowly escaped tragedy as the cabin cruiser on which he and several of his friends were cruising blew up off of Castle Island. They were rescued from the flaming vessel by the police boat.

RKO has completed arrangements for the biggest area premiere ever staged by a film company for "The Long Night" with about 255 theatres in six New England states and upper New York State participating, spearheaded at the Memorial here on Aug. 6.

The entire personnel of 20th-Fox held their annual outing on June 29th at the Mayflower Hotel, Plymouth. Sales Manager John Feloney won first prize in the golf tournament; Joan Gunn won all the events in the swimming contests. The beauty contest award went to Dora Levine.

George Fecke, dean of Boston film men, died suddenly on June 29 at his Brighton, Mass., residence. He leaves three sons: Alfred J., branch manager, PRC; Herbert V., and George L.

National Screen Service has taken over the entire ad sales department of 20th-Fox. The Misses Fay Shenberg and Barbara Brown, who have been in charge of the ad sales department, will be transferred to the 20th-Fox general clerical department.

Miss Ettan Glazin, booker, Paramount, returned to her desk after an extended absence following a major operation.

Bette Donnelly, booker's stenographer, RKO, is on vacation. Dorothy Donahue, booker's secretary, MGM, and Barbara Connolly, assistant biller, MGM, are vacationing at Hampton Beach. Mary Burke, secretary to MGM office manager, is vacationing in Canada. Nate Oberman, head booker at MGM, is on vacation.

HARTFORD

About 200 persons—including many theatre managers, attended the annual July summer party, held by Henry L. Needles, Hartford district manager for Warner Theatres, and Mrs. Needles, at the Needles' home out in West Hartford.

Vacations continue to hold a great deal of interest in this area. Joe Miklos, Embassy, New Britain, Conn., is back from a vacation. Ditto: Fred Greenway, Loew's Poli-Palace, Hartford; N. E. Brickates, Warner Garde, New London, Conn. Walter Lloyd, manager of the M&P Allyn, Hartford, and Mrs. Lloyd have been vacationing in Florida.

At the State Capitol, here in Hartford, a ew Connecticut corporation, Fashion Films, Inc., 275 Orange St., New Haven, has filed a certificate of organization with the Secretary of State. The officers are: C. Kenneth Clark, president; treasurer-secretary, Carl B. Clark; directors, officers; and Charles Varing.

The Capitol Theatre, Middletown, Conn., has a new marquee.

Harold Rodner of Warner Theatres Service Corp. and Maj. Klabanow of ABC Candy Co., visited the Warner circuit's Harold district theatres.

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CHARLOTTE

Sam Marino, producer of the Carolina News Reporter, a monthly release dealing with events which take place in the two Carolinas, has announced plans to construct a modern film studio in Charlotte where he will employ picture and sound technicians, script writers, and will also feature a film processing station. Astor Pictures of Charlotte, which is distributing the newsreel, will handle the distribution of his pictures which will star many local prominent athletes.

John F. Miller, Sr., veteran retired exhibitor, died at his home in Hickory, N. C., last week. Having fallen and broken his hip several years ago, he had been in declining health ever since. Miller had operated the theatres in Hickory since 1915 and sold them to the Colonial Theatres in Valdese a few years ago. He was a director for many years of the Theatre Owners of North and South Carolina.

Lawrence Terrell, Paramount salesman, is the father of a new baby boy.

J. C. Long of Charleston, S. C., has opened an open-air theatre at his Isle of Palms, a fashionable resort operated by Long just off the coast of Charleston.

Joe Cutrell, Paramount booking manager, and Mary Reynolds, Paramount ledger clerk, were married last week.

W. F. Harris, manager of Wil-Kin Theatre Supply Company, has returned with his family after spending their vacation in the Virginia mountains.

H. B. Huntley of Aberdeen, N. C., has taken over the State in Gibson, N. C., formerly operated by E. E. McGonigal.

310 Theatres Comply

The fire prevention department reports that 310 Chicago theatres have received full clearance from that department and can now operate under regular city theatre licenses. Quite a number of houses were operating under permits due to failure to correct minor violations.

DENVER

Tom Bailey, who recently resigned after three years as RKO branch manager here, has formed Selected Pictures, Inc., after buying the Cinema Distributing Co. from Harold Cohen, and the Commercial Film Exchange from Nat Wolfe, and opened film distributing offices in the former Commercial exchange. Before coming to Denver Bailey was with 20th Century-Fox, Paramount and RKO. Recently he went to Salt Lake City to open offices there for his new company. He has taken over the Astor franchise recently handled by Wolfe. The latter will remain with Bailey for a few weeks before he leaves Denver to reside elsewhere. Cohen will remain here to look after his other amusement interests.



Tom Bailey

The RKO exchange force was entertained at a dinner at the Denver Athletic Club in appreciation of having placed third in the Ned Depinet drive. Hosts at the party were District Manager Al Kolitz and Branch Manager Joe Emerson.

About 50 attended the directors' meeting of Rocky Mountain Allied at the Brown Palace Hotel. The constitution and bylaws as drawn by the directors were approved. Allied has doubled its office space by adding the store next door, which is being made into an office for visiting exhibitors.

Helen Spiller and the Esquire staff has, for the seventh time, won the Frank H. Ricketson, Jr. courtesy plaque. Winners in other districts were Frank Larson, Missoula, Mont.; Jack McGee, Cheyenne, Wyo., and Mike Zalesny, Las Vegas, N. M. Maintenance club awards went to Ed Nelson, Montrose, Colo.; Les Newkirk, Sheridan, Wyo.; Frank Larson, Missoula, Mont.; C. W. O'Brien, Walsenburg, Colo.; H. A. Goodgidge, Denver; Ted Kirkmeyer, Ogden, Utah; Andy Sutherland, Aurora, Colo.; Don Sheedy, Billings, Mont.; Robert Anderson, Pocatello, Idaho; John Denman, Denver, and Vern Fletcher, Idaho Falls, Idaho.

Frank Hale has resigned as MGM booker to go over to SRO as office manager and booker. Succeeding him at MGM is Claude Newell.

HARRISBURG

Attending the convention of Wilmer and Vincent and Fabian houses in New York City, July 15-17 were E. G. Wollaston, manager of the State, John D. O'Rear, Colonial, Francis DeVerter, Rio, and Edgar Goth, publicity director. Mrs. O'Rear and Mrs. Wollaston motored to Easton and Atlantic City visiting friends en route, while their husbands were away.

On vacation is Betty Crouse, State cashier, who is spending some time at Wildwood, N. J. Sally First, an old-timer at the State, is substituting for her. At Loew's the student assistant, John Sites is away for two weeks,

(*Continued on Page 22*)

REGIONAL NEWSREEL

(*Continued from Page* 21)

helping a war buddy build a log cabin. When he returns July 28, Bob Westerman, assistant manager, will go to Richmond, Va. to visit his wife and baby. So far he has been unable to find an apartment here.

Sam Gilman, manager of Loew's, and Mrs. Gilman spent a recent weekend at the York county farm of the latter's uncle. Sam, a novice at shooting, joined a hunting party and bagged his first groundhog.

Special prices for evening shows were offered delegates to the Annual State Encampment of Veterans of Foreign Wars and its Auxiliary at the Senate Theatre July 15-19, Manager Bob Sidman reported.

DES MOINES

Appointment of James Clemens, former manager of the Spencer Theatre at Rock Island, Ill., as manager of the Circle Theatre at Nevada, Ia., was announced by W. P. Grossman, owner of the house. Grossman also announced the theater is inaugurating longer operating hours and continuous shows on Sunday. The Circle Theatre was recently redecorated.

V. H. Williams of Anamosa, Ia., has purchased the Coggon Theatre at Coggon, Ia., and taken over possession. Mr. and Mrs. Joe Smay, former owners, are moving to Des Moines.

Fred Thacker, owner of the new theatre at Grand Junction, Ia., announced that the new house will be in operation by Aug. 1.

W. R. Arndt has purchased new equipment and is showing pictures in the school gymnasium at Ruthven, Ia. The former theater in Ruthven was destroyed by fire.

OMAHA

Nathan Stein of Chicago succeeds Philip Hitter of Long Island as president of the Theatrical Mutual Association, which held its 31st biennial convention here. More than 150 delegates attended the three-day meeting and voted to give the 1947 convention to New York. The sessions here were the first held west of Chicago since 1911. Bill Robinson, the top dancer, was named mascot of the organization. Other officers include: Hitter, secretary-treasurer; Wallace E. Young, New York City, first vice-president; W. R. Noon, New York City, second vice-president; W. Charles Mueller, Chicago, third; Robert Glasgow, Omaha, fourth; Arnold Swanson, Chicago, fifth; James Perry, Oakland, Calif., sixth; and Oscar Swanson, Chicago, seventh.



SHOWMAN, SALESMAN. Andy W. Smith (right), general sales manager of 20th Century-Fox, is greeted by Meyer Fine, owner of a large group of Cleveland theatres, as they met at the 13th annual convention of the Independent Theatre Owners of Ohio, held last week at Cedar Point, Ohio.

Will Singer, RKO-Brandeis boss, is back from Chicago.

Branch Manager Joe Jacobs, Salesmen Bill Barker, Paul Fine and Mort Eichenberger, Jr., and Office Manager Mort Ives attended a weekend Columbia meeting in Minneapolis.

Tony Tedesco, former branch manager for Monogram and now United Artists salesman, is seriously ill in St. Catherine's Hospital.

United Artists is remodeling and enlarging its shipping department.

Rollin Stonebrook, Orpheum manager, is spending his vacation in the old home town, Hampton, Ia. Warner Office Manager Alice Neal is on vacation in Chicago. RKO Secretary Betty Pantier went to Colorado on vacation.

WASHINGTON

Valley Enterprises, Inc., has taken over the operation of the State and Strand Theatres, Harrisonburg, after 10 years of Warner management. Personnel of both theatres has been retained.

Newest members of Variety Club Tent No. 11, are Kenneth W. Clark, director of information, Motion Picture Association of America; John W. Egan, manager of the Spike Jones Orchestra; Victor J. Orsinger, manager of the Little Theatre, Washington; and William Waggaman, assistant manager of Warner Bros. Tivoli Theatre, Washington.

Dick Young, son of 20th-Fox Booker Sara Young, has taken a job at National Screen Service for the summer, before returning to Augusta Military Academy.

President and General Manager of Warner Bros. Theatres, Harry M. Kalmine, conducted a two-day meeting in Washington.

Twentieth Century-Fox held two-day regional sales meetings in Washington.

RKO Division Manager Hardie Meakin, will be back in Washington again, to make his headquarters at RKO Keith's Theatre.

K-B's Atlas Theatre booked Ray Whitley, star of westerns and RKO shorts, and his whole coast crew, for their first eastern engagement, to supplement the regular Atlas double feature program of "Ramrod" and "Susie Steps Out."

Harry B. McClure. former motion picture director of the Department of Agriculture, died in Washington after a long illness.

OKLAHOMA CITY

C. F. Motley, Griffith Theatres, is back in town from a combined vacation and business trip to California. C. R. Guthrie is back from a two-week fishing trip in Missouri. Helen Bunyard has returned from a two-week tour of 13 states east of Oklahoma, and Ted Proffit back from two weeks in Texas.

Employes of the Plaza-Delta and State theatres at Altus, Okla., enjoyed a weiner roast at Lugert, Okla., recently.

New Rotary Club officers of the Fredrick, Oklahoma Rotary Club recently installed include Paul West, Fredrick Theatre manager, as a member of the board of directors.

KANSAS CITY

Joe E. Brown stopped off in town one day last week while en route to the Coast where he will work in "Tender Years."

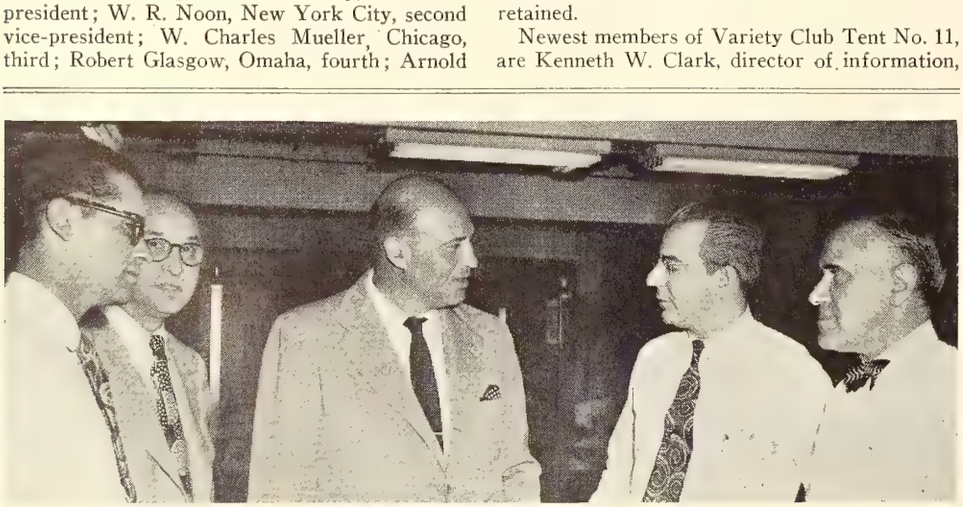
Commonwealth circuit's district managers were called into Kansas City last week for a meeting to plan the last half of the company's summer drive, which ends in September. The meeting, under Clarence Schultz, president, was held to plan a two-day convention of all Commonwealth managers for Sept. 16-17 when the top man of the drive will be crowned "King of the Sun." The September meeting will be climaxed by a barbecue, probably to be held at Elmer Rhoden's Star Lane Farm. District managers are Eddie Mansfield, city; M. B. Smith, central; Lloyd Morris, western, Robert Marchbank, southern.

Jim Castle, Paramount field man, has headed for the Coast for a couple of days of visiting around the studio and then takes off for a vacation on his folks' ranch.

Herman Elmer, operator of the Southtown, Bagdad, Strand, Tivoli, and Fiesta Theatres, is away on vacation.

Bob Shelton, film buyer ,and Gretchen Brown, secretary to Clarence Schultz, returned to their Commonwealth Theatres offices last week after vacations.

The new manager of the Kimo Theatre of the Dickinson circuit is Charles Boshart. He came in from St. Joe where he handled the Missouri Theatre of the Durwood-Dubinsky circuit.



EXHIBITORS AT OPENING OF PRC BRANCH. Important circuit and independent exhibitors were present at the formal opening of the new PRC branch office in Philadelphia recently. Left to right: Carl Frank, (Sam Frank Circuit); Harry Freeman, (publicity director, Fox Theatres); Harold Seidenberg, (managing director, Fox Theatre); Stanley Kositsky, (sales manager, PRC branch), and Sam Frank (Sam Frank Circuit).

REGIONAL NEWSREEL

CHICAGO

The Bell & Howell Co. declared a 25-cent extra dividend on common stock, making the payment 37½ cents. Dividend was also declared on the preferred. Net profits for six months exceeded $1,300,000, or $2.70 per common share, tripling the previous year's earnings.

Employes of the Wenzel Projector Co. and its executive staff have returned to work after a nine-day factory vacation for everybody.

Film stars recently visiting in Chicago included Bob Hope, George Raft, Tony Martin and Andy Russell.

Connie Gallo of the RKO publicity office and Louis Delito will be married this week and spend their honeymoon in Wisconsin.

Col. Joseph Goetz, formerly RKO assistant zone manager in the Chicago territory, is now on special assignment in Rochester, N. Y. He works out of New York headquarters.

MGM Chicago Publicity Director Will Bishop and his wife were due back this week from an eastern auto vacation.

Sam Shirley, who recently retired as MGM district manager, has left for the west coast. Several friends of Shirley's and of Jack Flynn, who retired as MGM central manager, gave the two men a farewell dinner at the Imperial House and presented them with gifts.

Floyd Kraft has taken over the Aloha Theatre in Clifton, Ill. The Lamar Theatre in Hayworth, Ill., is now under the management of Harry Stewart.

Appointments: Joe McGuin, assistant manager, B & K Berwin; Edward Carmona, assistant manager, Senate; Loe Brown, temporary manager, Will Rogers, during vacation of Manager Milton Officer; Joe Holleran, city manager, Alliance Theatres, Frankport, Ind.

Robert Mangels, manager of the Iris Theatre, was married to Jean McCarthy, former cashier of the house.

LOS ANGELES

The fifth annual Charles P. Skouras Showmanship Campaign has ended for National Theatres and cash bonuses will be announced in two weeks.

Special Attractions Exchange, headed by Ted Cunningham, is remodelling. Also getting a completely new paint job are the Fox West Coast offices.

Howard Stubbins, Monogram franchise holder, and M. J. E. "Mac" McCarthy returned from Oklahoma City, where they attended the national convention.

Art O'Connell, who formerly worked for Universal, is back at the old stand as a salesman. Art came down from Seattle; George Waide left Los Angeles to take over the Seattle branch manager post for U-I.

Julius Sweet, owner of Sweet's Film Row Parking Lot, is busy remodeling his home. He will have a temporary replacement when the family leaves on a vacation Aug. 15.

Frances Wright, formerly of Monogram's billing department, is moving back to her old home town of Detroit. She returns next week with her folks, who came out here to see her.

Screen Guild General Sales Manager Francis A. Bateman, left by plane last week for regional sales conferences with Robert L. Lippert in San Francisco, and Al Grubstick, Northern California manager. Bateman then proceeds to Portland and Seattle for visits to theatre circuits there.



78,801st CUSTOMER. Mrs. J. J. Parker (left), president of J. J. Parker Theatres, Portland, Ore., presents a ceramic chicken to Mrs. Rose Frandes as the 78,801st patron—thus breaking all attendance records—to see Universal-International's "The Egg and I" at the Broadway Theatre.

PORTLAND

L. A. Gilespie's Orada Theatre in Oroville, Wash., was destroyed by fire of undetermined origin. He expects to rebuild within next few months following consultation with the B. F. Shearer Equipment Company.

W. B. McDonald. well-known theatre operator of Olympia, entered his cruiser Marbob in the annual international cruiser race, Bremerton to Nanaimo, B. C.

Fred Mercy, Sr., and his wife, pioneer theatre operators of Yakima, Wash., are making plans for round-the-world trip starting early in August.

Kenneth R. Mellgren has joined Wally Rucker's sales staff as eastern Washington salesman for PRC-Eagle-Lion.

Northwest Film Club held its annual golf tournament at Rainer Country Club, July 18. Players entered from film rows of Oregon, Idaho and Montana.

George Hickey's assistant, Sam Gardner, is visiting the MGM exchanges in Portland and Seattle.

Clark Gable, was the No. One guest at the Elk's annual convention, Portland.

COLUMBUS

John A. Connor, 68, director and general counsel for the J. Real Neth Co., is dead here following a heart attack. At one time he was associated with the late William James in the operation of the old Broadway Theatre and later of the James (now the Broad). Together they operated several neighborhood theatres which they sold to Neth.

Mrs. Edna B. Russell, co-owner and operator of the Russell Theatre in Millersburg, O., died there recently. Surviving are her husband, Roy, and a son Blair. The latter manages the theatre.

RKO coast studios may soon give a screen test to John Sweet, graduate of the Ohio State University, living in Granville, O. Sweet was voted the "most typical Yank" in England during the war, and recently was seen in the New York stage production of "Street Scene."

Charles Kennedy of the local Veterans Ad-

(*Continued on Page* 24)



REGIONAL NEWSREEL

LONDON OBSERVATIONS

Sentiment Against Hollywood Continues Unchecked As House of Commons Takes Up Cudgels in Debates

By JOCK MacGREGOR

That highly contagious malady, anti-Hollywood sentiment, which started to grip the country at the end of the war continues to spread unchecked. While it had been smouldering through petty jealousies, it burst into flame with Errol Flynn's "Objective, Burma." The press got their teeth into it, won, and have never looked back.

Instead of throwing their publicity forces wholeheartedly against erroneous statements which began to percolate regarding Hollywood, they let the worst go uncorrected.

Full payment for this job of public relations is now being made. There have always been people ready to crib at the cinema on some grounds or other. Most serious has been the slanging of Hollywood in recent House of Commons' debates.

Listen to what Mrs. Leah Manning, MP, had to say in support of the proposed film import tax: "What I wish to know is the relationship of non-discrimination in this matter. Are we taking powers in the Regulations to tax films from all countries abroad? While I would keep out every American film—I do not like spending dollars on them as they are mostly bad—I should very much regret having to exclude in any way, or even make it difficult to bring here, every French film that is made. They are all charming and delightful and I would be sorry if it would have that effect."

I suggest that Mrs. Manning's remarks are based on hearsay, and are not shared by her constituents. Her knowledge of French films must be as inadequate as it is of American product. France makes many bad films which never leave the country.

Some time back MPA interviewed various people with the idea of appointing a London public relations officer. No more has been heard of the scheme.

Alone, MGM's Sam Eckman, Jr. took a stand and requested the BBC to refrain Miss E. Arnot Robertson from attending or reviewing their shows. She sued successfully for libel and was awarded $6000 and costs. The judge ruled that MGM were within their rights to withhold invitations, but to state that ". . . her criticisms are, on the whole, unnecessarily harmful to the film industry," was libelous.

This decision is vastly important to the film industry, as it restricts the actions that can be taken when producers disagree with reviews. Had MGM won, however, free criticism in Britain might be in jeopardy. Pending MGM's possible appeal, this is not the time to discuss the implications.

* * *

When I received Columbia's gilt invitation to meet Rita Hayworth, in London for the world premiere of Columbia's "Down to Earth," with a request to treat it as personal and for the comfort of the guests to bring no friends, I was delighted. I believed that we were to have a real press interview.

I arrived in good time, but the star was some 20 minutes late. When she did arrive, she was announced with much pomp and ceremony by a toastmaster and conducted to a table where she sat flanked by Joseph Friedman and Max Thorpe as if it were a company meeting. One or two questions were fired while autographs were signed. She was then led partially around the room, rather as though it were the Royal Garden Party, before the photographers took over. Shortly afterwards, she left. If that is for the comfort of the working press then please give us the old type of free-for-all.

* * *

If present plans materialize, William Gell will be back in the renting business with his own company. While he will be handling some new product, he has a lien on a most salable line-up of reissues. An announcement is expected shortly.

* * *

There is considerable activity in the buying of cinemas both by individuals and the lesser circuits. While the Big Three Circuits have agreed with the authorities not to expand, the oft mooted merging of small groups to make a fourth major circuit is beyond the pipedream stage. Despite constant denials, Grad Sears and Cecil Bernstein are most likely to conclude a deal in this direction. One of the most sought-after circuits today is that of Jackson Withers. But it is not in the market. He has several locations without circuit opposition.



SILVERSTONE, KUPPER ARRIVE IN GREAT BRITAIN. Murray Silverstone, president of 20th Century-Fox International, and William J. Kupper, recently appointed managing director of 20th-Fox Film Co., Ltd., Great Britain, arrived on the Queen Elizabeth recently at Southampton, England, where they were greeted by several members of the 20th-Fox British organization. Seen here (l-r) are Sir Gordon Craig, Silverstone, Charles Pyne, Kupper, James Pattinson, Ken Hargreaves and Arthur Silverstone.

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ministration is serving as relief manager at Academy theatres while the regular managers are on vacation. He was formerly manager of Loew's Ohio Theatre here.

Independent Theatre Owners of Ohio Secretary P. J. Wood was recipient of an automobile given him by members of the organization at its convention at Cedar Point.

Col. William McCraw paid a visit to Variety Club Tent No. 2 in connection with the coming showing of Paramount's "Variety Girl" as a benefit for the tent's heart fund.

PHILADELPHIA

Florence Weiner, former secretary to Martin Ellis, of the Ellis Theatre chain, has resigned to become secretary to Mort Magill, new branch head of Film Classics.

Though Doug Wilson of the Stanley-Warner mailroom was on vacation, he visited the office twice in the first four days of his two-week vacation. A busman's holiday?

The new curtain at the Fox is said to be the last word. A new marquee is next on the list.

In connection with Warner's recent dissolution of pools as per the decree of the Statutory Court, it was reported to the court last fortnight that Warner's retains the Circle, State, and 69th Street, while Paramount retains the Frankford, Nixon, Roosevelt and Tower; Warner's also retains the Vernon, while Bill Goldman retains the Bandbox, and Warner's retains the Oxford, while Henry Friedman retains the Lawndale.

Sol Blumberg, Jr., son of J. Blumberg, became the father of a baby girl, Rochelle, weighing in at seven pounds and eight ounces.

Mildred Green, booker at Republic, is back at her desk still a bit shaky from her recent automobile accident.

Antoinette Margot Hulme is the new clerk at Clark Film.

Stanley-Warners' Lou Davidoff and his wife celebrated their 20th anniversary recently.

Vickie Sampieri, cashier at United Artists, was welcomed back at the exchange after a four-month absence necessitated by an operation.

INDIANAPOLIS

Keith's Theatre has installed a new Chrysler Air-Temp conditioning plant, new RCA sound equipment and a new screen. The house, built in the late 70's, never before had a modern air-cooling system.

Joseph F. Finneran of the Rembusch Circuit, Franklin, Ind., has returned from an extended vacation in Canada.

Edward B. Lebby has joined the sales organization of Film Classics.

Irving Rau, who operates the Alice Theatre, Leitchfield, Ky., is suffering with a blood clot on his eye. His condition is serious.

Paul Sanders, operator of the Alhambra Theatre, Campbellsville, Ky., is convalescing in a Louisville hospital.

Universal-International Branch Manager Ted Mendelssohn spent the week calling on exhibitors in the Ft. Wayne area.

Robert Muenster is the new addition in the clerical department of National Theater Supply Co.

Louise Munson, cashier at Columbia exchange, lost her father who died Monday at St. Vincent's Hospital. Burial was at Hoopston, Ill.

REGIONAL NEWSREEL

Mrs. Helen Murray, National Screen Service Corp., has resigned, and plans to reside in California.

Dan Groh, shipper, National Screen Service Corp., is confined to his home by yellow jaundice.

Monogram Exchange Manager Carl Harthill has returned to his desk after visiting his brother who is very ill in Cleveland, O.

Arthur Keys, poster clerk, National Screen Service Corp., lost his mother July 15.

MILWAUKEE

The Parkway Theatre at Greenwood, Wis., which was closed for a short period for remodeling and redecorating, was re-opened during the week of July 6.

In the foyer of the new Towne Theatre (United Artists first-run outlet in downtown Milwaukee) are the enlarged autographs of 25 movie celebrities on plaques.

Contracts have been placed for the construction of an addition to the Thorp Theatre, at Thorp, Wis., owned by Frank Kinas.

After a long absence, vaudeville acts are to be included in the program at Standard's Riverside Theatre in downtown Milwaukee. Starting the policy was Desi Arnez and his band.

R. D. Trickel of Monroe, Wis., has been named new manager of The Hitching Post Theatre at Janesville, Wis., succeeding F. J. Bickler.

The New Lake Theatre at Rib Lake, Wis., is reported to have been sold to Louis Bednarek of Phillips, Wis. The house had been owned and operated by a group of citizens, who formed the Lake Theatre Company in 1946. Later A. F. Hughes of Phillips acquired ownership, but is said to have been forced to dispose of the theatre and remain at Phillips due to the illness of his wife. Hughes recently had the theatre redecorated.

After being closed for a short period, because of fire, the Elmwood Theatre at Elmwood, Wis., was re-opened July 12. New projectors and other equipment was installed.

LOUISVILLE

Mrs. Mary Impellizzerri has announced that she will again ask for a permit to construct a $340,000 building, housing a new theatre, several stores, and offices at Southern Parkway and Woodlawn located in the South section of Louisville.

Johnny Phelps is manager of the Brown Theatre, Louisville, having replaced Harry Newton who took the reins at the Strand. Newton replaced A. B. McCoy who was at the Strand for quite a number of years.

Ira B. Dyer owner of the Clinton Theatre, Albany, Ky., has disposed of all extra business enterprises and will devote his time exclusively to theatre interests. He has several projects under consideration.

Frank Riffle of Altec is back in town following an inspection tour of Evansville and Southern Indiana.

The New Evansville (Ind.) Drive-In Theatre has been officially opened. Individual speakers were included in the De-Luxe Equipment installed.

Cliff Buechel, manager of the Mary Anderson Theatre here, is on vacation, as is Ford Tracey of the Ohio Theatre.

Oscar Hopper of Liberty, Ky., who recently purchased the Arista Theatre, Lebanon, Ky., purchased a new home in Lebanon.



HONEYMOONERS. J. Schad (right), of the Astor-Park Theatre operation in Reading, Pa., visits the set of RKO Radio's "Mourning Becomes Electra" with his bride as the guests of Dudley Nichols, producer-director.

MINNEAPOLIS

Burglars removed the door hinge pins at the Falls, Minneapolis neighborhood house, but were unable to get in. The panel at the ticket window then was forced open and money wrappers and tickets were strewn on the sidewalk, but no money was obtained.

Remodeling of the interior of the Lyceum, Minneapolis, is under way following receipt of a federal government permit.

New on the row is Rudy Shearer, son of 20th-Fox Attorney David Shearer, who has taken a position in the contract department at 20th-Fox.

Herman Goldberg, in charge of building maintenance for Warner Bros., will be at the Minneapolis exchange for about a month going over new buildings.

Marcella Hermann, office manager's secretary at MGM, is engaged to Al Arnold, Minneapolis automobile dealer.

Mrs. Rose Whitzman Klinkhammer, booker's secretary at MGM, died recently of childbirth and her baby also died.

Recent visitors at MGM include Midwest Sales Manager Burtis Bishop, Jr., M. Eisenberg of the MGM legal department, Hazel McCarthy, booker's clerk in Washington, D. C., and Joel Bezahler, home office sales assistant.

Jerry Silvers of Cannon Falls, Minn., has purchased the Cokato, Cokato, Minn., for a reported $28,000. Fichard Fejork, war veteran, has purchased the Concord, West Concord, Minn., from Walter Boettcher. O. H. Hochrein has purchased the Topic Theatre building at Fairfax, Minn., which he has been leasing.

Sharkey Payne has reopened the Verndale, Verndale, Minn. Arthur C. Bean again is operating the Capitol, Lakota, N. D., which he sold last December to J. C. Halvorson. The American Legion has taken over operation of the Legion, Lake Bronson, Minn.

Walter Sayler has opened the new 425-seat Dakota at Wishek, N. D. Harold Nelsson has opened the new Reo at Rio, Wis.

CLEVELAND

Earl Swegert and Harold Wirthwein of Paramount held a pep meeting here the first two days of the week, outlining the policy for the Paramount anniversary drive.

United Artists Branch Manager A. M. Goodman, Joe Krenitz, Lou Geiger, Marty Seed and Lester Dowdell, all of the Cleveland office,

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REGIONAL NEWSREEL

(*Continued from Page* 25)

attended a district managers' meeting in Cincinnati at the Netherland-Plaza Hotel.

National Theatre Supply Company Manager Frank Masek and Mrs. Masek leave the first of August for Newport, L. I., to visit their son-in-law and daughter.

Republic Branch Manager Norman Levin is reported to have passed the crisis of an illness with which he was seized while attending a convention in Cedar Point. And Republic District Manager Sam Sepowlin and wife are back at their home in Detroit following an automobile accident near Toledo.

Gertrude Tracy, manager of the Knickerbocker Theatre, an Associated Circuit house, last week celebrated her 19th year in the motion picture industry.

Charlotte Bobins, former secretary to Bob Bial of Luthi Sign Company, was recently married to Mike Gallupe, who operates an east side film delivery service.

Joe Leavitt, motion picture operator and head of the Independent Screen Room, underwent an operation for adhesions at Lakeside Hospital last week. He is reported to be resting comfortably.

Legion Theatre

Post 274 of the American Legion is opening a theatre at Corsica, S. D. Manager is Dr. M. H. Versteeg, a former Omahan.

ST. LOUIS

All of the motion picture theatres in the St. Louis territory which were closed because of the recent floods along the Mississippi and Missouri Rivers have now reopened.

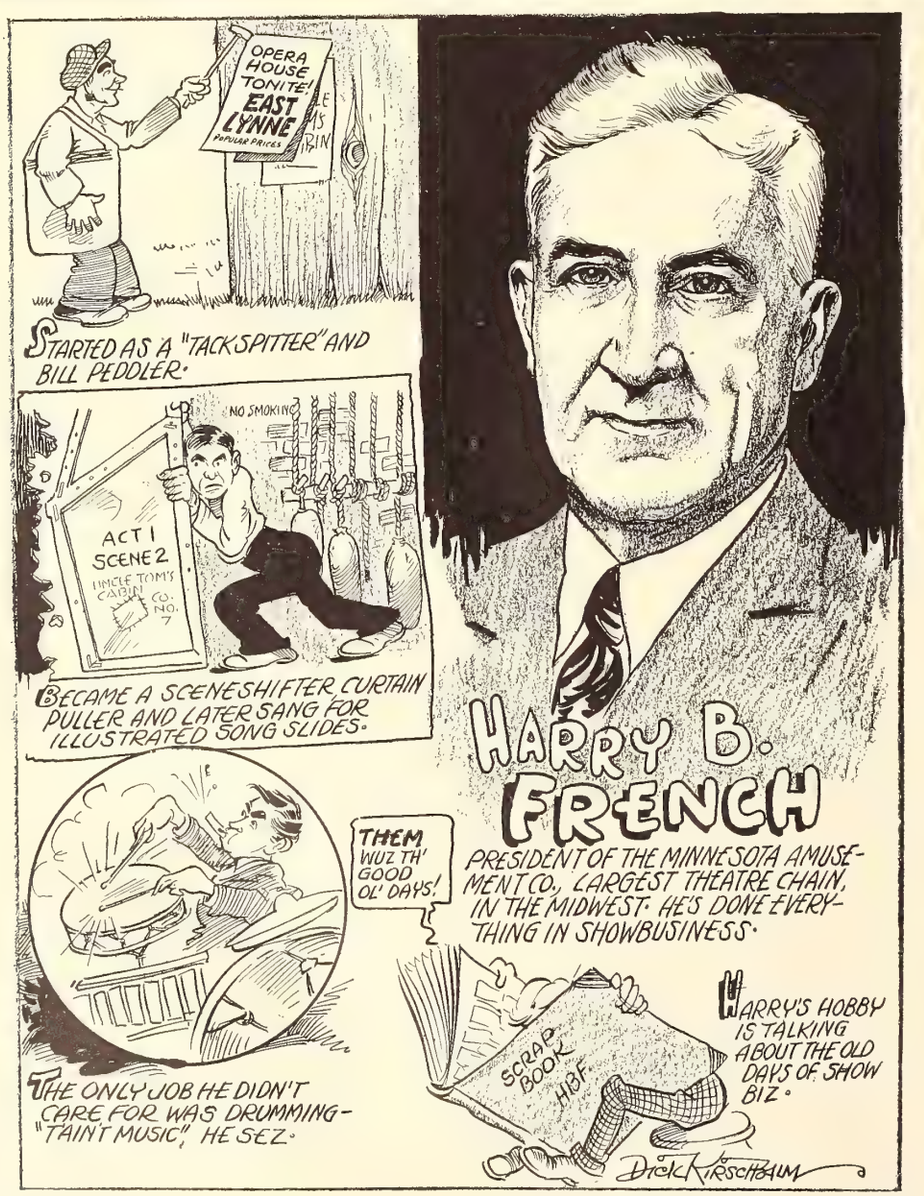
L. R. Ausbrook of Flora, Ill., who recently bought the 200-seat Palace Theatre in West Salem, Ill., from Neil A. Bannister and his wife, plans extensive improvements and remodeling of the house. New lamps and a new screen have already been installed and new seats have been ordered. Ausbrook is a newcomer to theatre business.

The top golfers of filmdom in the St. Louis area recently came into their own in a big way. Jimmy Frisina of Taylorville, Ill., won the 1947 Illinois men's amateur golf championship at Galesburg; Harry Le Beau, projectionist at the Overland Theatre, Overland in St. Louis County, won the Forest Park golf club championship title in 36 holes.

Paramount's "Dear Ruth," is now in the sixth week of its indefinite engagement at the St. Louis Theatre and going strong.

Exhibitors of Missouri are finding additional competition in the opening of swimming pools in St. Louis, Clayton, University City and Maplewood, Mo., and in East St. Louis, Ill.

SHOWMEN'S SILHOUETTES by Dick Kirschbaum



Next Week . . . . . **MONTAGUE SALMON**

TORONTO

The directors of the Motion Picture Theatres Association of Ontario held a board meeting in Toronto at which it was decided to hold the annual general meeting in October. Secretary Arch H. Jolley was instructed to draw up a program for the all-day session in the King Edward Hotel, Toronto. In the chair was C. J. Appel, division manager of Odeon Theatres of Canada and MPTAO vice-president.

Theatre proprietors of Ontario have been advised that the regulations of the new Minimum Wage Act provides a minimum daily payment of four hours for women, based on a weekly scale, whether the employee works that long or not, and there are regulations governing night employment and working conditions of women generally, for either temporary or permanent help.

Fred Trebilcock, manager of Shea's Theatre, Toronto, has returned from his month's holiday tour of England, Belgium, Denmark, Norway and Sweden.

Mrs. Mary McLean, 82, mother of Ross McLean, commissioner of the National Film Board, Ottawa, who succeeded John Grierson in government service, is dead in Saskatchewan.

Speaking for the government in the Canadian House of Commons, Hon. J. J. McCann, Minister of National Revenue, told Parliament that an investigation of the National Film Board would be welcomed in view of criticisms of the moving picture bureau.

ATLANTA

John F. Miller, Sr., 75, prominent theatre owner of Hickory, N. C., died at his home recently. He had been in declining health for the past several years. He had owned theatres in Hickory since 1915, but a few years ago he sold them to the Colonial Theatres, of Valdese, N. C.

Fort Walton, Fla., has just passed an ordinance increasing business, professional and occupational taxes. Under the new law theatres will pay five per cent of their receipts.

John R. Moffitt, owner of the Moffitt Theatre circuit in Montgomery, Ala., has added another movie house to his chain in the Vance Theatre, Chipley, Fla.

Athens, Ala., will have a hard time with their showing on Sunday, the city fathers having added a tax of $3,000 per year for showing

(*Continued on Page* 31)

Hunt Stromberg presents

GEORGE SANDERS · LUCILLE BALL · CHARLES COBURN · BORIS KARLOFF

Lured

with

SIR CEDRIC HARDWICKE · ALAN MOWBRAY · JOSEPH CALLEIA · GEORGE ZUCCO

Directed by Douglas Sirk · Screenplay by Leo Rosten · Produced by James Nasser · Executive Producer HUNT STROMBERG

MARQUEE MIGHT THAT'S DYNAMITE!



BOX OFFICE SLANT

Sepia Cinderella

Herald Pictures — 58 mins.

Comedy with Music

AUDIENCE SLANT: (Adult) Negro audiences should get a real kick out of this picture which has an all-colored cast, with Freddie Bartholomew as guest star.

BOX-OFFICE SLANT: Top grosses seem indicated for houses with colored patronage.

Cast: Billy Daniels, Sheila Guyse, Tondaleyo, Ruble Blakey, Jack Carter, Dusty Freeman, George Williams, Fred Gordon, Harold Norton, Lora Pierre, Emory Richardson, Gertrude Saunders, Hilda Offley Thompson, Percy Verwayen, Al Young, Jimmy Fuller, Apus & Estellita, Deek Watson and his Brown Dots, Leonard & Zolo, Walter Fuller's Orchestra, John Kirby's Band and Freddie Bartholomew as guest star. **Credits:** Produced by Jack Goldberg and Arthur Leonard. Directed by Arthur Leonard. Story and screenplay by Vincent Valentini. Photography, George Weber.

Plot: A talented song writer is aided by an appealing girl in one of his compositions which becomes an immediate hit. He is engaged for a top night club by one of its owners, a sultry gal who falls for him to the consternation of her fiance. The fiance decides the affair has gone far enough and insists on the band leader's dismissal. The publicity agent for the night club spots the band leader as a singer with the old band which had been discharged to make room for the new star. The song writer realizes his love for the girl who had aided him to success and everything ends well for all concerned.

Comment: The story is a bit trite but serves as a medium to hold together the various musical acts and songs with which the picture is studded. The acting is uniformly good and to say that the musical performers are just good is to make an understatement. The film is modestly produced, ably directed and moves at a fast pace, particularly when the musical numbers and entertainers are on the screen. It should do very well in theatres that cater to Negro patronage, and might very well do as a second feature in some cities where the racial line is not drawn too solidly.

Song of Love

MGM — Drama with Music — 119 mins.

AUDIENCE SLANT: (Adult) A deeply moving story of the life-long devotion of a man and a woman, plus the superb music of Robert Schumann, Johannes Brahms and Franz Liszt. Magnificent entertainment for discriminating adult audiences.

BOX-OFFICE SLANT: How this will be received depends in large measure on how it is exploited. Where the campaigns are strong and energetically pursued, the film should do very well. Otherwise its chances are just normal.

Cast: Katharine Hepburn, Paul Henreid, Robert Walker, Henry Daniell, Leo G. Carroll, Else Janssen, Gigi Perreau, "Tinker" Furlong, Ann Carter, Janine Perreau, Jimmie Hunt, Anthony Sydes, Eilene Janssen, Roman Bohnen, Ludwig Stossel, Tala Birell, Kurt Katch, Henry Stephenson, Konstantin Shayne. **Credits:** Produced and directed by Clarence Brown. Screenplay by Ivan Tors, Irmgard von Cube and Allen Vincent, and Robert Ardrey from the play by Bernard Schubert and Mario Silva. Musical direction by Bronislau Kaper. Metro-Goldwyn-Mayer Symphony Orchestra conducted by William Steinberg. Photography, Harry Stradling. Special effects, Warren Newcombe.

Plot: This is the story of Clara Schumann, brilliant pianist, devoted wife and inspiration to three of the world's greatest musicians. After years of struggle, her embittered composer-husband is asked to conduct the opera "Faust." On this great night his mind collapses, and he dies within a short time. Clara, finding comfort only in her music, returns to the concert stage, and through her genius the true worth of Schumann's music is finally realized by the world.

Comment: In the selection of the life of Clara and Robert Schumann as written by Bernard Schubert and Mario Silva for their play from which the screenplay was adapted, MGM launched itself on a course which gave wide opportunity for the principal players to demonstrate their consummate ability as actors and also to give wide circulation to the beautiful music of Robert Schumann, Johannes Brahms and Franz Liszt. The elements of the story, from the time of the early meeting of the Schumanns, as played by Miss Hepburn and Paul Henried, through their long life of happiness, marred only by the growing insanity of the composer, his and his wife's realization of the impending tragedy and the ultimate arrival of the day when their worlds seemed to have toppled, is nothing short of a supreme achievement of sustained story. It is to Mr. Henreid's and Miss Hepburn's fine performances, plus the skillful direction of Mr. Brown and his sensitive approach to the production values and skillful introduction of the music (which is an inherent part of the story) that the excellence of the film can be attributed. Robert Walker as the young Brahms will do, but he somehow or other is never quite convincing as the musical genius of his time. The others in the large cast, including Henry Daniell as Franz Liszt; Gigi Perreau as one of the Schumann youngsters who was the inspiration for Brahms' immortal Lullaby, Else Janssen as the family retainer, are all excellent. There is not a false note, and that's not intended as a pun, throughout the entire production. For discriminating adult audiences "Song of Love" will prove to be a thrilling evening in their favorite theatre. For average audiences, the love story should be sufficient to give them satisfying entertainment. Properly exploited, "Song of Love" should do well at the box-office. It is worth every exploitation effort pursued in its behalf.

'Green for Danger'

An opinion expressed by STR's London reviewer (STR Dec. 14, 1946) that "Green for Danger" is an "Enthralling mystery thriller liberally punctuated with 'red herrings' that builds to a suspenseful and ingenious climax . . . flawless scripting and characterization . . ." is thoroughly and heartily concurred in by STR's New York reviewer who saw the picture this week. Despite its lack of marquee names it can do very well if properly handled.

Red Stallion

(Cinecolor)

Eagle-Lion — Drama — 82 mins.

AUDIENCE SLANT: (Family) Extremely wholesome, colorful story of a boy, a horse and a dog. Has been done numerous times, but this version is skillfully handled.

BOX-OFFICE SLANT: Lack of name values will have to be made up by smart exploitation and taking advantage of excellent word-of-mouth.

Cast: Robert Paige, Noreen Nash, Ted Donaldson, Jane Darwell, Ray Collins, Guy Kibbee, Willie Best, Robert Bice, Pierre Watkin, "Daisy" (the dog). **Credits:** Producer, Ben Stoloff. Director, Lesley Selander. Original screenplay, Robert E. Kent and Crane Wilbur. Photography, Virgil Miller. Second unit photography, Jack Greenhalgh.

Plot: A young boy on a ranch, a horse and a little dog become an inseparable trio. When the boy's grandmother is in danger of losing their ranch through lack of funds, the grandson and his Indian pal secretly train the red stallion on a nearby track. The climax comes when the stallion defeats a wealthy stable-owner's prize thoroughbred, inducing the man to go into partnership with the boy and thereby saving the ranch.

Comment: Everyone concerned with the picture deserves great credit, especially the photographers, who have really captured some unforgettable scenes. Cinecolor turns out beautifully in the film, greatly enhancing its value. As the story unfolds, one gets the feeling that he has seen all this before, but despite the familiar pattern of the plot, the entire project is so wholesome and skillfully done, that no serious objection can be raised. Every member of the cast is perfect, with one minor protest: perhaps the role of the stereotyped, befuddled stable boy, as portrayed by Willie Best, might have been omitted, for it seems outdated. Nevertheless, "Red Stallion" is excellent family entertainment, and exhibitors should do well with it, provided they accord it proper exploitation.

Her Husband's Affairs

Columbia — Comedy — 86 mins.

AUDIENCE SLANT: (Adult) Hilarious nonsense about an advertising genius, his devious wife, an eccentric inventor and the complications that can follow a "fix-it" wife's machinations. Great escapist stuff that will bring howls from all types of adult audiences.

BOX-OFFICE SLANT: Cleverly handled, this can be built into a better-than-average attraction. Press book has some swell ideas.

Cast: Lucille Ball, Franchot Tone, Edward Everett Horton, Mikhail Rasumny, Gene Lockhart, Nana Bryant, Jonathan Hale, Paul Stanton, Mabel Paige, Frank Mayo, Pierre Wattkin, Carl Leviness, Dick Gordon, Douglas Wood, Jack Rice, Clancy Cooper, Charles C. Wilson, Charles Trowbridge, Selmer Jackson, Arthur Space. **Credits:** Produced by Raphael Hakim. Directed by S. Sylvan Simon. Original screenplay by Ben Hecht and Charles Lederer. Photography, Charles Lawton, Jr. A Cornell production.

Plot: A young advertising genius falls in with a crack-pot inventor's get-rich-quick schemes and (although he knows all the time

(*Continued on Page* 30)

ANOTHER GREAT DOUBLE-ACTION PACKAGE JOLTING THE NATION'S BOX OFFICES!



Right on the heels of "Kit Carson" and "Last of the Mohicans"—that exhibitor-exhilarating power package-comes...

Alexandre Dumas' Amazing Adventure

"THE CORSICAN BROTHERS"

starring DOUGLAS FAIRBANKS, JR.

and

"SOUTH OF PAGO PAGO"

with JON HALL and VICTOR McLAGLEN

Edward Small
"Screen Masterpieces"
re-released by
Producers Releasing
Corporation

Box-Office Slants

Her Husband's Affairs

(*Continued from Page* 28)

how to acquit himself) permits himself to stand trial for the inventor's murder. Every time he gets into a jam his wife's devious scheming gets him out of it, much to his disgust and loss of self-respect. She gets him out of the murder charge, too, defeating his scheme to publicize another gadget during the trial. They are about to separate, when she finally promises never to interfere again. They sail for a delayed honeymoon to Bermuda, but he is still full of get-rich schemes, with the wife keeping her fingers crossed until the next time.

Comment: Although this is a little slow in getting started, when it finally does reach a series of high spots, some of the dialog is lost midst the screaming hysterics of howling audiences. Yes, it's that funny. This is situation comedy, rather than comedy derived from smart dialog. It involves some of the screwiest situations, too, that motion picture producers ever have had the courage to set before audiences. But, in this case, it's the kind of screwball comedy that all sorts of adult audiences are bound to howl over. No matter what kind of sour puss enters the theatre, he's bound to come out wondering why they didn't think of that before. They probably did think of it, or something like it, but never had the courage before to put it on celluloid. Lucille Ball and Franchot Tone, ably assisted by Mikhail Rasumny and Edwar Everett Horton, ably carry the comedy ball. They are assisted by a fine cast who romp through the incredible happenings just as though they were having a swell time—and it's not hard to believe that they were. This is great farce, nicely produced and smoothly directed for maximum effect. The story has been classified as 'adult" largely because it is the kind of yarn that adults will enjoy more than the youngsters. There is nothing in it, however, that is morally offensive. Cleverly handled, "Her Husband's Affairs" can be built up to do better than average business. A perusal of the Columbia press book will show some swell ideas on which a campaign can be based.

Something in the Wind

Universal-International **89 mins.**

Musical Romance

AUDIENCE SLANT: (Adult) This should do much to restore Miss Durbin to the top of the heap from which she slipped as the result of a couple of recent poor pictures. It is delightful musical entertainment with a nice romance that should well entertain all adult audiences.

BOX-OFFICE SLANT: Sold as the "new" Deanna Durbin it should do satisfactorily, especially as word of its excellence gets around.

Cast: Deanna Durbin, Donald O'Connor, John Dall, Charles Winninger, Helena Carter, Margaret Wycherly, Jan Peerce, Jean Adair, The Four Williams Brothers, Jacqueline De Witt, William Ching, Patricia Alphin, Chester Clute, Frank Wilcox. **Credits:** Screenplay by Harry Kurnitz and William Bowers, based on a story by Fritz Rotter and Charles O'Neal. Directed by Irving Pichel. Produced by Joseph Sistrom. Photography, Milton Krasner. Music composed and directed by Johnny Green. Lyrics, Leo Robin.

Plot: An aspiring radio singer is told by a very wealthy young man that he is prepared to pay her off for her apparent indiscretions with his late grandfather. The bewildered young lady is insulted, and when she finds that it is her aunt (same name as hers) who had been involved she determines to make the young man pay in embarrassment for the indignity she has suffered. She visits the young man's home, they fall in love —they quarrel but eventually are reunited, with the young man's original romance shunted aside and eventually taken over by his cousin.

Comment: Deanna Durbin seems to have assumed a new personality in this one—and it is all to the good. She is beautiful, smart, appealing, and her singing is not limited to the more or less classical renditions that made her famous as a youngster. Her appeal is now more mature and much more pleasing than heretofore. Her musical numbers include, a sprightly modern tune, The Turntable Song, in which she is depicted as a disc jockey; Happy Go Lucky and Free; You Wanna Keep Your Baby Lookin' Right (which seems destined to reach the top of the popularity heap); Something in the Wind; It's Only Love and an exceptionally beautiful rendition of the Miserere from Il Trovatore, in which Miss Durbin and Jan Peerce of the Metropolitan Opera join their fine talents. The star is ably assisted by the comedy talents of Donald O'Connor and Charles Winninger, with others in the cast contributing ably. The only possible exception is John Dall who seems to be miscast as the romantic male lead. The production values are good, the direction excellent, the photography very good and the music very much above average. As a whole "Something in the Wind" seems destined to do quite satisfactorily at the nation's box-offices. Energetically exploited, it can do even better than that.

Second Chance

20th-Fox **Drama** **62 mins.**

AUDIENCE SLANT: (Adult) Good entertainment for average adult audiences.

BOX-OFFICE SLANT: Best as supporting fare in double-bill situations, but might get by as a single in some isolated instances.

Cast: Kent Taylor, Louise Currie, Dennis Hoey, Larry Blake, Ann Doran, John Eldredge, Paul Guilfoyle, William Newell, Guy Kingsford, Charles Flynn, Eddie Fetherston, Francis Pierlot, Betty Compson. **Credits:** Directed by James S. Tinling. Produced by Sol M. Wurtzel. Associate producer, Howard Sheehan. Original story by Louis Breslow and John Patrick. Screenplay by Arnold Belgard. Photography, Benjamin Kline.

Plot: Entering the office of a jewel merchant at the same time, but not together, a man and a woman apparently are jewel thieves to each other, but respectable jewel connoissieurs to the merchant. A fabulous diamond disappears but following a search of each they are released. The woman has the diamond. They enter into a partnership to steal another famous collection, with the girl having arranged to model the stones and be kidnapped. It eventuates that she is an operative of the Jewel Merchants' Protective Bureau. The two had fallen in love during their adventures and the girl promises to wait until the man is released from prison.

Comment: While there is nothing new about the story or about the circumstances surrounding its action, "Second Chance" is refreshingly done, with a believable romance between Kent Taylor and Louise Currie lifting the film out of the trite adventure class into something a little bit better. It has been modesly produced but cast with competent performers who are always convincing. In this fact is the film's strength. There are no marquee names that mean anything particularly at the box-office, but the picture is entertaining nevertheless. It is probably best for double-bill situations but might go as a single in some isolated instances.

Gas House Kids Go West

PRC **Comedy** **62 mins.**

AUDIENCE SLANT: (Family) Only those particularly fond of the "Gas House Kids" will find entertainment in this latest offering.

BOX-OFFICE SLANT: Should suffice as a second feature.

Cast: Emory Parnell, Chili Williams, Vince Barnett, William Wright, Lela Bliss, Ronn Marvin, Ray Dolciame, Carl Switzer, Bennie Bartlett, Rudy Wissler, Tommy Bond. **Credits:** Produced by Sam Baerwitz. Directed by William Beaudine. Original story by Sam Baerwitz. Screenplay by Robert E. Kent, Robert A. McGowan and Eugene Conrad. Photography, William Sickner.

Plot: The Gas House Kids earn a trip to a California ranch as the result of their winning a basketball tournament. They unwittingly drive a stolen car to the coast and when they arrive at their destination, discover a group of car thieves. At their head is the foreman of the ranch, so the Kids get busy uncovering their deeds and end up catching the gang and preventing the badman from marrying the ranch owner's daughter.

Comment: For the first picture in the new series of "Gas House Kids," this is far from an auspicious beginning. The picture is slow, has little real comedy and has to depend on just a few bright interludes for whatever entertainment it projects. These are some of the scenes handled by such seasoned performers as Vince Barnett and Emory Parnell. The rest of the time, one must depend on the work of the "Gas House Kids" and, unless one has a definite liking for them, there is little amusement to be found in what they are called on to do. Direction was by William Beaudine and production by Sam Baerwitz.

Springtime in the Sierras

(Trucolor)

Republic **Western** **75 mins.**

AUDIENCE SLANT: (Family) This latest Roy Rogers film has an abundance of hard riding and chasing; good, exciting fisticuffs and even a fight between two women to give it added punch. Should please generally.

BOX-OFFICE SLANT: Business should be up to par.

Cast: Roy Rogers, Trigger, Jane Frazee, Andy Devine, Stephanie Bachelor, Hal Landon, Harry V. Cheshire, Roy Barcroft, Chester Conklin, Hank Patterson, Whitey Christy, Pascale Perry, Bob Nolan and the Sons of the Pioneers. **Credits:** Directed by William Witney. Original screenplay by A. Sloan Nibley. Photography, Jack Marta. Associate Producer, Edward J. White.

Plot: Roy Rogers tries to help a pal uncover the crooks who are killing deer, ducks and other game illegally. He becomes completely involved in solving the crime, after his pal is killed. With the assistance of a young lady friend whose brother is part of the gang he tracks down the criminal, who turns out to be a respected, young woman of the community.

Comment: Like most of the Roy Rogers

offerings, this is a good, actionful western that will meet the approval of his tremendous host of fans. It really can be considered one of the better Rogers films, for it has a plentiful supply of all the ingredients that are prerequisites in western fare. Among these is an abundance of hard riding and chasing, quite a few suspenseful, exciting fisticuffs . . . and in this instance, an off-the-beaten-track story. There is even a fight between two women to add to the general excitement and thrills. Because of all these, and the Trucolor photography, the picture has more than the usual amount of outdoor entertainment. Roy and his regulars, Bob Nolan and the Sons of the Pioneers, turn in their usual number of western songs, with his new leading lady, Jane Frazee, joining in with one ditty. In top roles, giving fine delineations of the characters they are called on to portray, are such capable performers as Andy Devine and Hal Landon . . . with Stephanie Bachelor and Roy Barcroft thoroughly menacing as the head crooks. Direction was by William Witney.

Wyoming

Republic Western 84 mins.

AUDIENCE SLANT: (Family) A superior western with plenty of action, a good story and convincing performances. Should give the western fans plenty to cheer about and thoroughly entertain even those not usually partial to outdoor drama.

BOX-OFFICE SLANT: Should do very well wherever westerns are popular and at least average business everywhere else.

Cast: William Elliott, Vera Ralston, John Carroll, George "Gabby" Hayes, Albert Dekker, Virginia Grey, Mme. Maria Ouspenskaya, Grant Withers, Harry Woods, Minna Gombell, Dick Curtis, Roy Barcroft, Trevor Bardette, Paul Harvey, Louise Kane, Tom London, George Chesebro, Linda Green, Jack O'Shea. **Credits:** Produced and directed by Joseph Kane. Screenplay by Lawrence Hazard and Gerald Geraghty. Photography, John Alton.

Plot: With the admission of Wyoming to the Union as a state, homesteaders start to invade the cattle empire of William Elliott, who believes that regardless of law the range belongs to him and to his cattle-ranching friends. His foreman, John Carroll and daughter, Vera Ralston, try to dissuade him from a show-down fight with the homesteaders, who have been led to a fight by Albert Dekker, who expects to do large-scale cattle rustling when the fight starts. When Elliott realizes that Carroll is against him, and is supported by his daughter who has fallen in love with Carroll, he avoids a fight, decides to have the matter settled in court. But he and Dekker meet and Dekker is killed.

Comment: Although the story of "Wyoming" has been told many times before on the screen, it is presented here in an interest-sustaining manner, with plenty of action and convincing performances by all of the principals in a fine cast. The production values are excellent, the direction is very much above par. Some of the long scenic shots are breath-takingly beautiful. The story starts slowly and seems to take a bit more time than necessary to get into swing, but when it does get moving, it heads toward an inevitable goal and gets there without any shilly-shallying. There are a couple of fist fights that are beauts for plain viciousness; doubles or no doubles, someone must have been beautifully beaten up when those sequences were photographed. There are few weaknesses in "Wyoming" and those that are evident will be forgiven and forgotten when the action starts. It should do very well wherever westerns are popular and at least average business everywhere else.

New Theatres

Des Moines—Rollie Jacobson has purchased a location at Inwood, Ia., and will construct a new $18,000 theatre. Plans call for a building 26x105 feet with completion of the house by Sept. 1.

Charlotte—J. S. McDaniel, operator of the Evon Theatre in Dallas, N. C., as well as theatres in Bluefield, Va., announces he will open a Negro theatre in Gastonia, N. C., within the next few months, and that he plans to open two other houses in the territory to be in operation within a year.

Milwaukee—Ground has been broken for a new theatre at Galesville, Wis., the impasse over acquisition of a parcel of land to be added to the ground having been settled after months of controversy.

Kansas City—Sol Banks, theatre operator of Fulton, Mo., has bought the old Henderson rock house property on which to build a theatre when his lease on the Fulton expires next February. He will call the new theatre the Hiway. Glenn Realty Co., which owns the Fulton Theatre building, will take over the property when Banks' lease expires. Actual operation will be by Commonwealth Theatres.

Minneapolis—Burnell Bengston is building a quonset hut theatre at Pierpont, S. D., and Howard Henry has started construction of a 300-seat house at Westhope, N. D.

Atlanta—Mrs. Ruth D. Cook is building a new theatre at Walterboro, S. C., and hopes to open it on or before Jan. 1, 1948.

Song of the Thin Man

MGM Mystery 86 mins.

AUDIENCE SLANT: (Family) This latest "Thin Man" film is swell entertainment. It has all the ingredients that made this series so popular.

BOX-OFFICE SLANT: Tops in the series and worthy of extra selling effort, since this is supposed to be the last.

Cast: William Powell, Myrna Loy, Keenan Wynn, Dean Stockwell, Philip Reed, Patricia Morison, Leon Ames, Gloria Grahame, Jayne Meadows, Ralph Morgan, Bess Flowers, Don Taylor, Warner Anderson, Bruce Cowling, Connie Gilchrist, Henry Nemo, William Bishop, Marie Windsor. **Credits:** Produced by Nat Perrin. Directed by Edward Buzzell. Screenplay by Steve Fisher and Nat Perrin. Based on the characters created by Dashiell Hammett. Photography, Charles Rosher.

Plot: Detective Nick Charles and his wife are brought out of retirement to solve the murder of a bandleader aboard a gambling ship. The band's clarinetist is missing and they find him in a rest home where he confesses the killing, but Nick still isn't satisfied. So to trap the killer, Nick stages a reopening of the gambling ship. All the suspects are present, and Nick reveals the murderer.

Comment: For good general entertainment one doubts whether there are many other series on a par with the "Thin Man" films. Proof of that is the large following established during the presentation of its many offerings, and the quality of the product. Like the others, "Song of the Thin Man," which is supposed to be the swan song for this series, is tops in every department: acting, directing and story content. It has the same smart dialog, which brings plenty of chuckles and laughter; the same well-contrived mystery yarn and the type of clean-cut murder not found objectionable for the younger element. It is to be regretted that this is to be the last of the series, for it certainly is a pleasure to watch William Powell and Myrna Loy work together as Mr. and Mrs. Nick Charles: their performances are so smooth and natural. The added attraction in this offering is the jive talk and the hot-lip music of several unnamed bands for the entertainment of the young jitterbug crowd who, with the rest of the audience, will also enjoy the capable job done by Keenan Wynn, and the good performances of Gloria Grahame, Dean Stockwell, Bess Flowers and Bruce Cowling . . . and last, but not least, Asta, the dog. Direction credit goes to Edward Buzzell . . . and production credit to Nat Perrin.

Regional News

(*Continued from Page 26*)

on Sunday. The first opening was a SRO.

William Richardson, Astor head, is back from a trip to North and South Carolina where he closed several circuits for his service 100 per cent.

The Southeastern Theatre Owners Association, will hold their meting this year at the Alcazar Hotel, Miami, Fla., on Aug. 12-14. President Mack Jackson will preside and will be assisted by Secretary J. H. Harrison of Atlanta and Treasurer T. E. Orr of Albertsville, Ala.

Ralph G. Finch, 52, projectionist in the motion picture theatres in Atlanta for many years died at his home recently. Mrs. Belle Baxter, 65, formerly with Republic Pictures here died at her home.

Reba Adams has returned to the Republic. Frankie English of Paramount Pictures has taken off by air for a vacation to Florida and Cuba.

W. H. Harry Merritt, 53, affiliated with Acme Theatres in Birmingham, Ala., for the past 20 years, manager of the Galax, was shot to death by a burglar. Walter Simmons, 18, has been formally charged with the murder. Harry was the brother of Frank Merritt, president of the company.

PITTSBURGH

Sylvia Miller, of National Screen Service, narrowly missed being killed on the Boulevard of the Allies (on which film row is located) last week when she was hit by an automobile after getting off a bus upon returning to the office from lunch. She suffered compound fractures of the arms and legs, as well as severe cuts and bruises of the head and body.

The 1700-seat Casino Theatre in downtown Pittsburgh will bring in the Grand Ole Opry stage unit featuring the Duke of Paducah for a four-day engagement starting July 30. The house is being operated during the summer by Ted Garden and Walter Gettinger of New York.

Mike Single, veteran exhibitor, who has operated theatres in Beaverdale, Dunlo, Lilly and Cresson, Pa., has just turned these houses over to his sons, George and Mike, Jr., and will retire from active duty.

James H. Rankin, of the Rankin and Strand Theatres, Bridgeville, Pa., and his wife are on an extended tour of the west, including Yellowstone Park, Grand Canyon, etc.

THEATRE MANAGEMENT



The Brass Tacks of Efficient Picture Theatre Management*

FIND YOUR PROSPECTS THEN SELL 'EM

By Jack Jackson

Are you one of the many who are constantly inquiring about what happened to business, now that the long lines that used to queue up at the ticket window are just a memory?

That subject seems to top all other queries at gatherings of men of the cinema. They seem to expect an answer, but any attempt to elicit approximately precise information as to just how much business they honestly feel their efforts should produce results in stuttering confusion.

It's a serious indictment against the average manager but there are mighty few who possess the information about attendance potentialities that would enable them to intelligently cultivate other than regulars or "drop in" customers.

We are facing an era when the actual selling of the picture is all-important; when the man charged with the successful operation of a theatre should be able to—with a fair degree of accuracy—estimate the number of "extra" people he can entice to the ticket wicket on a given type of screen entertainment. It just can't be done unless the fellow so charged has complete knowledge of the pattern of his customer setup. He should know every essential detail of the "classes" who reside in his vicinity and the prospects he has of building the kind of interest that spells attendance from others who would be willing to go out of their way to witness certain kinds of entertainment. That knowledge comes only from hard work and time-consuming research among the leaders in all groups that go to make up the population in the area the theatre serves. It won't come to you! You have to go after it!

Your mommy done told you about the salient point of business success when she took you to her knee and related all about the bees and flowers. That lesson applies to people who consist of males and females. The females radiate a charm popularly known as "hubba hubba" which most males are powerless to resist. The male possesses a dubious quality (described variously as "hunk of muscle," "slick sheik," "dream man," "gorgeous savage" and so on) that has its magnetic lure for the female of the species.

This primary knowledge is essential to success, whether you are selling lollypops or live stock—and is especially needed in selling movie shows. The same two factors must always be dealt with. Either together or separately, the sexes must always be recognized as a determining element of success and you—as a theatre manager—must develop a dual complex in advancing the merit of your theatre in order to "woo 'em" both.

Exploit on 'Lines of Least Resistance'

Once you've decided on the male and female angles of approach you should be able to go to your files and quickly ascertain where and how to reach the majority of each. And don't forget that a different message is needed to generate interest of the kind that will hold reasonable promise of attracting attendance from both groups. Of course, it is all important that you know whether the bulk of the folks to whom your special messages are directed are possessors of the necessary price of admission and not waste your money sending advertising material to the slums, etc. There is also the matter of determining the surest, best and least expensive manner of getting your message effectively across and into the hands of the folks you are after.

In addition to the male and female angle there are numerous other "lines of least resistance" that can be followed to guarantee you maximum attendance in return for the effort and money expended. A certain "type" of picture appeals best to factory workers. Another "type" to professional folks, office workers, sales people, etc. Still another to housewives and so on. And each category can be broken down to sections where the least possible chance of excess costs is involved. It all depends on how well you know the segments that go to make up your patron blueprint and the varying state of their finances. When you know exactly what group you are going after it is not such a tough job to locate some neighbor merchant who is interested in reaching the same group, with the cost of the effort—or a goodly portion of it—saddled on the cooperator in return for some compensating favor by the theatre.

To make it brief and simmer it down, the question of "What happened to business?" can best be answered by another query:

What are you doing to get business and do you know where your best patron prospects can be found?

To list the multiple appeals of any picture would require more paper than a serialization

(*Continued on Page* 34)

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Management Training Project for Teen-Agers

A junior management project, providing teen-agers of the city of Albany, N. Y., an opportunity to observe closely the motion picture industry and its career prospects, is being undertaken at the Madison Theatre, Albany, for the next few weeks.

The project, in the form of a competition open to all boys and girls between 14 and 18 years of age, will award outstanding junior theatre managers an all-expenses-paid, three-day visit to New York's show world. The winners will tour Warner Bros. east coast offices, meet Hollywood personalities, go backstage at the leading Broadway film houses, and participate in other events that will further their knowledge of show business.

Teen-age staffs will be selected every two weeks for the instruction course in theatre operation. Under the supervision of the Madison's manager, Sherburne I. Hutchinson, each group will be informed and prepared in management problems, duties, bookings, routine operations, screenings of new motion pictures and advertising. Each period will be climaxed by one day during which the junior mannagers will "run the show."

An all-girl staff of seven has been selected to inaugurate the program. What they do and learn will be reported daily in the Albany *Times Union*. This experiment will afford the opportunity of studying the teen-agers' reaction and should prove fruitful since they form a large segment of the theatre-going public. Jerry Atkin, Warner Bros. Albany advertising and publicity manager, will supervise the entire event.

Atlanta's 'Pop' Concerts Ace 'Community Service'

A cooperative enterprise under which the people of Atlanta, Ga., are hearing the best in music and which has been called "an exceptional example of community service" is the current series of free summer "Pop" concerts at the Fox Theatre in that city, featuring the Atlanta Pop Concert Orchestra under the direction of Albert Coleman, an Atlanta musician. Capacity audiences have attended early sessions in the series of six Sunday concerts.

The series was made possible through the cooperation of Atlanta Theatre Enterprises and its president, William K. Jenkins; the City of Atlanta through its Mayor William B. Hartsfield and the Atlanta Federation of Musicians' secretary, Herman Steinichen.

The Fox Theatre and personnel are donated free and funds to defray expenses of musicians' salaries are furnished by the musicians' union and the City of Atlanta.

At the opening concert, which was received with riotous applause by an audience of 4,000, Mayor Hartsfield thanked the Fox Theatre management, the musicians, star soloists and the press for their cooperation in making the series possible.

Holt Gewinner, Jr., publicity director, handled publicity for the series.

(Advertisement)

The Hollywood Reporter

XCIV, No. 25. Price 10c — TODAY'S FILM NEWS TODAY — Tuesday, July 8, 1947

TWENTY MILLIONS FOR 'VERDOUX'

TRADEVIEWS

ON A WHIRLWIND of controversy arles Chaplin's "Monsieur Verdoux" pares to meet its waiting millions October. With but a six-week debut wing in New York as a teaser in- duction, the Chaplin production has ated the most sensational contro- sy in the history of show business. When "Verdoux" hits its general ease on October 15th exhibitors can ow their hats into the air, open le the cash tills, preparatory to the atest avalanche of boxoffice gold of year.

Chaplin, with unerring aim, has in lonsieur Verdoux" answered the yers of exhibitors and the public. d the time is now at hand for a erdoux" to beat recession, or the eat of recession, at the boxoffice.

Much has been written of the revo- ionary entertainment that is dynami- ly packaged in "Verdoux." You have ard that it is jolting, shocking, unting — "the most unsual enter- nment ever filmed." You know by w that in "Verdoux" Chaplin, for e first time, abandons his little tramp aracter to play Monsieur Verdoux, e diabolical, charming and modern nch Bluebeard.

All of this is true. But there is more much more to tell.

"Monsieur Verdoux" is a comedy, e greatest of all comedies because it interlaced with a satirical thrust that ght only be found in the pages of an Jonathan Swift. It is a new kind comedy, with a new kind of laugh- —some of it bordering on hysteria. nd yet with its original humor there e the priceless moments of the Chap- that has dominated comedy since e birth of the screen.

"Monsieur Verdoux" presents the ost fascinating and haunting romance er screened. No one has ever been le to come near the Chaplin formula. e holds a unique copyright on his pe of love story—a love story that urts, that frightens, that stays with u as a haunting lingering memory.

There is beauty and there is pathos; ere is laughter and there are tears— e great and infallible ingredients hich have made Chaplin the master screen story-telling.

Chaplin is supported by the hilarious artha Raye, the luscious Marilyn Nash Chaplin's newest discovery), the ten- er Mady Correll, the frustrated Isobel som, the mellow Robert Lewis and e love-hungry Barbara Slater.

Modern Bluebeard Shocker To Out-Gross All Chaplin Pictures, Says D.J. McNerney

San Francisco.—Charles Chaplin's "Monsieur Verdoux" will top a twenty million dollar gross within one year, D. J. McNerney, one of the nation's leading showmen and executive vice-president of the Blumenfeld chain of theatres, predicted today.

"Chaplin has produced a box-office gold mine for the exhibitors and an entertainment feast for the public," declared McNerney, whose chain of forty leading theatres also has a partnership with United Artists.

" 'Monsieur Verdoux' will out-gross anything Chaplin has ever done—and that goes for 'The Dictator' which took in more than fifteen million dollars. 'Verdoux' will easily pull in twenty million within a year and it wouldn't surprise me at all if 'Verdoux' turns out to be the biggest grosser of any picture as it is that rare kind of production that can easily be re-issued for the next ten years."

McNerney said the Chaplin production had been booked solid in their forty theatres.

Winchell, Time, Cite ChaplinControversy

New York.—Words of extravagant praise and violent controversy swept the nation as "Monsieur Verdoux" closed its pre-release debut here.

Walter Winchell told his twenty-five million readers and Time Magazine advised its five million, that Chaplin's "Verdoux" is big-time news.

Wrote Winchell: "James Agee has written a monumental piece for The Nation in praise of Chaplin's 'Mons. Verdoux.' Agee thinks the film 'is one of the great works of our time.' "

Time went to town with three columns, hailed "Verdoux" as "the most notable film in years—the most fascinating" and described Chaplin's portrayal of the modern French Bluebeard as "one of the most beautiful single performances ever put on film."

Summarized Time: "The film is a daring individual gesture, dared in an era when such acts are rare. He has replaced his beloved sure-fire tramp with an equally original character. The set pieces of pure slapstick are as skilled and delightful and as psychologically penetrating as any Chaplin has ever contrived."

'Charm, Wit, Spice Verdoux'—Scheuer

Lauding Charles Chaplin as "a man of rare personal charm, magnetism and wit," Famed Writer and Critic Phillip K. Scheuer told fifteen million readers, through the pages of Collier's Magazine, that the star "turns on all three full force as Monsieur Verdoux."

Wheeler Dryden Back

Wheeler Dryden, associate director on "Verdoux," returned yesterday from Big Bear-ing.

Critics Still Trail In Dust With Chaplin Hailed As Master

In a colossal eulogy of Charles Chaplin and his "Monsieur Verdoux," Jimmie Tarantino, famed trade magazine editor and critic, over this past weekend on page one of the Hollywood Nite Life, wrote in part:

"But Chaplin is not one of the Screen Greats—or, as we believe—the Screen's Greatest—for nothing.

"Since celluloid first flickered at the Nickelodeons, Chaplin has shown the way. Today, with 'Monsieur Verdoux,' Chaplin irrevocably proves again he stands at the head of the entertainment parade.

"In his dust of a score of years ago trail the critics who are still trying to master his technique, probe his subtleties, analyze his entertainment for the world's millions.

"In 'Monsieur Verdoux,' the unmatched genius of Chaplin has started something that will be remembered with acclaim, awe, reverence and controversy as long as motion pictures are made!"

Exhibitors Get Set For Chaplin Splash

A few minutes after you have finished reading this extraordinary page, 20,000 of them will be in the airmail to that number of exhibitors who are awaiting the October 15th signal to unleash Chaplin's greatest picture.

'Verdoux' Tops British Rating In All Empire Press

British press, covering the Empire, raised its typographical voice as one to cheer Charles Chaplin as the modern French Bluebeard in "Monsieur Verdoux."

Stuart Gelder, London News-Chronicle, wrote in part: "Likely to be the first convincing answer out of Hollywood to Sir Stafford Cripp's demand for better productions."

Brighton English Argus: "Epochal. . . . one of his inimitable blends of slapstick, pathos and satire."

P. H. Powell, in London Star: "Chaplin as Bluebeard just as funny. Everyone will be relieved to know that although we have here Chaplin, the tragedian, the murderer in kid gloves, he is also in a thousand little delicious touches the comedian in baggy trousers. He cannot do anything crude."

London Evening News: " 'Monsieur Verdoux' brought cheers."

Picturegoer: "Chaplin is marvelous. The story is so thickly peppered with comedy that one has to hold tight to one's seat to keep from rolling."

'Verdoux' Great Says Sage; Must Be Seen Many Times

Harold Clurman, famed author, in Tomorrow Magazine, wrote in part of "Verdoux":

"Charles Chaplin's 'Monsieur Verdoux' is one of the most fascinating documents of our day. The picture is great! Chaplin does not escape the world through his comic disguise; he faces it. That is why he is an artist of singular force. Those who do not quite decipher his meaning or who do not wish to fathom it because it disturbs them, would do well to listen and attend again and again."

Mady Correll 'Skinned'

Mady Correll, featured in "Verdoux," will play the Tallulah Bankhead role in the Lake Tapaco Players production, "Skin of Our Teeth."

CHARLES CHAPLIN HYSTERICAL LAUGHTER HAUNTING ROMANCE SHOCKING DRAMA 'MONSIEUR VERDOUX'

(Advertisement)

Selective Advertising Is Urged by Jackson

(*Continued from Page 32*)

of "Gone With The Wind," but a recent survey by a national magazine shows pretty closely how the wind is blowing and might prove helpful in laying out ad campaigns.

This survey makes it plain that the day of "specialized selling" for theatres is at hand and that the old "overall" mediums don't exercise enough "pull" to hold your attendance at former peaks. It is, of course, to be construed that the cost of "specialized selling"—or a fair proportion of it—should be covered by reduction of the "overall" practices formerly so effective. Here's what the survey developed:

Seventy-two per cent of the people queried stated that their attendance at picture theatres was dictated by the type of attraction being exhibited. Right here let me say that the survey was directed principally to women and that the ladies also expressed themselves as being in favor of color by the neat margin of 58 per cent. Only 5 per cent preferred black and white while 37 per cent expressed no preference other than the "type." In summing up theatre advertising effort it developed that stars in the productions exercised influence with 70 per cent of the total polled; that 65 per cent were swayed by reviews and advertising in national magazines; the local newspaper reviewers held a mere 32 per cent influence; trailers on the screen attracted 31 per cent and newspaper ads and magazine ads drew an even 20-20 as business-getters. Does that paint a picture that will help you plan how to spend your money?

Going on to another angle of interest developed in the balloting, the average person interviewed attends the theatre 32 times each year. The average adult attendance for families is 73 visits a year and for children under 18 years only 27 times. Of those answering, 39 per cent attend the same theatre regularly, with this tendency strongest—as would be expected—in the small towns where 51 per cent usually go to the same theatre. The percentages vary down to 40 per cent in large towns and only 29 per cent in cities. Of the total interrogated it developed that 57 per cent would attend movies more often if they had more time (that brings a new thought into your planning and means that you should try to determine the best time to reach a certain group of your patrons), while 53 per cent indicated that they would go more often if theatres showed more of the kind of films they like (do you know what kind of films most of your customers like and have you their names and addresses so you can advise them PERSONALLY when such films are coming?), and 32 per cent would be more frequent ticket buyers if movies were less expensive (is your house so seated that you can institute a dual price policy to attract the poorly-paid element?).

I realize that there is little if any possibility of any manager getting his patron blueprint to adding machine perfection but, from the number I've talked with, there exists practically no comprehensive knowledge of how to go about the job of specialized selling that is most assuredly facing the fellow who wants to be a success as a theatre manager. I know that the job is exhaustive and expensive but I'd seriously recommend to the manager not thoroughly familiar with the human elements that go to comprise his attendance potential that he conduct a survey. This survey could be made less expensive and more complete if he gets the cooperation of neighboring merchants who have interests equal to his in determining exactly who can be sold what and where they can be reached. If each merchant will assign one employe each day to cover one full block or more of the vicinity from which they can expect trade the job will prove inexpensive and easy of accomplishment.

Those assigned the job of interrogating should be supplied with cards requesting response to questions as to number in family, ages, sex, occupation, whether employed or in school; the nationality, earning power, pay periods, etc. can be determined either by blunt interrogation or analysis of the occupation and name. Information as to how frequently they attend the movies and other questions pertinent to the merchants cooperating should also be secured. The information gathered would be invaluable to all merchants as a guide to their merchandise purchases and sales efforts. To the theatre it would provide the kind of data needed to direct effort at the targets of least resistance on each picture. I don't mean that the usual "overall" effort should be discontinued but that —on such occasions as warrant specialized effort—they be curtailed to cover as much as possible of the extra-curricular expense.

The "overall" campaign still has a job to do, but that the usual formula of newspaper, billboard and screen is slipping badly is plainly indicated in the poll referred to above.

One thing is certain: that business has quit "coming" and the day has arrived when it has to be gone after. And it goes without saying that you have to know where it is before you can go after it. There are probably a dozen reliable sources of information available to the average theatre manager about who his patrons are, where they live, how much they make, etc. Priority "A" should be given the job of assembling this data into easy-to-handle index form. Then, start taking your pictures apart to locate angles of appeal that promise response from certain groups and go after them.

It must be admitted that—as of the moment—we are concentrating most of our effort in newspaper advertising. I've just checked tear sheets of 17 large city dailies and find that appeal to the younger element of trade is predominant in every theatre ad. Personally I doubt if there are a great many of today's teen-agers and younger folk who are newspaper readers. The bulk of newspaper readers are the settled married folks who have satisfied their playboy and playgirl urge and become fireside adventurers more interested in life's economic and dramatic problems than in jive and jitterbugging. Common sense dictates that the catchline approach and basic ad copy is "old hat" to this group and plain damn silly and objectionable to the 35 to 50 gang that theatres need so badly to fill those vacant seats. Keep the romance in your ads whenever possible but try giving it a nostalgic flavor to make those easy chair addicts start rambling in reminiscence and remembering their own days of hand-holding and petting. Do that and you'll be making a start at the kind of selling the business needs. Go further with your analysis and you'll find no end of things you can do to bring old customers back, interest the never-wents and once-in-a-whilers, and still hold on to the gang you already have.

This is summer time, fellows, and you have more competition than at any other season. There are beaches, amusement parks, midget golf, night softball and tennis, baseball, bowling, shooting galleries, archery courts and no end of other media all in a mad scramble for Mr. and Mrs. America's play dollar. You gotta know where the owners of those dollars are and how to make them believe that your bid for their business guarantees the biggest bargain and most convenience at the least effort and lowest price.

But remember the sexes and keep selling to both or you won't get either.

Instead of wasting time asking about where business went, try going to a little effort to determine where it came from originally and why it's not coming now. When you've found out where it is and the proportion you need to keep the black ink flowing get your mental machinery in mesh with the gears that revolve the 1947 amusement dollar. Add a liberal—yes, even a little extra—amount of "nose-to-the-grindstone" grease to the forehead dew and it won't be long before you'll find business right where it was before—lined up at your box-office.

Services in Theatre

The Villa Theatre at Oklahoma City opened its doors on Sunday morning to allow the congregation of a local church to use the theatre for church services, and will continue to do so until their own building can be completed.

Here's Real Civic Cooperation

A splendid example of theatremen's activities in community enterprises comes from Plainfield, N. J., where Murray Meinberg, Reade Theatres' city manager, and Hal Martz, district manager, aided the city fathers in publicizing and soliciting funds for the community's Fourth of July celebration.

Besides running trailers calling attention to the event and urging contributions, Meinberg and Martz also set up giant "firecrackers" in the theatre lobbies and in city stores to help raise funds. Prizes were also promoted from merchants, and Meinberg, who is a member of the Finance Committee, proposed a soft-ball doubleheader to swell the funds.

In addition to all of their pre-Fourth activity, the two Reade theatremen were also named honorary judges for the Independence Day "Parade of Floats" contests.

That's what we mean when we say managers should cooperate in civic endeavors.

Offer Exhibitors Franchise For Local Dance Studios

Franchises for Fred Astaire dance studios are being offered to motion picture exhibitors throughout the country, it has been announced in New York by Charles L. Casanave, former industry executive and now vice-president and general manager of Fred Astaire Dance Studio Corp., following a recent conference with President Astaire. Deals have already been concluded in Washington, D. C., Pittsburgh and Chicago.

Casanave, whose headquarters is at 487 Park Avenue, said that both Astaire and himself felt that the theatreman, with his knowledge of serving the public and its wants, was the best equipped person to promote and expand this form of entertainment.

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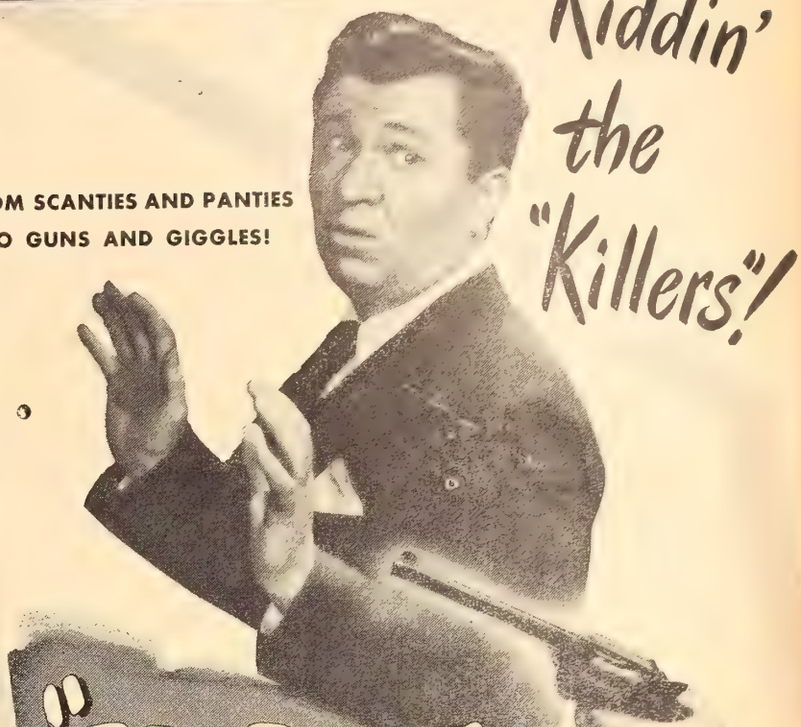
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Studios Curtail Camera Time To Reduce Production Costs

Hollywood, apparently determined to cut production costs, finds that one of the most effective methods is to curtail shooting schedules; that is, finish actual camera work as quickly as possible. Studios making "B" product are trying to complete their pictures in not more than two weeks because they, particularly, realize that their "B" intake is limited, that they're bound to lose money if they exceed the allotted schedule. There was a time when independent producers thought nothing of a 50-day shooting schedule; now, they're shooting at top speed in an effort to hold their productions to less than five weeks. More advance preparation is necessary so that there will be no interruptions once the cameramen start grinding.

Metro-Goldwyn-Mayer, for instance, finished "If Winter Comes" last week after only 37 days of shooting! Ordinarily a picture like the Walter Pidgeon-Deborah Kerr vehicle would have gone 90 days. More attention is being given to outdoor pictures, as witness Universal-International's Technicolor "River Lady," which just started. Jack Hively left for Oregon this week to scout backgrounds, thereby saving valuable time while Director GeorgeSherman began filming July 21 with cast headliners Yvonne DeCarlo, Dan Duryea, Rod Cameron and Helena Carter. Russell Simpson, veteran character actor, was set by Walter Wanger for a role in the Technicolor "Tap Roots."

There are still pictures that have elongated shooting schedules, despite the new economy wave. William Cagney's "The Time of Your Life," for United Artists, is stretching to 140 days; and Warners' "Silver River" is still rolling after having started in April. Ronald Reagan, after nearly going under with the flu, returned to work in "Mary Hagen," and for the first time, the entire cast of 30 principals, headed by Reagan and Shirley Temple, worked together in a montage scene, supported by 200 extras. Eagle-Lion went 10 days over their planned setup or "The Adventures of Casanova," filming final scenes last week at the Churubusco Studios in Mexico City. E-L's "T-Man" finished work in Detroit and moved to New York; Turner B. Shelton, former Treasury man, was signed as associate producer.

Another indication of cutting down shooting time was Irving Cummings, who said his first production at Columbia would be finished in a month. The film, which is now in its second week, marks Susan Peters' comeback to the screen. Gene Autry wound up scenes for his Cinecolor western musical, "The Strawberry Roan," at the studio ranch, while "The Black Arrow"—an Edward Small Production—was working in San Fernando Valley.

Perhaps most significant in the time-cutting parade is Orson Welles, the star-producer-director of Republic's "Macbeth," who completed shooting on the Shakespearean drama exactly one day ahead of schedule and slightly under budget! He filmed "Macbeth" in 22 days, losing one following a banquet sequence during which he wrenched his back. Roy Rogers and Tito Guizar started "The Gay Ranchero" on July 22. Edward J. White and William Witney, associate producer and director of all Rogers' output, again handle this one.

Despite Monogram's shutdown, because of high labor costs, "Dusty Trail," a Johnny Mack Brown with Raymond Hatton, began July 21, with Lambert Hillyer directing for Producer Barney A. Sarecky. Another western going is a new Hopalong Cassidy, for United Artists; Bill Boyd finished one last week, still untitled, and started another, also without a name, this week.

RKO Radio starts "Stations West" on July 28 on location at Sedona, Ariz., with Sidney Lanfield directing and Robert Sparks producing the Luke Short historical drama. Quentin Reynolds, famed war correspondent and writer who collaborated on the screenplay of RKO's "The Miracle of the Bells," will use his voice as a radio commentator in the Lasky-MacEwen Production.

Screen Guild finished "The Dark Road," with "Big Boy" Williams, celebrating his 30th year in films, managing to find a week off for this Somerset Production.

NOW BEFORE THE CAMERAS

COLUMBIA. The Mating of Millie; The Sign of the Ram; The Crime Doctor's Gamble; The Black Arrow (Edward Small); Tex Granger (Sam Katzman Serial).
WARNER BROS. Silver River; Ever the Beginning (U. S. Pictures); Mary Hagen; Romance in High C (Curtiz, in Technicolor).

UNITED ATISTS. Untitled Hopalong Cassidy (Bill Boyd); The Time of Your Life (Cagney); Sleep, My Love (Triangle).

INDEPENDENT. On Parade (H. J. Brown-John Rogers); Dangerous Years (Sol M. Wurtzel).

EAGLE-LION. Northwest Stampede (Al Rogell, in Cinecolor); T-Man.

20TH CENTURY-FOX. The Snake Pit; The Foxes of Harrow; Nightmare Alley; Gentleman's Agreement; Green Grass of Wyoming (Technicolor); Daisy Kenyon.

REPUBLIC. The Red Pony (Feldman Group Prods.-Lewis Milestone, in Technicolor); The Fabulous Texan; The Gay Ranchero (Trucolor); G-Men Never Forget (Serial).

RKO RADIO. Miracle of the Bells (Lasky-MacEwen); Tarzan and the Mermaids (Sol Lesser); I Remember Mama; That's Life (Goldwyn, in Technicolor); Roughshod; Your Red Wagon; Stations West.

PARAMOUNT. So Evil My Love (Paramount British Prods., Ltd.); My Own True Love; Night Has a Thousand Eyes; The Paleface (Technicolor).

MGM. The Kissing Bandit (Technicolor); On an Island With You (Technicolor); Killer McCoy; The High Wall; Virtuous.

SRO. Portrait of Jennie.

UNIVERSAL-INTERNATIONAL. Tap Roots (Wanger, in Technicolor); Imagination (Kanin); The Naked City (Hellinger); The Senator Was Indiscreet (Inter-John); Mortal Coils; River Lady (Technicolor).

Warner Writers Busy On 15 Story Properties

Writers at the Warner Bros. Studio currently are busy on a total of 15 story properties.

The assignments include: Henry and Phoebe Ephron on "John Loves Mary"; Thames Williamson, "Montana"; Stephen Avery, "The Two Worlds of Johnny Truro"; Ruth Brooks, "Sunburst"; George Oppenheimer, "The Adventures of Don Juan"; Catherine Turney, "The Return of the Soldier"; Irmgard von Cube and Allen Vincent, "Autumn Crocus"; Peter Milne, "Footlights"; Edmund North, "Flamingo Road"; Saul Elkins, "Calgary Stampede"; James Gunn, Curt Siodmak, Charles Tedford, Robert Richards and Richard Flournoy on individual untitled stories.

Korda Signs Producers

Alexander Korda has announced the acquisition by his London Film Productions of three of England's outstanding film makers as a producing team for his company. The three are: Anatole de Grunwald, Terence Rattigan and Anthony Asquith. Their first production for London Films will be "The Winslow Boy," London stage success written by Rattigan, which Asquith will direct.

Garber in Nassour Post

Edward Nassour, head of Nassour Studios, has signed David S. Garber as general manager at the new Sunset Boulevard lot. According to Nassour, who has scheduled eight independent productions of his own, four to be released through Monogram and four through Allied Artists, Garber will also serve as associate producer on these films. Garber was formerly studio manager at Universal.

Foran in 'War Party'

Dick Foran has been cast in one of the leading roles of the John Ford-Merian C. Cooper film, "War Party," Argosy Pictures has announced. Already cast are John Wayne, Henry Fonda, Victor McLaglen, Pedro Armendariz and Shirley Temple.

Keighley's Assignment

As his first assignment under his new five-year contract with 20th-Fox, William Keighley will direct "The Street With No Name," which will be produced by Samuel Engel with cooperation from the FBI and J. Edgar Hoover.

Sistrom, Binyon Set

Universal-International has set Joseph Sistrom as producer and Claude Binyon as writer-director of the new Frederick Wakeman novel, "The Saxon Charm."

Three Options Lifted

June Haver, Dan Dailey and John Russell have had their options lifted by 20th-Fox.

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Ten cents per word (10 words minimum). No cuts or borders. No charge for name and address. 5 insertions for the price of 3. Money order or check with copy. Ads will appear as soon as received unless otherwise instructed. Address: Classified Dept. SHOWMEN'S TRADE REVIEW, 1501 Broadway, New York 18, N. Y

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HEAVY DUTY BLOWERS, ball-bearing, equipped, 10,000 cfm to 50,000 cfm. Air washers, all sizes. Hydraulic drives two and four speed motors and controls. Immediate Delivery. Dealers Wanted. National Engineering & Mfg. Co., 211 West 19th St., Kansas City, Mo.

REFLECTORS, ALL SIZES, BIG DISCOUNT, Replacement parts, 30% Discount. New restifiers, $115.90 pair; Exciter lamps 39¢. STAR CINEMA SUPPLY COMPANY, 459 West 46th Street, New York City 19.

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SITUATION WANTED

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STUDIO EQUIPMENT

SURPLUS MOVIOLAS NOW AVAILABLE, SOUND, $795.00; Silent, $235.00; ACE Film Viewers, $119.50; Hollywood Variable Area Recording System, $3750.00; BH Silenced Studio Single System Camera with galvanometer; rackover; 1000' magazine; 6 lenses and vertical viewfinder, $3950.00; Eyemo Turret, 3 lenses; rackover; magazine; freehead tripod; motor, etc,. $1395.00; New Bell & Howell 16-mm. Sound Printers, $3250.00; New Mitchell 24V Motors, $295.00; New 35-mm. Film Phonographs, $795.00. Send for latest stocklist. S.O.S. CINEMA SUPPLY CORPORATION, 449 W. 42nd Street, New York 18.

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THEATRE PROGRAMS

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THEATRE SEATING

THEATRE SEATS, PROJECTORS, FOLDING CHAIRS, Screens Tents, Sell 16-mm film, outdoor seats, fiber cases. Lone Star Film Co., 212 So. St. Paul St., Dallas 1, Texas.

500 AMERICAN SPRING EDGE CUSHION CHAIRS, heavy panel back, excellent, $5.45; 621 same rebuilt, $7.65; 200 Veneer Chairs, rebuilt, $3.95; 1050 Heywood Wakefield full upholstered back, boxspring cushion chairs, excellent, $4.95; (rebuilt $5.95); 400 General Full upholstered back, boxspring cushion, rebuilt, $7.95. Wire for list. S.O.S. CINEMA SUPPLY CORPORATION, 449 W. 42nd Street, New York 18.

LOST LEASE—800 Velour Covered backs and Spring filled cushions A-1 condition, Simplex mechanisms, Strong Lamps, R.C.A. Sound Excellent running condition—$3500.00. Must act quick. Dr. J. E. McGrath, 3 Lincoln Ave., Albany, N. Y.

PLASTIC COATED GREEN LEATHERETTE, 50" wide, 60 yard rolls, $1.35 yd.; Seat Patchkits, $2.24; Beautiful Aisle Lights, $3.25; Leatherette Cement, $1.25; Gum Remover, $1.25 Gal.; Loose Chair Cement, $1.75. S.O.S. CINEMA SUPPLY CORPORATION, 449 W. 42nd Street, New York 18.

USED SEATS—880 Veneer back, Padded cushions all in excellent condition—$1500.00—sloped floor—19/20 inches wide. New seats en route. Must remove immediately. Contact J. F. Riley, Albany, N. Y. 'Phone 5-5055.

USED EQUIPMENT

3 HOLMES 35-MM. I ROJECTORS, Mazda lamps, 2,000 ft. reels, 2 metal bases, sound, complete with speaker, monitor speaker and connections. Good condition, $775. City Hall, Morganfield, Ky.

BENWOOD-LINZE TWIN HI RECTIFIER 65 AMPERES, rebuilt, $345.00; Motiograph K Projector Mechanisms with changeover, rebuilt $695.00; Brenkert mechanisms excellent, $495.00; Century rebuilt $595.00; Super Simplex rebuilt, $650.00; Ticket Machines, 2 unit Hand Operated $99.50; 3 unit, $135.00. S.O.S. CINEMA SUPPLY CORPORATION, 449 W. 42nd Street, New York 18, N. Y.

FACTORY REBUILT HOLMES, NAVY TYPE, COMPLETE, $950.00 pair; DeVry XDC, like new, $1950.00 pair; 2 unit hand operated ticket machines, rebuilt, $79.50; Simplex mechanisms, rear shutters, spiral gears, rebuilt, $330.00; Powers, $109.50. STAR CINEMA SUPPLY COMPANY, 459 W. 46th Street, New York City 19.

FOR SALE—A PAIR SIMPLEX HEADS, Front-Shutter Double bearing Intermittent movement. Completely Rebuilt by RCA. Price $500.00. Wm. R. Pilot, Manager, Colonial Theatre, Southington, Conn.

FOR SALE—ONE PAIR STRONG LOW INTENSITY LAMPS with converter complete in good operating condition. $200.00. Dixie Theatre, 1309 S. Rampart St., New Orleans, La.

SURPLUS SOUND PROJECTOR OUTFITS, DOZENS OF 'EM—New Zeiss Ikon 35-mm. $275.00; Used 16-mm. RCA $149.50; Bell & Howell, Ampro, Victor, DeVry, $195.00 up; Like new Amproarc HI $1295.00; 35-mm. Holmes LI Arc equipments, $1295.00; DeVry HI Theatre equipments, $2495.00; Rebuilt Super Simplex outfits with RCA Sound, $3850. S.O.S. CINEMA SUPPLY CORPORATION, 449 W. 42nd Street, New York 18, N. Y.

Shorts Reviews

Nickelodeon Chuckles No. 1

(Amusing)

Grand Int'l Pictures — 14 mins.

The first of a projected series of revivals of old Mack Sennett comedies, this subject, entitled "When a Man's a Prince," should prove a nostalgic treat for mother and father, and an amusing bit of entertainment for the rest of the family. Although the subject is billed as being a Mack Sennett comedy of 30 years ago (that would be 1917), it does not appear to be quite that old, and this reviewer remembers seeing the comedy some time during the early '20s. But the matter of age is unimportant. What counts is that, with careful editing, the addition of an appropriate musical score and some clever narration, the producers have made a subject that vies strongly with modern efforts as a laugh-getter. Many will consider it funnier than some of today's output. Ben Turpin, famed comedian of the silent days, is the star, and while some of the other faces are familiar, they are not identified. Amusing fare to brighten up a heavy program.

Charlie Spivak and His Orchestra

(Entertaining)

Universal (2309) — Name Band Musical — 15 mins.

This musical short is another presentation during which words of songs appear on the screen for community singing as the players sing. Spivak and the orchestra play Devil's Holiday for an opening, switching to the Stardreamers, a vocal quintet and Soloist Tommy Mercer who sings Born to be Blue. The community sing medley includes No, No, Nora, K-K-K-Katy and Toot, Toot, Tootsie. Lazy Day and Stomping Room Only conclude the musical.

(More Shorts Reviews on P. 47)

FEATURE Booking GUIDE

TITLE INDEX

Listed in the following index are titles of features (exclusive of western series releases) with name of the distributor following the title. For data as to running time, stars, etc., refer to title under distributor company listings.

A

Title	Company
Abie's Irish Rose	UA
A Boy, a Girl, and a Dog	FC
A Dairy for Timothy	Misc.
Adventure for Two	Misc.
Adventures of Don Coyotes	UA
Adventures of Casanova	EL
Adventuress, The	EL
Affairs of Geraldine	Rep.
A Lady Surrenders	Univ.
Albuquerque	Para.
Alexander's Ragtime Band	20th-Fox
Alias A Gentleman	MGM
A Likely Story	RKO
Alias Mr. Twilight	Col.
A Man About the House	Brit.
A Miracle Can Happen	UA
Angel and the Badman	Rep.
Angel and Sinner	Misc.
Angel on My Shoulder	UA
Apache Rose	Rep.
Arch of Triumph	Ent.
Arnelo Affair	MGM
Assigned to Treasury	Col.
As You Desire Me	MGM
Atlantis	UA
A Yank in Rome	Misc.

B

Bachelor and the Bobby-Soxer	RKO
Bachelor's Daughters	UA
Backlash	20th-Fox
Banjo	RKO
Barber of Seville	Misc.
Battle for Music	Misc.
Beast With Five Fingers	WB
Beat the Band	RKO
Beauty and the Bandit	Mono.
Bedelia	EL
Before Him All Rome Trembled	Misc.
Beginning or the End	MGM
Bellman, The	Misc.
Bells of San Angelo	Rep.
Bells of San Fernando	SGP
Best Years of Our Lives	RKO
Betty Co-Ed	Col.
Beware of Pity	Brit.
Beyond Tomorrow	Astor
Big Clock, The	Para.
Big Town	Para.
Big Town After Dark	Para.
Big Town Scandal	Para.
Bill and Coo	Rep.
Birds and the Bees, The	MGM
Birth of a Star	Astor
Bishop's Wife, The	RKO
Black Angel	Univ.
Black Arrow, The	Col.
Black Bart, Highwayman	Univ.
Black Beauty	20th-Fox
Black Gold	Allied
Blackmail	Rep.
Blaze of Noon	Para.
Blind Spot	Col.
Blonde Alibi	Univ.
Blonde Savage	PRC
Blondie Knows Best	Col.
Blondie in the Dough	Col.
Blondie's Big Moment	Col.
Blondie's Holiday	Col.
Blue Skies	Para.
Body and Soul	UA
Bohemian Girl	FC
Boomerang	20th-Fox
Boston Blackie and the Law	Col.
Born to Kill	RKO
Bowery, The	20th-Fox
Boys' Ranch	MGM
Brasher Doubloon	20th-Fox
Brief Encounter	Univ.
Bringing Up Father	Mono.
Broadway Limited	Favorite
Brute Force	Univ.
Brute Man	PRC
Buck Privates Come Home	Univ.
Buffalo Bill Rides Again	SGP
Bulldog Drummond at Bay	Col.
Bulldog Drummond Strikes Back	Col.
Burning Cross, The	SGP
Bury Me, Dead	PRC
Bush Pilot	SGP

Features and western series pictures are listed alphabetically by title under name of distributor. (Consult TITLE INDEX *for distributor of pictures known only by title.) Numerals at left of titles indicate* PRODUCTION OR BLOCK NUMBER, *(SP in this column indicates Special release sold separately), those at extreme right give publication date of Advance Data: a; or Box-Office Slant: b. Asterisk following title indicates color photography with adjoining letter giving name of type of color thus: *T: Technicolor, *C: Cinecolor, *M: Magnacolor, *U: Trucolor, *V: Vitacolor. Audience Classification is indicated by letters following titles: A—Adult; F—Family. Letters and combinations thereof in parenthesis indicate type of story in accordance with following key:*

(B) *Biographical*	(C) *Comedy*
(D) *Drama*	(Doc) *Documentary*
(G) *Gangster*	(M) *Musical*
(H) *Horror*	(W) *Western*
(My) *Mystery*	(Wa) *War*

ALLIED ARTISTS

Prod. No.			Run Time Mins.	Rel. Date	See Issue of
	CURRENT				
1	It Happened on Fifth Avenue (C)F	Gale Storm-Don DeFore	115	4/19/47	b2/8/47
	COMING				
2	Black Gold *C (D)F	A. Quinn-K. deMille-E. Knox	92	9/6/47	b6/28/47
3	Gangster, The	Belita-B. Sullivan-J. Lorring		11/22/47	
	Hunted, The	Belita-P. Foster			
	Song of My Heart	Frank Sundstrom-Audrey Long		Nov. '47	a4/26/47

ASTOR PICTURES

Sp.	Birth of a Star	Danny Kaye	38		New Release
	Cheers for Miss Bishop	Martha Scott, Wm. Gargan	56		Reissue
	Courageous Dr. Christian	Jean Hersholt	69		Reissue
	Flying Deuces, The	Stan Laurel-Oliver Hardy		10/10/46	Reissue
	Her Enlisted Man (CD)	Barbara Stanwyck-Robt. Young	70		Reissued
	Hollywood Bound	Betty Grable	51		Reissue
	Jimmy Steps Out	J. Stewart-P. Goddard	89		Release
	Let 'em Have It (G)	Bruce Cabot-Virginia Bruce	70		Reissued
	Little Men	Oakie-Francis-Bancroft	83		Release
	Road to Hollywood	Bing Crosby	56		Reissue
	Second Chorus	Fred Astaire-Paulette Goddard		11/18/46	Re-release
	Silver Devil (D)F	H. Gibson-Stephin Fetchit	62		Remake
	Sky Devils (C-D)	Spencer Tracy	88		Reissued
	Stairway to a Star	Cornel Wilde	60		New Release
	Swiss Family Robinson	Marshall-Best	74		Reissue
	The Noose	Brown-Drake	78		Reissue
	Thunder in the City	Edw. G. Robinson	81		Reissued
	White Stallion	Dean-Maynard	57		New Release

COLUMBIA

	CURRENT 1946-'47				
828	Alias Mr. Twilight (D)A	Michael Duane-Trudy Marshall	69	12/19/46	b12/28/46
824	Betty Co-Ed (C)F	J. Porter-W. Mason-S. Mills	71	11/28/46	b11/23/46
825	Blind Spot (My)A	Chester Morris-Constance Dowling	73	2/6/47	a11/2/46
807	Blondie's Big Moment (C)F	P. Singleton-A. Lake-A. Louise	69	1/9/47	b12/14/46
808	Blondie's Holiday (C)F	Arthur Lake-Penny Singleton	67	4/10/47	b3/1/47
806	Blondie Knows Best (C)F	Penny Singleton-Arthur Lake	70	10/17/46	b9/21/46
822	Boston Blackie and the Law (My)F	Chester Morris-Trudy Marshall	69	12/12/46	b11/16/46
820	Bulldog Drummond at Bay (My)A	Ron Randell-Anita Louise	70	5/15/47	b4/19/47
826	Cigarette Girl (C)A	L. Brooks-J. Lloyd-J. Barton	67	2/13/47	b2/15/47
	Corpse, Came C.O.D., The	G. Brent-J. Blondell-A. Jergens	68	5/31/47	
816	Crime Doctor's Man Hunt (My)F	Warner Baxter-Ellen Drew	60	10/24/46	b9/21/46
830	Dead Reckoning (D)A	Humphrey Bogart-Lizabeth Scott	99	Feb. '47	b1/4/47
812	For the Love of Rusty (C-D)F	T. Donaldson-T. Powers-A. Doran	68	5/1/47	b7/5/47
834	Framed (D)A	Glenn Ford-Janis Carter	82	April '47	b3/8/47
836	Guilt of Janet Ames, The (D)A	Rosalind Russell-Melvyn Douglas	83	April '47	b3/8/47
883	Johnny O'Clock (D)A	Dick Powell-Evelyn Keyes	86	Mar. '47	b1/4/47
831	Jolson Story, The *T (D-M)F	L. Parks-E. Keyes-W. Demarest	128	Jan. '47	b9/21/46
809	King of the Wild Horses (D)F	Preston Foster-Gail Patrick	79	3/27/47	b3/29/47
815	Little Miss Broadway	Jean Porter-John Sheldon	69	6/19/47	
823	Lone Wolf in Mexico (My)A	Gerald Mohr-Eric Blore-Sheila Ryan	70	1/16/47	b12/28/46
814	Millie's Daughter (D)F	Gladys George-Paul Campbell	71	3/20/47	b2/15/47
817	Millerson Case, The (M)F	W. Baxter-N. Saunders	72	5/29/47	b5/24/47
832	Mr. District Attorney (My)A	Dennis O'Keefe-M. Chapman	81	Feb. '47	b12/28/46
829	Return of Monte Cristo (D)F	L. Hayward-G. Macready-U. O'Connor	91	Dec. '46	b11/23/46
818	Secret of the Whistler (My)A	Richard Dix-Leslie Brooks	65	11/7/46	b11/2/46
804	Singin' in the Corn (C-M)F	Judy Canova-Allen Jenkins	66	12/26/46	b11/16/46
805	So Dark the Night (D)A	Stephen Geray-Micheline Cheirel	71	10/10/46	b9/14/46
811	Sport of Kings	Gloria Henry-Paul Campbell	68	6/26/47	
819	The Thirteenth Hour (My)A	Richard Dix-Karen Morley	65	3/6/47	b2/15/47
	COMING				
	Assigned to Treasury (D)	Dick Powell-Maylia			a7/19/47
	Blondie in the Dough	P. Singleton-A. Lake-L. Simms			
	Bulldog Drummond Strikes Back	Ron Randell-Gloria Henry			
	Crime Doctor's Gamble	Warner Baxter-Micheline Cheirel			
	Devil Ship	Richard Lane-Louise Campbell			
	Down to Earth *T	Rita Hayworth-Larry Parks			a7/13/46
	Gunfighters, The *C (W)F	Randolph Scott-Dorothy Hart	87		b6/14/47
	Her Husband's Affairs (C-D)	F. Tone-L. Ball-E. E. Horton			a5/24/47
	I Love Trouble	F. Tone-J. Blair-J. Carter			
	It Had to Be You (C-D)	Ginger Rogers-Cornel Wilde			a7/5/47
	Keeper of the Bees (D)	Gloria Henry-Michael Duane	68	7/10/47	a6/7/47
	Key Witness	John Beal-Trudy Marshall			a6/28/47
	Lady from Shanghai, The	Rita Hayworth-Orson Welles			a4/12/47
	Last of the Redmen	J. Hall-M. O'Shea-E. Ankers	77	Aug. '47	
	Lone Wolf in London	Gerald Mohr-Nancy Saunders			
	Man from Colorado, The (D)	Glen Ford-Ellen Drew-Wm. Holden			a5/24/47
	Mating of Millie, The	G. Ford-E. Keyes			
	Pacific Adventure	Ron Randell-Muriel Steinbeck	80	July '47	
	Prince of Thieves	Jon Hall-Patricia Morrison-A. Jergens			
	Relentless *T	R. Young-M. Chapman-W. Parker			a1/11/47
	Sign of the Ram, The	Susan Peters-Alexander Knox			
	Smoky River Serenade	P. Campbell-R. Terry-Hoosier Hot Shots		8/21/47	
	Son of Rusty, The	T. Donaldson-T. Powers-A. Doran		8/7/47	a6/21/47
	Sport of Kings (D)	Gloria Henry-Paul Campbell			a7/12/47
	Strawberry Roan *C	Gene Autry-Gloria Henry			
	Sweet Genevieve	Jean Porter-Jimmy Lydon			

COLUMBIA (Continued)

Prod. No.			Run Time Mins.	Rel. Date	See Issue of
	COMING				
	Swordsman, The	Larry Parks-Ellen Drew-G. Macready			a1/4/47
	The Last Round-Up	Gene Autry-Jean Heather			
	Two Blondes and a Redhead (C-D)	Jean Porter-Jimmy Lloyd			a6/14/47
	When a Girl's Beautiful	A. Jergens-M. Platt-S. Dunne			
	Westerns (Current)				
867	Law of the Canyon (W-M)F	Charles Starrett-Smiley Burnette	55	4/24/47	b6/28/47
866	Lone Hand Texan, The (W-M)F	Charles Starrett-Smiley Burnette	54	3/6/47	b3/1/47
852	Over the Sante Fe Trail (W-M)F	Ken Curtis-Jenifer Holt	63	2/13/47	b2/15/47
868	Prairie Raiders (W-M)F	Charles Starrett-Smiley Burnette	55	5/29/47	b7/19/47
865	South of the Chisholm Trail (W)F	Charles Starrett-Smiley Burnette	58	1/30/47	b2/1/47
853	Swing the Western Way	J. Leonard-M. Dugan-Hoosier Hot Shots	66	6/26/47	
864	West of Dodge City	Charles Starrett-Smiley Burnette	57	3/27/47	
	Westerns (Coming)				
	Buckaroo From Powder River	Charles Starrett-Smiley Burnette			
	Last Days of Boot Hill (W)	Charles Starrett-Smiley Burnette			a7/19/47
	Phantom Valley	Charles Starrett-Smiley Burnette			
	Riders of the Lone Star	Charles Starrett-Smiley Burnette		8/14/47	
	Six Gun Law (W)	C. Starrett-S. Burnette			
	Smoky River Serenade	P. Campbell-F. Terry-Hoosier Hotshots		Aug. '47	
	Stranger From Ponca City	Charles Starrett-Smiley Burnette	56	7/3/47	

EAGLE-LION

	CURRENT				
	Adventuress, The (Reviewed in London under title "I See A Dark Stranger")	Deborah Kerr-Trevor Howard	100	3/17/47	7/13/46
	Bedelia (D)A	Margaret Lockwood-Ian Hunter	81	2/1/47	b6/3/46
	It's a Joke Son (C)F	Kenny Delmar-Una Merkel	64	1/25/47	b1/25/47
	Lost Honeymoon (C)A	Franchot Tone-A. Richards-T. Conway	71	3/29/47	b3/15/47
	Repeat Performance (D)A	Joan Leslie-L. Hayward-F. Basehart	93	5/30/47	b5/24/47
	COMING				
	Adventures of Casanova	A. deCordova-L. Bremer- T. Bey			
	Caravan	Stewart Granger-Jean Kent		7/26/47	
	Green for Danger My)A	Sally Gray-Trevor Howard	91	Rank	b12/14/46
	Love from a Stranger (D)	J. Hodiak-S. Sidney-A. Richards			a7/12/47
	Man From Texas (My-D)	J. Johnston-J. Craig-L. Bari			a7/19/47
	Out of the Blue (C-D)	G. Brent-V. Mayo-T. Bey			a7/12/47
	Red Stallion *C	T. Donaldson-R. Paige-J. Dowell		8/16/47	
	Northwest Stampede *C	I. Leslie-J. Craig-J. Oakie			
	T-Man	Dennis O'Keefe			

FAVORITE FILMS CORP.

	Broadway Limited	Dennis O'Keefe-V. McLaglen	74	1/1/47	Reissue
	Captain Caution (D)A	V. Mature-A. Ladd-L. Carrillo	86	8/1/46	Reissue
	Captain Fury (D)A	B. Aherne-V. McLaglen-P. Lukas	88	8/1/46	Reissue
	Daring Desperadoes	I. Lupino-L. Carrillo-N. Martini		May '47	Reissue
	Housekeeper's Daughter (C)A	J. Bennett-V. Mature-A. Menjou	79	10/1/46	Reissue
	Of Mice and Men (D)A	B. Meredith-Betty Field-L. Chaney, Jr.	105	12/1/46	Reissue
	One Million B. C. (D)A	V. Mature-C. Landis-L. Chaney, Jr.	79	10/1/46	Reissue
	Road Show	C. Landis-J. Hubbard-A. Menjou	86	Mar. '47	Reissue
	Sea Bandits	D. Morgan-Steffi Duna		May '47	Reissue
	There Goes My Heart	Frederic March-Virginia Bruce	82	Mar. '47	Reissue
	Topper Takes Trip	C. Bennett-R. Young-A. Mowbray	79	Feb. '47	Reissue
	Topper Returns	O'Keefe-Landis-Blondell-Young	87	Feb. '47	Reissue

FILM CLASSICS

	CURRENT				
	A Boy, a Girl, and a Dog (D)F	Jerry Hunter-Sharyn Moffett	88		b8/3/46
	Devil to Pay	R. Colman-L. Young-M. Loy	74		
	Dodsworth (D)A	Walter Huston-Mary Astor	101	8/1/46	
	Jungle Book	Sabu	105		
	North Star	Anne Baxter-Dana Andrews	109		
	Palmy Days	Eddie Cantor-George Raft	80		
	Return of the Scarlet Pimpernel	B. Barnes-J. Mason-S. Stewart	81		
	Scarlet Pimpernel, The	Merle Oberon-Leslie Howard	98		
	Stella Dallas	J. Boles-R. Stanwyck-A. Shirley	107		
	The Patient Vanishes (My)A	James Mason-Mary Clark-M. Vyner	78		b5/31/47
	The Thief of Bagdad	Sabu-Conrad Veidt-June Duprez	109		
	Unholy Garden	R. Colman-Fay Wray	77		
	Westerner, The	G. Cooper-D. Davenport-W. Brennan	102		
	Woman Chases Man	Miriam Hopkins-Joel McCrea	70		

METRO-GOLDWYN-MAYER

Prod. No.			Run Time Mins.	Rel. Date	See Issue of
	CURRENT				
716	Beginning Or the End, The (D)F	B. Donlevy-R. Walker-G. Tearle	112	Mar. '47	b2/22/47
	Dark Delusion (D)F	L. Barrymore-J. Craig-L. Bremer	90	June '47	b4/12/47
	Fiesta *T (D-M)F	Esther Williams-John Carroll	101	July '47	b5/17/47
702	Gallant Bess *C (D)F	Marshall Thompson-Jim Davis	99	Jan. '47	b9/7/46
723	Great Waltz, The (M)F	L. Rainer-F. Gravet-M. Korjus	110	July '47	Reissue
721	High Barbaree (D)F	Van Johnson-June Allyson	91		b3/15/47
701	Holiday in Mexico *T (M)F	W. Pidgeon-I. Massey-J. Powell	127	Sept.	b7/27/46
	Hucksters, The (C-D)A	C. Gable-D. Kerr-A. Menjou	115	July '47	b6/28/47
	It Happened at the Inn	Fernand Ledoux-Maurice Rollin	103	April '47	b9/21/46
718	It Happened in Brooklyn (C-M)F	F. Sinatra-K. Grayson	103		b3/8/47
712	Lady in the Lake (My)A	Robert Montgomery-Audrey Totter	103	Jan. '47	b11/30/46
719	Little Mister Jim (C)F	James Craig-Frances Gifford	92	April '47	b6/8/46
	Living in a Big Way (C-D)F	Gene Kelly-Marie MacDonald	104	June '47	b5/31/47
714	Love Laughs at Andy Hardy (C)F	M. Rooney-B. Granville-D. Ford	93	Feb.	b12/7/46
711	Mighty McGurk, The (C)F	Wallace Beery-Aline McMahon	85	Jan. '47	b11/23/46
715	My Brother Talks to Horses (C-D)F	Butch Jenkins-Peter Lawford	93	Jan. '47	b11/30/46
704	No Leave, No Love (CM)F	V. Johnson-P Kirkwood-K. Wynn	119	Oct.	b8/31/46
705	Rage in Heaven	Ingrid Bergman-Robert Montgomery	84	Oct.	Reissue
720	Sea of Grass (D)A	K. Hepburn-S. Tracy-M. Douglas	131	April	b2/15/47
709	Secret Heart, The (D)A	C. Colbert-W. Pidgeon-J. Allyson	97	Dec.	b11/30/46
708	Show-Off, The (C)F	R. Skelton-Marilyn Maxwell	83	Dec.	b8/17/46
710	Till the Clouds Roll By *T (M)F	J. Garland-R. Walker-F. Sinatra	135	Jan. '47	b11/15/46
722	Undercover Maisie (C)A	Ann Sothern-Barry Nelson	90	May	b3/8/47
707	Undercurrent (D)A	K. Hepburn-A. Taylor	115	Nov.	b10/5/46
717	Yearling, The *T (D)F	G. Peck-J. Wyman-C. Jarman	128	May	b11/30/46
	COMING				
	Alias A Gentleman	Wallace Beery-Gladys George			a9/7/46
	As You Desire Me	G. Garson-Richard Hart			b2/15/47
	Arnelo Affair, The (D)A	John Hodiak-Frances Gifford	87		a3/1/47
	Birds and the Bees, The *T	J. MacDonald-J. Iturbi-J. Powell			

Title	*Company*
C	
Calcutta	Para.
Calendar Girl	Rep.
California	Para.
Canyon Passage	Univ.
Captain from Castile	20th-Fox
Captain Caution	Favorite
Captain Fury	Favorite
Captains Courageous	MGM
Captive Heart	Univ.
Caravan	EL
Carmen	Misc.
Carnegie Hall	UA
Carnival	Brit.
Carnival in Costa Rica	20th-Fox
Case of the Baby Sitter	SGP
Cass Timberlane	MGM
Cat Creeps	Univ.
Centennial Summer	20th-Fox
Chase, The	UA
Cheers for Miss Bishop	Astor
Cheyenne	WB
Child of Divorce	RKO
Cigarette Girl	Col.
Citizen Saint	Misc.
Clandestine	Misc.
Claudia and David	20th-Fox
Cockeyed Miracle	MGM
Code of the West	RKO
Colonel Chabert	Misc.
Copacabana	UA
Corpse Came C. O. D., The	Col.
Corsican Brothers	PRC
Courage of Lassie	MGM
Courageous Dr. Christian	Astor
Courtneys of Curzon Street	Brit.
Crack Up	RKO
Crime Doctor's Gamble	Col.
Crime Doctor's Man Hunt	Col.
Criminal Court	RKO
Crimson Key, The	20th-Fox
Crossfire	RKO
Cross My Heart	Para.
Cry Wolf	WB
Cuban Pete	Univ.
Curly	UA
Cynthia	MGM
D	
Daisy Kenyon	20th-Fox
Dancing With Crime	Brit.
Danger Woman	Univ.
Dangerous Millions	20th-Fox
Dangerous Money	Mono.
Dangerous Venture	UA
Dark Delusion	MGM
Dark Horse	Univ.
Dark Mirror	Univ.
Dark Passage	WB
Dark Road, The	SG
Daring Desperadoes	Favorite
Dead Don't Dream, The	UA
Dead Reckoning	Col.
Dear Murderer	Brit.
Dear Ruth	Para.
Deception	WB
Deep Valley	WB
Desert Fury	Para.
Destry Rides Again	Univ.
Desperate	RKO
Devil Ship	Col.
Devil's Hand	Misc.
Devil on Wheels	PRC
Devils Playground	UA
Devil Thumbs a Ride	RKO
Devil to Pay	FC
Dick Tracy Meets Gruesome	RKO
Dick Tracy's Dilemma	RKO
Dick Tracy Versus Cueball	RKO
Dillinger	Mono.
Dishonored Lady	UA
Dodsworth	FC
Don Ricardo Returns	PRC
Down to Earth	Col.
Dragnet	SG
Dream Girl	Para.
Driftwood	Rep.
Duel in the Sun	Selznick
E	
Easy Come, Easy Go	Para.
Easy to Wed	MGM
Egg and I	Univ.
Emperor Waltz, The	Para.
Escape Me Never	WB
Ever the Beginning	WB
Exile, The	Univ.
Exposed	Rep.
F	
Fabulous Dorseys	UA
Fabulous Joe	UA
Fabulous Suzanne	Rep.
Fabulous Texan, The	Rep.
Faithful in My Fashion	MGM
Falcon's Adventure	RKO
Fall Guy	Mono.
Fangs of the Wild	Astor
Fanny By Gaslight	UA
Farmer's Daughter	RKO
Fear in the Night	Para.
Fiesta	MGM
Fighting Father Dunne	RKO
Flame, The	Rep.
Flying Dueces	Astor
Fool's Gold	UA
For the Love of Mary	U-I
For the Love of Rusty	Col.
Forever Amber	20th-Fox
Foxes of Harrow, The	20th-Fox

Title	Company
Framed	Col.
Francis the First	Misc.
Frieda	Brit.
Front Page Scandal	Mono.
Fun and Fancy Free	RKO
Fun on a Weekend	UA
Fugitive	RKO
G	
Gallant Bess	MGM
Gangster, The	Allied
Gas House Kids	PRC
Gas House Kids in Hollywood	PRC
Gay Ranchero, The	Rep.
Gas House Kids Go West	PRC
Genius at Work	RKO
Gentlemen's Agreement	20th-Fox
Ghost and Mrs. Muir	20th-Fox
Ghost Goes Wild	Rep.
Ginger	Mono.
Girl and the Devil, The	Misc.
Give My Regards to Broadway	20th-Fox
God's Country	SGP
Golden Earrings	Para.
Good News	MGM
Great Expectations	Univ.
Great Waltz	MGM
Green Dolphin Street	MGM
Green Fingers	Brit.
Green for Danger	E-L
Green Grass of Wyoming	20th-Fox
Green Years	MGM
Guilt of Janet Ames	Col.
Guilty	Mono.
Gunfighters	Col.
H	
Hard Boiled Mahoney	Mono.
Hat Box Mystery	SG
Heartaches	PRC
Heart of Arizona	SGP
Heaven Only Knows	UA
Heldorado	Rep.
Henry the Fifth	UA
Her Adventurous Night	Univ.
Her Enlisted Man	Astor
Her Husband's Affairs	Col.
Here Comes Trouble	UA
High Barbaree	MGM
High Conquest	Mono.
High School Hero	Mono.
High Tide	Mono.
High Wall, The	MGM
Hit Parade of 1947	Rep.
Holiday in Mexico	MGM
Hollywood Barn Dance	SG
Hollywood Bound	Astor
Home in Oklahoma	Rep.
Homestretch	20th-Fox
Home Sweet Homicide	20th-Fox
Honeymoon	RKO
Hoppy's Holiday	UA
Housekeeper's Daughter	Favorite
Hucksters, The	MGM
Hue and Cry	Brit.
Humoresque	WB
Hungry Hill	Brit.
Hunted, The	Allied
I	
I Cover Big Town	Para.
If I'm Lucky	20th-Fox
If Winter Comes	MGM
If You Knew Susie	RKO
I Know Where I'm Going	Univ.
I Love Trouble	Col.
Imagination	Univ.
Imperfect Lady	Para.
In Old Sacramento	Rep.
Indian Summer	RKO
International Lady	PRC
Intrigue	UA
Invisible Wall, The	20th-Fox
I Remember Mama	RKO
I Stole a Million	Univ.
It Had to Be You	Col.
It Happened at the Inn	MGM
It Happened in Brooklyn	MGM
It Happened on Fifth Avenue	Allied
It's a Joke, Son	EL
It's a Wonderful Life	RKO
I'll Be Yours	Univ.
Ivan the Terrible	Misc.
I've Always Loved You	Rep.
Ivy	Univ.
I Walk Alone	Para.
I Wonder Who's Kissing Her Now	20th-Fox
J	
Jewels of Brandenburg	20th-Fox
Jimmy Steps Out	Astor
Johnny Frenchman	Univ.
Johnny O'Clock	Col.
Jolson Story	Col.
Journey Together	Misc.
Jungle Book	FC
Jungle Flight	Para.
K	
Keeper of the Bees	Col.
Key Witness	Col.
Kid Millions	FC
Killer at Large	PRC
Killer-Dill	SGP
Killer McCoy	MGM
Kilroy Was Here	Mono.
King of the Wild Horses	Col.
King's Jester, The	Misc.
Kings Row	WB
Kiss of Death	20th-Fox
Kit Carson	PRC

METRO-GOLDWYN-MAYER (Continued)

Prod. No.			Run Time	Rel. Date	See Issue of
	COMING				
	Captains Courageous	Spencer Tracy-Mickey Rooney			Reissue
	Cass Timberlane	Spencer Tracy-Lana Turner			
	Cynthia (C-D)F	E. Taylor-G. Murphy-M. Astor	98	July '47	b5/17/47
	Good News	J. Allyson-P. Lawford-J. McCracken			
	Green Dolphin Street	Lana Turner-Van Heflin			a2/1/47
	High Wall, The	R. Taylor-A. Totter-H. Marshall			
	If Winter Comes	W. Pidgeon-D. Kerr-A. Lansbury			
	Killer McCoy	M. Rooney-E. Taylor-B. Donlevy			
	Merton of the Movies (C)F	Red Skelton-Virginia O'Brien	82		b7/19/47
	On an Island With You *T	E. Williams-P. Lawford			
	Piccadilly Incident (D)A	Anne Neagle-Michael Wilding	100		b8/31/46
	Pirate, The *T	J. Garland-G. Kelly-W. Slezak			a7/5/47
729	Romance of Rosy Ridge, The (D)F	V. Johnson-T. Mitchell-J. Leigh	105	Aug. '47	b7/5/47
	Song of Love	K. Hepburn-P. Henreid-R. Walker			a2/1/47
	Song of the Thin Man	William Powell-Myrna Loy			a6/28/47
	Summer Holiday *T	Mickey Rooney-Gloria DeHaven			a9/7/46
	Tenth Avenue Angel	M. O'Brien-G. Murphy-P. Thaxter			a9/21/46
	The Kissing Bandit *T	Frank Sinatra-Kathryn Grayson			
	This Time For Keeps *T	E. Williams-L. Melchior			a9/7/46
	Unfinished Dance, The *T	Cyd Charisse-Margaret O'Brien			a9/7/46
	Virtuous	V. Johnson-J. Allyson			

MONOGRAM

CURRENT 1945-1946

531	Beauty and the Bandit (A-D)F	Gilbert Roland-Ramsay Ames	71	11/9/46	b1/18/47
517	High School Hero (C)F	F. Stewart-June Preisser	69	9/7/46	b8/24/46

CURRENT 1946-'47

604	Bringing Up Father (C)F	Joe Yule-Renie Riano	68	11/23/46	b10/19/46
603	Dangerous Money (My)F	Sidney Toler-Victor Sen Yung	66	10/12/46	b10/12/46
613	Fall Guy (My)A	Cliff Penn-Teala Loring	64	3/15/47	b3/8/47
609	Ginger	Frank Albertson-Barbara Reed	67	1/4/47	a9/28/46
614	Guilty, The (My)A	Bonita Granville-Don Castle	71	3/22/47	b3/22/47
616	Hard Boiled Mahoney	L. Gorcey-Bowery Boys	63	5/10/47	a3/22/47
620	High Conquest (D)A	A. Lee-G. Roland-W. Douglas	83	6/21/47	b3/15/47
608	Mr. Hex (CD)F	L. Gorcey-H. Hall	63	12/7/46	b12/14/46
617	Queen of the Yukon	Charles Bickford-Irene Rich		5/31/47	Reissue
610	Riding the California Trail	Gilbert Roland-Teala Loring	61	1/11/47	a10/26/46
618	Sarge Goes to College (C)F	A. Hale, Jr.-F. Stewart-J. Preisser	63	5/17/47	b5/10/47
699	Suspense (D)A	Belita-Barry Sullivan-E. Pallette	101	6/5/46	b3/20/46
606	Sweetheart of Sigma Chi (M)F	Elyse Knox-P. Regan-P. Brito	75	12/21/46	b11/30/46
607	Trap, The (My)F	Sidney Toler-Victor Sen Yung	69	11/30/46	b1/11/47
611	Vacation Days (D-M)F	F. Stewart-J. Preisser	66	1/25/47	b4/5/47
615	Violence (D)A	Nancy Coleman-M. O'Shea	72	4/12/47	b4/12/47
619	Wolf Call	John Carroll-Movita	62	6/7/47	Reissue

COMING

	Dillinger	Lawrence Tierney-Anne Jeffreys		7/15/47	Reissue
	High Tide	Lee Tracy-D. Castle-A. Shaw		9/13/47	a5/31/47
621	Kilroy Was Here (C)F	J. Cooper-J. Coogan-W. McKay	68	7/19/47	b7/5/47
	Louisiana	Jimmie Davis-Margaret Lindsay		11/15/47	a5/31/47
	Mutiny in the Big House	Charles Bickford-Barton McLane		7/5/47	Reissue
622	News Hounds (C)F	Leo Gorcey-H. Hall-B. Jordan	68	8/9/47	b6/21/47
623	Robin Hood of Monterey	Gilbert Roland-Evelyn Brent		8/2/47	
	That Guy Palooka	Joe Kirkwood, Jr.-Elyse Knox		9/20/47	
666	Thunderbolt *T	Documentary		7/26/47	

Westerns (Current)

677	Code of the Saddle	J. M. Brown-R. Hatton	53	6/25/47	
671	Land of the Lawless (W)F	J. M. Brown-R. Hatton-J. Harrison	59	4/15/47	b5/31/47
672	Law Comes to Gunsight, The	J. M. Brown-R. Hatton	56	5/24/47	
564	Raiders of the South (W-M)F	J. H. Brown-Raymond Hatton	85	1/18/47	b2/22/47
683	Rainbow Over the Rockies (W-M)F	J. Wakely-"Lasses" White	56	2/6/47	b3/1/47
612	Silver Stallion	David Sharpe-Leroy Mason	59	12/14/46	Reissue
684	Six Gun Serenade	Jimmy Wakely-"Lasses" White	55	4/5/47	
682	Song of the Wasteland	J. Wakely-"Lasses" White	58	6/31/47	
681	Song of the Sierras (M-W)F	J. Wakely-"Lasses" White	56	12/28/46	b1/25/47
676	Trailing Danger	J. M. Brown-R. Hatton	58	3/29/47	
675	Valley of Fear (W)F	J. M. Brown-R. Hatton	57	2/15/47	b4/19/47

Westerns (Coming)

	Flashing Guns	J. Brown-R. Hatton			
	Song of the Winchester	J. Wakely-D. Taylor-B. Jones			

PARAMOUNT

Prod. No.					
	CURRENT 1946-'47				
4622	Big Town	Philip Reed-Hillary Brooke	60	5/23/47	a2/9/47
4611	Blaze of Noon (D)A	A. Baxter-W. Holden-S. Tufts	90	5/2/47	b3/8/47
4602	Blue Skies *T (M)F	Bing Crosby-F. Astaire	104	12/27/46	b9/23/46
4612	Calcutta (My)A	A. Ladd-G. Russell-W. Bendix	83	5/10/47	b3/19/47
4606	California *T (WD)	Ray Milliland-B. Stanwyck	93	2/21/47	b12/21/47
4603	Cross My Heart (C-M)F	Betty Hutton-Sonny Tufts	83	1/10/47	b11/23/46
4623	Danger Street (My)A	J. Withers-R. Lowery	66	6/20/47	b3/1/47
4616	Dear Ruth (C)A	J. Caulfield-W. Holden-E. Arnold	95	7/18/47	b5/31/47
4607	Easy Come, Easy Go (C)F	D. Lynn-S. Tufts-Virginia Field	78	3/7/47	b2/8/47
4621	Fear in The Night (D)A	DeForest Kelley-Kay Scott	72	4/18/47	b2/22/47
4610	Imperfect Lady (D)A	R. Milland-T. Wright-V. Field	97	4/25/47	b3/15/47
4605	Ladies Man (C-M)F	Eddie Bracken-Virginia Field	90	2/7/47	b1/11/47
4609	My Favorite Brunette (C)F	B. Hope-D. Lamour	87	4/4/47	b2/22/47
4604	Perfect Marriage, The (C-D)A	L. Young-D. Niven-V. Field	87	1/24/47	b11/23/46
4615	Perils of Pauline *T (C-S)F	B. Hutton-J. Lund	92	7/4/47	b5/31/47
4620	Seven Were Saved	Richard Denning-Catharine Craig	73	3/28/47	a5/25/46
4608	Suddenly It's Spring (C)A	F. MacMurray-P. Goddard	87	3/21/47	b2/15/47
4614	Trouble With Women, The (C)A	T. Wright-B. Donlevy-R. Milland	80	6/27/47	b5/24/47
4601	Two Years Before the Mast (D)A	Donlevy-Ladd-Bendix	98	11/22/46	b8/24/46

PARAMOUNT (Continued)

	COMING	Run Time Mins.	Rel. Date	See Issue of
	Albuquerque — Randolph Scott-Barbara Britton			a2/15/47
	Big Clock, The (M) — R. Milland-M. O'Sullivan-C. Laughton			a5/17/47
	Big Town After Dark — Philip Reed-Hillary Brooke			
	Big Town Scandal — Phillip Reed-Hillary Brooke			
4617	Desert Fury *T — Lizabeth Scott-John Hodiak	95	8/15/47	
	Dream Girl (C-D) — B. Hutton-M. Carey-V. Field			a6/7/47
	Emperor Waltz, The *T — Bing Crosby-Joan Fontaine			a7/13/46
	Golden Earrings — Marlene Dietrich-Ray Milland			a9/28/46
4624	I Cover Big Town (My)A — P. Reed-H. Brooke	63	7/25/47	b3/1/47
	I Walk Alone — B. Lancaster-Kirk Douglas			a3/1/47
4625	Jungle Flight (D)F — Robert Lowery-Ann Savage	60		b3/1/47
	My Own True Love — Phyllis Calvert-M. Douglas			
	Night Has a Thousand Eyes, The — E. G. Robinson-J. Lund			
	Road to Rio — B. Crosby-B. Hope-D. Lamour			a2/1/47
	Saigon — Alan Ladd-Veronica Lake-Douglas Dick			a1/4/47
	Shaggy *C — B. Joyce-G. Nokes-R. Shayne			
	Unconquered *T — Gary Cooper-Paulette Goddard			a9/28/46
4618	Variety Girl (C-M)F — Mary Hatcher-DeForest Kelley	93	8/29/47	b7/19/47
4613	Welcome Stranger (CD)F — B. Crosby-B. Fitzgerald	106		b5/3/47
	Where There's Life — B. Hope-S. Hasso-W. Bendix			a5/25/46
	Whispering Smith *T — A. Ladd-R. Preston-B. Marshall			a6/14/47
	Wild Harvest — A. Ladd-D. Lamour-R. Preston			a11/2/46

PRC

CURRENT 1946-'47

714	Brute Man, The (H)A — Tom Neal-Jane Adams	60	10/1/46	b10/26/46
733	Corsican Brothers — D. Fairbanks, Jr.-Tamiroff-Warrick	111	6/21/47	Reissue
701	Devil On Wheels, The (D)F — Noreen Nash-D. Hickman-Jan Ford	67	3/2/47	b1/25/46
	Don Ricardo Returns — Isabelita-Fred Coby		11/5/46	a9/21/46
711	Gas House Kids Go West — C. Williams-J. Shelton-A. Switzer		7/12/47	
704	Heartaches (My)A — H. Ryan-C. Wills	71	6/28/47	b7/5/47
734	International Lady — G. Brent-I. Massey-B. Rathbone	102	5/24/47	Reissue
717	Killer At Large (My)A — Anabel Shaw-Robert Lowery	63	5/31/47	b6/14/47
731	Kit Carson — D. Andrews-L. Bart-J. Hall	97	3/22/47	
	Lady Chaser — Ann Savage-Robert Lowery	60	11/25/46	
732	Last of the Mohicans — R. Scott-B. Barnes-H. Wilcoxen	94	3/22/47	Reissue
610	Lighthouse — J. Lang-D. Castle-J. Litel	64	1/10/47	a10/19/46
708	Philo Vance Returns (My)F — W. Wright-T. Austin-R. Ames	64	6/14/47	b4/26/47
707	Philo Vance's Gamble (My)A — Alan Curtis-Terry Austin	60	4/12/47	b4/26/47
	Philo Vance Secret Mission — Alan Curtis-Sheila Ryan		3/20/47	
	Return of Rin-Tin-Tin *V — D. Woods-B. Blake-C. Drake		2/20/47	
703	Stepchild (D)A — B. Joyce-D. Woods	70	6/7/47	b6/14/47
715	Three on a Ticket (My)F — Hugh Beaumont-Cheryl Walker	64	4/5/47	b4/5/47
SP72	Untamed Fury (D)A — Mikel Conrad-Gaylord Pendleton	64	3/22/47	b3/29/47

COMING

	Blonde Savage — L. Erickson-G. Sherwood			
	Bury Me Dead (My) — M. Daniels-G. McClure-C. O'Donnell			a6/7/47
	Gas House Kids in Hollywood — Alfalfa Switzer-Gas House Kids			
	Linda Be Good — E. Knox-J. Hubbard-M. Wilson			
	Man Wanted — Anabel Shaw-Robert Lowery			
	Philo Vance's Peril — W. Wright-L. Balasco-R. Ames			b1/25/47
	Silent Voice — Sheila Ryan-Edward Norris			a4/26/47
716	Too Many Winners (M-My) — Hugh Beaumont-Trudy Marshall	60		b6/7/47
	Woman Betrayed — J. Ireland-S. Ryan-H. Beaumont			a6/21/47

Westerns (Current)

752	Border Feud (W)F — Lash LaRue-Fuzzy St. John	55	5/10/47	b5/24/47
766	Code of the Plains — Buster Crabbe-Fuzzy St. John	36	4/26/47	Reissue
761	Frontier Fighters — B. Crabbe-Fuzzy St. John	39	4/26/47	Reissue
751	Law of the Lash (W)F — Lash LaRue-Fuzzy St. John	54	2/28/47	b3/1/47
765	Panhandle Trail — Buster Crabbe-Fuzzy St. John	40	4/26/47	Reissue
	Prairie Rustlers (W)F — Buster Crabbe-Al St. John	54	11/7/45	b8/10/46
763	Raiders of Red Rock — Buster Crabbe-Fuzzy St. John	38	4/26/47	
745	Range Beyond the Blue (W-M)F — Eddie Dean-Roscoe Ates	55	3/17/47	
764	Shootin' Irons — Tex O'Brien-Jim Newhill	40	4/26/47	Reissue
762	Thundergap Outlaws — Tex O'Brien-Jim Newhill	40	4/26/47	Reissue
744	Wild Country (W)F — Eddie Dean-Roscoe Ates	59	1/17/47	b2/1/47
706	Wild West *C (W)F — Eddie Dean-Roscoe Ates	73	12/1/46	b11/30/46

Westerns (Coming)

	Black Hills — Eddie Dean-Roscoe Ates			
	Check Your Guns — E. Dean-R. Ates-N. Gates			
754	Ghost Town Renegades — Lash LaRue-Fuzzy St. John-J. Holt	58	7/26/47	
	Gun Fighter — Lash LaRue-Al St. John-Mary Scott			a12/18/46
	Gun Law — Lash LaRue-Fuzzy St. John			
753	Pioneer Justice (W)F — Lash LaRue-Fuzzy St. John-J. Holt	55	6/28/47	b7/5/47
	Return of the Lash — Lash LaRue-Al St. John			
	Shadow Valley — Eddie Dean-Roscoe Ates			

RKO-RADIO

CURRENT 1946-'47

Prod. No.			Trade Shown	
724	A Likely Story (C)F — Bill Williams-Barbara Hale	88	May	b4/19/47
1	Bachelor and the Bobby-Soxer (C)F — G. Grant-M. Loy-S. Temple	95		b6/7/47
725	Banjo (C-D)F — S. Moffet-J. White-W. Reed	67	May	b4/19/47
718	Beat the Band (M)F — Frances Langford-Gene Krupa	67	Feb.	b3/1/47
751	Best Years of Our Lives, The (D)A — D. Andrews-M. Loy-F. March	172	Dec.	b11/23/46
722	Born to Kill (D)A — C. Trevor-L. Tierney-W. Slezak	91	April	b4/19/47
708	Child of Divorce (D)A — Sharyn Moffett-Regis Toomey	62	Oct.	b10/19/46
720	Code of the West (W)F — J. Warren-J. Laurenz	57	Feb.	b2/22/47
627	Crack-Up (D)A — P. O'Brien-C. Trevor-H. Marshall	93	June	b6/15/46
709	Criminal Court (My)A — T. Conway-M. O'Driscoll	62	Aug.	b8/10/46
1	Crossfire (D)A — R. Young-R. Mitchum-G. Grahame	85		b6/28/47
728	Desperate (G)A — Steve Brodie-Audrey Long	73		b5/17/47

Title	Company
L	
Ladies Man	Para.
Lady from Shanghai, The	Col.
Lady in the Lake	MGM
Lady Chaser	PRC
Last of the Mohicans	PRC
Last of the Redmen	Col.
Late George Apley	20th-Fox
Laughing Lady	Brit.
Laugh, Pagliacci	Misc.
Let 'Em Have It	Astor
Les Miserables	20th-Fox
Life With Father	WB
Lighthouse	PRC
Linda Be Good	PRC
Little Iodine	UA
Little Men	Astor
Little Miss Broadway	Col.
Little Mister Jim	MGM
Living in a Big Way	MGM
Locket, The	RKO
Lone Wolf in London	Col.
Lone Wolf in Mexico	Col.
Long Night	RKO
Lost Honeymoon	EL
Lost Moment's, The	Univ.
Louisiana	Mono.
Love and Learn	WB
Love from a Stranger	EL
Love Laughs at Andy Hardy	MGM
Love of Joanna Godden, The	Brit.
Love on the Dole	Misc.
Lured	UA
M	
Macbeth	Rep.
Macomber Affair	UA
Mad Wednesday	UA
Magic Bow	Univ.
Magic Town	RKO
Magnificent Doll	Univ.
Magnificent Obsession	Univ.
Magnificent Rogue	Rep.
Man About Town	RKO
Man from Colorado, The	Col.
Man from Texas	E-L
Man Wanted	PRC
Man Within, The	Brit.
Marauders, The	UA
Margie	20th-Fox
Mary Hagen	WB
Mating of Millie	Col.
Meet Me at Dawn	20th-Fox
Memory of Love	RKO
Men of Two Worlds	Brit.
Merton of the Movies	MGM
Michigan Kid	Univ.
Mighty McGurk, The	MGM
Millerson Case, The	Col.
Millie's Daughter	Col.
Miracle of Monte Cassino	Misc.
Miracle of the Bells	RKO
Miracle on 34th St.	20th-Fox
Mr. Ace	UA
Mr. District Attorney	Col.
Mr. Hex	Mono.
Monsieur Verdoux	UA
Mortal Coils	U-I
Moss Rose	20th-Fox
Mourning Becomes Electra	RKO
Mother Wore Tights	20th-Fox
Mutiny in the Big House	Mono.
My Brother Talks to Horses	MGM
My Dog Shep	SGP
My Darling Clementine	20th-Fox
My Favorite Brunette	Para.
My Heart Goes Crazy	Univ.
My Own True Love	Para.
My Wild Irish Rose	WB
N	
Naked City	Univ.
Need for Each Other	WB
Never Say Goodbye	WB
New Orleans	UA
Newshounds	Mono.
Nicholas Nickelby	Brit.
Nightmare Alley	20th-Fox
Night Has a Thousand Eyes	Para.
Night Unto Night	WB
Nobody Lives Forever	WB
Nocturne	RKO
No Leave, No Love	MGM
Nora Prentiss	WB
North Star	FC
Northwest Outpost	Rep.
Northwest Stampede	E-L
Notorious Gentleman	Univ.
Notorious Lone Wolf	Col.
O	
Odd Man Out	Univ.
Of Mice and Men	Favorite
Oh Say Can You Sing	Univ.
On an Island With You	MGM
One Hundred Men And A Girl	Univ.
One Million B.C.	Favorite
One Romantic Night	Astor
On the Old Spanish Trail	Rep.
Other Love	UA
Out California Way	Rep.
Out of the Blue	EL
Out of the Past	RKO
P	
Pacific Adventure	Colo.
Palmy Days	FC
Paradine Case	Selznick
Perfect Marriage	Para.
Perils of Pauline	Para.
Phantom Valley	Col.
Philo Vance's Gamble	PRC
Philo Vance Returns	PRC

Title	Company
Philo Vance's Peril	PRC
Philo Vance's Secret Mission	PRC
Piccadilly Incident	MGM
Pilgrim Lady	Rep.
Pirates, The	MGM
Pirates of Monterey	Univ.
Plainsman and the Lady	Rep.
Portrait of Jennie	SRO
Possessed	WB
Pretender, The	Rep.
Prince of Thieves	Col.
Prison Story	RKO
Private Affairs of Bel Ami	UA
Pursued	WB
Q	
Queen for the Night	Misc.
Queen of the Amazons	SGP
Queen of the Yukon	Mono.
Queen's Necklace, The	Misc.
R	
Rage in Heaven	MGM
Ramrod	UA
Razor's Edge	20th-Fox
Red House	UA
Red Pony, The	Rep.
Red Stallion	EL
Relentless	Col.
Renegade Girl	SGP
Repeat Performance	EL
Resistance	Misc.
Return of Monte Cristo	Col.
Return of Rin-Tin-Tin	PRC
Return of the Badmen	RKO
Return of the Scarlet Pimpernel	FC
Ride the Pink Horse	Univ.
Riding the California Trail	Mono.
Riff-Raff	RKO
River Lady	U-I
Road to Rio	Para.
Road Show	Favorite
Road To Hollywood	Astor
Robin Hood of Monterey	Mono.
Romance in High C	WB
Romance of Rosy Ridge, The	MGM
Root of All Evil	Brit.
Roses Are Red	20th-Fox
Roughshod	RKO
Rupert of Hentzau	SRO
Runaround	Univ.
S	
Saigon	Para.
San Demetrio, London	2th-Fox
San Quentin	RKO
St. Francis of Assisi	Misc.
Sarge Goes to College	Mono.
Scared to Death	SGP
Scarface	Astor
Scarlet Pimpernel, The	FC
School for Danger	Misc.
School for Secrets	Brit.
Scudda Hoo, Scudda Hay	20th-Fox
Sea Bandits	Favorite
Sea Hawk, The	WB
Sea of Grass	MGM
Sea Wolf, The	WB
Searching Wind	Para.
Second Chance	20th-Fox
Second Chorus	Astor
Secret Beyond the Door, The	U-I
Secret Heart, The	MGM
Secret Life of Walter Mitty	RKO
Secrets of the Whistler	Col.
Senator Was Indiscreet	U-I
Seven Keys to Baldpate	RKO
Seven Were Saved	Para.
Shadow of a Woman	WB
Shadows Over Chinatown	Mono.
Shaggy	Para.
Shocking Miss Pilgrim	20th-Fox
Show-Off	MGM
Shoot to Kill	Screen Guild
Shop Girls of Paris	Misc.
Silent Voice	PRC
Silver Devil	Astor
Silver River	WB
Sinbad the Sailor	RKO
Singapore	Univ.
Singin' In the Corn	Col.
Sign of the Ram, The	Col.
Sky Devils	Astor
Slave Girl	Univ.
Sleep, My Love	UA
Smash-Up	Univ.
Snake Pit, The	20th-Fox
So Dark the Night	Col.
So in Love	SRO
Something in the Wind	Univ.
Son of Rusty	Col.
Song of Love	MGM
Song of My Heart	Allied
Song of Scheherazade	Univ.
Song of the South	RKO
Song of the Thin Man	MGM
So Well Remembered	RKO
Spoilers of the North	Rep.
Sport of Kings	Col.
Springtime in the Sierras	Rep.
Stairway to Heaven	Univ.
Stallion Road	WB
Stampede	UA
Stella Dallas	FC
Step-Child	PRC
Stork Bites Man	UA
Strange Journey	20th-Fox
Strange Woman	UA
Stranger, The	RKO
Strawberry Roan	Col.
Suddenly It's Spring	Para.
Susie Steps Out	UA
Summer Holiday	MGM

RKO-RADIO (Continued)

Prod. No.	CURRENT 1946-'47		Run Time Mins.	Trade Shown	See Issue of
719	Devil Thumbs a Ride, The (D)A	Lawrence Tierney-N. Leslie	62	Feb.	b3/1/47
729	Dick Tracy's Dilemma (M)A	Ralph Byrd-Kay Christopher	60	June	b5/17/47
714	Dick Tracy vs. Cueball (D)F	Morgan Conway-Anne Jeffreys	62	Dec.	b11/9/46
715	Falcon's Adventure (D)F	Tom Conway-Madge Meredith	61	Dec.	b12/14/46
716	Farmer's Daughter, The (C-D)A	L. Young-J. Cotten-E. Barrymore	97	Feb.	b2/22/47
710	Genius at Work (C)F	A. Carney-W. Brown-A. Jeffreys	61	July	b8/3/46
721	Honeymoon (C)F	S. Temple-F. Tone-G. Madison	74	June	b5/19/47
781	It's a Wonderful Life (D)	J. Stewart-D. Reed-L. Barrymore	128	Dec.	b12/21/46
711	Locket, The (D)	Laraine Day-B. Aherne	86	Dec.	b12/21/46
Sp.	Long Night, The (D)A	Henry Fonda-Barbara Bel Geddes	96	May	b5/31/47
706	Nocturne (D)A	George Raft-Lynn Bari	85	Oct.	b10/19/46
761	Notorious (My-D)A	Cary Grant-Ingrid Bergman	101	July	b7/27/46
712	San Quentin (D)A	L. Tierney-M. Carr-B. MacLane	66	Dec.	b12/7/46
762	Sinbad the Sailor T (F)F	D. Fairbanks. Jr.-M. O'Hara	117	Jan.	b1/18/47
791	Song of the South *T (D-M)F	Luana Patten-Bobby Driscoll	95	Nov.	b11/2/47
723	Tarzan and the Huntress (D)F	J. Weissmuller-B. Joyce	70	April	a3/22/47
726	They Won't Believe Me (D)A	Robert Young-Susan Hayward	95		b5/17/47
730	Thunder Mountain (W)F	T. Holt-R. Martin-M. Hyer	60		b5/17/47
717	Trail Street (W)F	R. Scott-R. Ryan-A. Jeffreys	83	Mar.	b2/1/47
713	Vacation in Reno (C)F	Jack Haley-Anne Jeffreys	60	Oct.	b10/12/46
727	Woman on the Beach, The (D)A	J. Bennett-R. Ryan-C. Bickford	71		m5/17/47
	COMING				
Sp.	Bishop's Wife, The (D)	G. Grant-T. Wright-D. Niven			a7/5/47
	Dick Tracy Meets Gruesome	R. Byrd-B. Karloff-A. Gwynne			
	Fighting Father Dunne	P. O'Brien-M. Dell-D. Hickman			
Sp.	Fun and Fancy Free	E. Bergen-D. Shore			
	Fugitive, The	Henry Fonda-Dolores Del Rio			
	If You Knew Susie (C)	Eddie Cantor-J. Davis-A. Joslyn			a7/19/47
	Indian Summer (D)	A. Knox-A. Sothern-G. Tobias			a7/5/47
	I Remember Mama	I. Dunne-B. Bel Geddes-O. Homolka			
Sp.	Magic Town	James Stewart-Jane Wyman			
	Man About Town	Maurice Chevalier			
	Memory of Love	D. Andrews-M. Oberon-E. Barrymore			
Sp.	Mourning Becomes Electra	R. Russell-K. Paxinou-R. Massey			
	Out of the Past	Robert Mitchum-Jane Greer			a2/1/47
	Return of the Badmen	Randolph Scott-Jacqueline White			
1	Riff-Raff (My)A	Pat O'Brien-Anne Jeffries	80		b6/7/47
	Roughshod	R. Sterling-C. Jarman-G. Grahame			
	Secret Life of Walter Mitty *T (C)F	D. Kaye-V. Mayo-F. Bainter	108		b7/19/47
1	Seven Keys to Baldpate (M)A	Phillip Terry-Jacqueline White	68		b6/7/47
	So Well Remembered	M. Scott-J. Mills			
	Tarzan and the Mermaids	J. Weissmuler-B. Joyce			
	Tycoon *T	John Wayne-Laraine Day			a7/12/47
1	Under the Tonto Rim (W)F	T. Holt-N. Leslie-R. Martin	61		b6/7/47

REPUBLIC

Prod. No.	Current 1945-46		Run Time Mins.	Trade Shown	See Issue of
543	Heldorado (WM)F	Roy Rogers-Dale Evans-"Gabby" Hayes.	70	12/15/46	b12/23/46
5542	Home in Oklahoma (W-M)F	R. Rogers-G. Hayes-D. Evans	72	11/8/46	b11/2/46
5503	Out California Way *U (WM)F	Monte Hale-Adrian Booth	67	12/5/46	b12/14/46
532	Plainsman and the Lady (W)F	W. Elliott-V. Ralston-G. Patrick	82	11/15/46	b11/9/46
533	That Brennan Girl (D)A	James Dunn-Mona Freeman	95	12/23/46	b11/16/46
	CURRENT 1946-'47				
603	Affairs of Geraldine (C-D)F	Jane Withers-Jimmy Lydon	68	11/18/46	b10/26/46
608	Angel and the Badman (W)F	J. Wayne-G. Russell-I. Rich	100	2/15/46	b2/15/46
641	Apache Rose *U (W-M)F	Roy Rogers-Dale Evans	75	2/15/46	b3/22/47
642	Belles of San Angelo *U (W)	R. Rogers-D. Evans	71	5/15/47	b5/24/47
607	Calendar Girl (M)F	J. Frazee-W. Marshall	88	1/31/47	b2/8/47
604	Fabulous Suzanne (C)	Barbara Britton-Rudy Vallee	71	12/15/46	b12/21/46
605	Ghost Goes Wild, The (C)F	James Ellison-Anne Gwynne	66	3/8/47	b4/5/47
610	Hit Parade of 1947 (M)	E. Albert-C. Moore-J. Edwards	90	3/22/47	b5/3/47
601	I've Always Loved You *T (DM)F	Catherine McLeod-Philip Dorn	117	12/2/46	b8/31/46
606	Magnificent Rogue, The (C-D)A	L. Robert-W. Douglas	74	2/15/47	b11/23/46
615	Northwest Outpost (O)F	Nelson Eddy-Ilona Massey	91	6/25/47	b5/10/47
602	Pilgrim Lady, The (C-D)A	Warren Douglas-Lynne Roberts	67	1/22/46	b1/25/47
612	Spoilers of the North (D)A	Paul Kelly-Evelyn Ankers	66	4/24/47	b5/10/47
609	That's My Gal *U (M)A	L. Roberts-D. Barry	66	5/15/47	b5/31/47
613	That's My Man (D)A	D. Ameche-C. McLeod	99	6/1/47	b5/12/47
616	Web of Danger (D)F	A. Mara-B. Kennedy	58	6/10/47	b6/21/47
614	Winter Wonderland (C-R)A	L. Roberts-C. Drake	71	5/17/47	b5/31/47
611	Yankee Fakir (C)F	D. Frawley-J. Woodbury-C. Bevans	71	4/1/47	b4/12/47
	COMING				
	Bill and Coo	George Burton's Birds			
617	Blackmail	W. Marshall-A. Mara-S. Bachelor	67	7/24/47	
	Driftwood	Wood-Brennan-Warrick-Jagger			
	Exposed	Adele Mara-Robert Scott			
	Flame, The	John Carroll-Vera Ralston			
	Macbeth	Orson Welles-J. Nolan			
	On the Old Spanish Trail *U	R. Rogers-T. Guizar-J. Frazee			
	Pretender, The	A. Dekker-L. Stirling-C. Drake			
	Red Pony, The *T	M. Loy-R. Mitchum-L. Calhern			
	Fabulous Texan, The	W. Elliott-J. Carroll-C. McLeod			
646	Springtime in the Sierras *U	R. Rogers-J. Frazee-A. Devine	75	7/15/47	
619	The Trespasser (My)A	J. Martin-W. Douglas	71	7/3/47	b7/12/47
618	Wyoming	W. Elliott-V. Ralston	84	8/1/47	a3/8/47
	Westerns (Current)				
553	Cherokee Flash (W)F	Sunset Carson-Linda Stirling	55	12/13/46	a3/2/46
664	Homesteaders of Paradise Valley (W)F	Allan Lane-Bobby Blake	58	4/1/47	b4/12/47
554	Last Frontier Uprising *U (W-M)F	Monte Hale-Adrian Booth	65	2/1/47	b4/12/47
665	Oregon Trail Scouts (W)F	Allan Lane-Bobby Blake	58	5/15/47	b5/24/47
558	Rio Grande Raiders	Sunset Carson-Linda Stirling	56	9/9/46	
684	Saddle Pals (W)F	G. Autry-L. Roberts	72	6/15/47	b6/21/47
661	Santa Fe Uprising (W)F	Allan Lane-Bobby Blake	57	11/15/46	b4/25/47

REPUBLIC (Continued)

Prod. No.			Run Time Mins.	Rel. Date	See Issue of
681	Sioux City Sue (W)F	Gene Autry-Lynne Roberts	69	11/21/46	b11/30/46
662	Stagecoach to Denver (W)F	Allan Lane-Bobby Blake	56	12/23/46	b1/4/47
682	Trail to San Antone (W)F	Gene Autry-Peggy Stewart	57	4/1/47	b4/18/47
683	Twilight on the Rio Grande (W)F	G. Autry-S. Holloway-Cass County Boys	71	4/1/47	b4/19/47
663	Vigilantes of Boomtown (W)F	Allan Lane-Bobby Blake	56	2/15/47	m2/15/47

Westerns (Coming)

	Along the Oregon Trail *U	Monte Hale-Adrian Booth			
	Marshall of Cripple Creek	Allan Lane-Bobby Blake			
685	Robin Hood of Texas	Gene Autry-Lynne Roberts-Adele Mara	71	7/15/47	
666	Rustlers of Devil's Canyon (W)F	Allan Lane-Bobby Blake	58	7/1/47	b7/12/47
	Under Colorado Skies *U	M. Hale-A. Booth			
	Wild Frontier, The	Allan "Rocky" Lane-Jack Holt			

SCREEN GUILD PRODUCTIONS

CURRENT

HC12	Bar 20 Justice	Wm. Boyd-R. Hayden-G. Hayes	65	7/19/47	Reissue
4614	Bells of San Fernando (D)F	Donald Woods-Gloria Warren	69	4/5/47	b4/5/47
4613	Buffalo Bill Rides Again (W)F	Richard Arlen-Jennifer Holt	66	4/19/47	b4/5/47
4616	Bush Pilot	R. Hudson-J. LaRue-A. Willis	60	6/7/47	
HC10	Cassidy of Bar 20	Wm. Boyd-H. Clark-R. Hayden	59	5/10/47	Reissue
HC11	Heart of Arizona	Wm. Boyd-G. Hayes-R. Hayden	68	6/14/47	Reissue
4701	Hollywood Barn Dance (C-D)F	E. Tubb-L. Talbott-H. Boyce	72	6/21/47	b6/7/47
4609	My Dog Shep	Flame (dog)-Tom Neal	60	12/1/46	
4610	North of the Border	R. Hayden-I. Cooper	46	10/1/46	a8/24/46
HC09	Partners of the Plains	Wm. Boyd-H. Clark-R. Hayden	71	4/26/47	Reissue
4611	Queen of the Amazons (D)A	Patricia Morison-Robert Lowery	62	1/15/47	b3/29/47
4612	Renegade Girl (D)F	Alan Curtis-Ann Savage-Jack Holt	65	12/25/46	b3/29/47
HC07	Rustlers Valley	Wm. Boyd-G. Hayes-R. Hayden	60	3/15/47	Reissue
4608	Scared to Death *C	B. Lugosi-J. Compton	65	5/3/47	
4615	Shoot to Kill (D)A	R. Wade-E. MacDonald-S. Walters	60	5/17/47	b4/12/47
HC08	Texas Trail	Wm. Boyd-R. Hayden-G. Hayes	59	4/12/47	Reissue

COMING

4704	Burning Cross, The	Hank Daniels-Virginia Patton	77	9/1/47	
4618	Case of the Baby Sitter, The	Tom Neal-A. Jenkins-P. Blake	40	7/26/47	
	Dark Road, The	John Shelton-Ann Doran			
4703	Dragnet (My)A	M. Brian-H. Wilcoxon	71	8/16/47	b7/12/47
4617	Hat Box Mystery, The (My)	T. Neal-A. Jenkins-V. Sale	40	7/12/47	a7/5/47
4701	Hollywood Barn Dance (C-D)F	E. Tubb-L. Talbott-H. Boyce	65	6/21/47	b6/7/47
4702	Killer Dill (C-D)A	S. Erwin-A. Gwynne-F. Albertson	71	8/2/47	b5/17/47

SELZNICK RELEASING ORGANIZATION

CURRENT

	Duel in the Sun *T (WD)A	J. Jones-G. Peck-J. Cotten	138	4/17/47	b1/4/47

COMING

	Paradine Case, The	G. Peck-A. Todd-C. Laughton			
	Portrait of Jennie	J. Jones-J. Cotten			
	Rupert of Hentzau	Louis Jourdan-Valli			
	So in Love	Shirley Temple			

20TH-FOX

CURRENT 1946-'47

620	Behind Green Lights (D)A	Carole Landis-William Gargan	64	Feb.	b1/19/46
642	Bowery, The	Wallace Beery-Jackie Cooper	84	Oct.	Re-release
648	Dangerous Millions (D)F	Kent Taylor-Dona Drake	69	Dec.	b12/7/46
640	Home Sweet Homicide (MyC)F	P. Ann Garner-R. Scott	90	Oct.	b7/20/46
646	Margie *T (C-D)F	Jeanne Crain-Alan Young	93	Nov.	b10/19/46
645	My Darling Clementine (W-D)F	H. Fonda-L. Darnell-V. Mature	97	Nov.	b10/12/46
641	Sun Valley Serenade	Sonja Henie-John Payne	86	Sept.	Re-release
639	Three Little Girls in Blue *T (M)F	Hayer-Blaine-G. Montgomery	90	Oct.	b9/7/46
649	Wake Up and Dream *T (M)F	John Payne-June Haver	92	Dec.	b11/30/46
644	Wanted for Murder (D)A	Eric Portman-Dulcie Gray	91	Nov.	b4/13/46

CURRENT 1947-'48

709	Alexander's Ragtime Band	T. Power-A. Faye-D. Ameche	106	Mar.	Re-release
711	Backlash (My)A	R. Travis-J. Rogers-L. Blake	66	Mar.	b3/22/47
706	Boomerang (D)A	Dana Andrews-Jane Wyatt	88	Feb.	b1/25/47
707	Brasher Doubloon, The (My)A	G. Montgomery-Nancy Guild	72	Feb.	b2/8/47
710	Carnival in Costa Rica *T (M)F	D. Haymes-C. Holm-C. Romero	96	April	b3/29/47
715	Ghost and Mrs. Muir, The (D)A	G. Tierney-R. Harrison-G. Sanders	104	May	b5/24/47
713	Homestretch, The *T (D)A	Maureen O'Hara-Cornel Wilde	99	May	b4/26/47
723	I Wonder Who's Kissing Her Now *T (M)F	June Haver-Mark Stevens	104	Aug.	b6/14/47
716	Jewels of Brandenburg (D)A	Richard Travis-Micheline Cheirel	64	May	b4/12/47
712	Late George Apley, The (D)A	Ronald Colman-Peggy Cummins	98	April	b2/3/47
704	Les Miserables	Fredric March-Chas. Laughton	109	Jan.	Re-release
718	Miracle on 34th St. (C)F	J. Payne-M. O'Hara	96	June	b5/10/47
717	Moss Rose (M-D)A	V. Mature-P. Cummings-E. Barrymore	82	June	b5/24/47
701	Razor's Edge, The (D)A	T. Power-G. Tierney-J. Payne	146	Jan.	b11/23/46
714	San Demetrio, London (D)A	W. Fitzgerald-A. Young-R. Michael	76	April	b4/4/47
703	Shocking Miss Pilgrim *T	Betty Grable-Dick Haymes	85	Jan.	b1/4/47
705	Stanley & Livingstone	Spencer Tracy-Richard Green	101	Jan.	Re-release
708	Strange Journey (D)F	Paul Kelly-Osa Massen	67	Feb.	b9/14/46
702	13 Rue Madeleine (D)	James Cagney-Annabella	95	Jan.	b12/21/46
719	Western Union	Robert Young-Randolph Scott	95	June	Re-release

COMING

	Captain from Castile *T	T. Power-J. Peters-C. Romero			
722	Crimson Key, The (My)F	Kent Taylor-Doris Dowling	76	July	b7/5/47
	Daisy Kenyon	J. Crawford-D. Andrews-H. Fonda			
	Forever Amber *T	L. Darnell-C. Wilde-G. Sanders			
	Foxes of Harrow, The	R. Harrison-M. O'Hara-R. Haydn			
	Gentleman's Agreement	G. Peck-D. McGuire-J. Garfield			
	Give My Regards to Broadway *T	N. Guild-D. Daily-C. Winninger			a5/17/47
	Green Grass of Wyoming *T (C-D)	P. Cummins-R. Arthur-C. Coburn			a7/19/47
	Invisible Wall, The	Don Castle-Virginia Christine			
725	Kiss of Death	Victor Mature-Brian Donlevy		Sept. '47	
721	Meet Me At Dawn (C-D)F	William Eythe-Hazel Court	99	July	
724	Mother Wore Tights *T	B. Grable-D. Dailey		Sept.	a11/16/46
	Nightmare Alley	T. Power-J. Blondell-Helen Walker			
	Off to Buffalo *T	N. Guild-D. Daily-C. Winninger			a6/14/47
	Roses Are Red	Don Castle-Peggy Knudsen			
	Scudda Hoo, Scudda Hay *T	J. Haver-L. McCallister-A. Revere			a5/17/47
726	Second Chance (My)	K. Taylor-Louise Currie-D. Hoey	62	Sept. '47	a7/12/47

Title	Company
Sun Valley Serenade	20th-Fox
Suspense	Mono
Swell Guy	Univ.
Sweet Genevieve	Col
Sweetheart of Sigma Chi	Mono
Swiss Family Robinson	Astor
Swordsman	Col.
T	
Take My Life	Brit.
Tap Roots	Univ.
Tarzan and the Huntress	RKO
Tarzan and the Mermaids	RKO
Temptation	Univ.
Temptation Harbour	Brit.
Tenth Avenue Angel	MGM
Texas Trail	SGP
That Brennan Girl	Rep.
That Guy Palooka	Mono.
That's My Gal	Rep.
That's My Man	Rep.
That Way with Women	WB
The Brothers	Brit.
The Kissing Bandit	MGM
The Man I Love	WB
There Goes My Heart	Favorite
The Last Round-Up	Col.
The Patient Vanishes	FC
The Time, the Place & the Girl	WB
They Made Me a Killer	Para.
They Passed This Way	UA
They Won't Believe Me	RKO
Thief of Bagdad	FC
Thieves' Holiday	UA
13 Rue Madeleine	20th-Fox
Thirteenth Hour	Col.
This Happy Breed	Univ.
This Time for Keeps	MGM
Three Little Girls in Blue	20th-Fox
Three on a Ticket	PRC
Thunderbolt	Mono.
Thunder in the City	Astor
Thunder in the Hills	Misc.
Thunder Mountain	RKO
Till the Clouds Roll By	MGM
Time of Your Life	UA
Time Out of Mind	Univ.
T-Man	E-L
Tom Brown's Schooldays	Astor
Too Many Winners	PRC
Topper Returns	Favorite
Topper Takes a Trip	Favorite
Torment	Misc.
Trail Street	RKO
Trap, The	Mono.
Treasure of the Sierra Madre	WB
Trespasser, The	Rep.
Trouble With Women	Para.
Two Anonymous Letters	Misc.
Two Blondes and a Redhead	Col.
Two Guys From Texas	WB
Two Mrs. Carrols	WB
Two Years Before the Mast	Para.
Tycoon	RKO
U	
Unconquered	Para.
Undercover Maisie	MGM
Undercurrent	MGM
Under the Tonto Rim	RKO
Unexpected Guest	UA
Un faithful	WB
Unfinished Dance	MGM
Unholy Garden	FC
Unsuspected, The	Warner Bros.
Untamed Fury	PRC
Upturned Glass, The	Brit.
V	
Vacation Days	Mono.
Vacation in Reno	RKO
Variety Girl	Para.
Vendetta	UA
Verdict	WB
Vigiliantes Return	Univ.
Violence	Mono.
Virtuous	MGM
Voice of the Turtle	WB
Vow, The	Misc.
W	
Wake Up and Dream	20th-Fox
Wallflower	Warner Bros.
Wanted for Murder	20th-Fox
Web, The	Univ.
Web of Danger	Rep.
Welcome Stranger	Para.
Welldigger's Daughter	Misc.
Westerner, The	FC
Western Union	20th-Fox
When a Girl's Beautiful	Col.
Where There's Life	Para.
While the Sun Shines	Brit.
Whiplash	WB
Whispering Smith	Para.
White Cradle Inn	Brit.
Who Killed Doc Robin	UA
Wicked Lady	Univ.
Wild Bill Hickok Rides	WB
Wild Harvest	Para.
Wild West	PRC
Winter Wonderland	Rep.
Wistful Widow of Wagon Gap	U-I
Wolf Call	Mono.
Woman Betrayed	PRC
Woman Chases Man	FC
Woman in White	WB
Woman on the Beach	RKO
Wyoming	Rep.
Y	
Yankee Fakir	Rep.
Yearling, The	MGM
Years Between	Univ.
You Can't Cheat an Honest Man	Univ.
Your Red Wagon	RKO

TITLE CHANGES

"A Guy Named Joe Palooka" (Mono.) now
THAT GUY PALOOKA

"Dick Tracy Meets Karloff" (RKO) now
DICK TRACY MEETS GRUESOME

"Off to Buffalo" (20th-Fox) now
GIVE MY REGARDS TO BROADWAY

NEW PICTURES STARTED LAST WEEK

COLUMBIA
Black Arrow, The—Principals: Louis Hayward, Janet Blair, George Macready. Director, Gordon Douglas.

RKO
Miracle of the Bells—Principals: Fred MacMurray, Frank Sinatra, Valli. Director, Irving Pichel.

Your Red Wagon — Principals: Cathy O'Donnell, Farley Granger, Howard da Silva. Director, Nicholas Ray.

REPUBLIC
Gay Ranchero, The—(Trucolor)—Principals: Roy Rogers, Tito Guizar, Andy Devine. Director, William Witney.

20th CENTURY-FOX
Snake Pit, The—Principals: Olivia de Havilland, Leo Genn, Mark Stevens. Director, Anatol Litvak.

UNIVERSAL-INTERNATIONAL
Mortal Coils—Principals: Charles Boyer, Ann Blyth, Sir Cedric Hardwicke. Director, Zoltan Korda.

River Lady—(Technicolor)—Principals: Yvonne De Carolo, Dan Duryea, Rod Cameron. Director, George Sherman.

ADVANCE DATA
On Forthcoming Product

THE FUGITIVE (RKO) *Drama. Principals*: Henry Fonda, Dolores Del Rio, J. Carrol Naish. *Director*, John Ford. *Plot*: A priest in disguise is being hunted by an anti-religious government in the tropics of Central America. Most of the people love the priest and try to protect him but he is betrayed by a Gringo, another fugitive, wanted for murder in the U. S. One of his devoted parishioners throws a Crucifix into his cell and the Father, with this in his hand, walks toward the firing squad.

CAPTAIN FROM CASTILE (20th-Fox) *Technicolor. Principals*: Tyrone Power, Jean Peters, Cesar Romero. *Director*, Henry King. *Plot*: After fleeing from the Inquisition in 1518, taking with him a servant girl whom he befriended, a young Spanish noble joins the forces of Cortez, captain of an expedition to the New World. In Mexico, where he and the girl are married, the expedition runs into Montezuma's ambassadors who implore them to return to Spain before there is trouble. However, impressed by tales of treasure, Cortez refuses to turn back and as the story ends he and his forces stand at the threshold of Montezuma's empire, preparing for battle.

BULLDOG DRUMMOND STRIKES BACK (Col.) *Mystery. Principals*: Ron Randall, Gloria Henry. *Director*, Frank McDonald. *Plot*: A Scotland Yard inspector is killed while working on a case involving two girls who both claim to be the missing heir to an estate. His curiosity aroused, Bulldog Drummond gathers some evidence and tries to determine the real heiress. The lawyer on the case is discovered to be the murderer of the detective, who suspected him of exploiting the imposter.

UNITED ARTISTS

Prod. No.	CURRENT 1946-'47		Run Time Mins.	Rel. Date	See Issue of
	Abie's Irish Rose (C)F	Joanne Dru-Michael Chekhov	96	12/27/46	b11/30/46
	Adventures of Don Coyote *C (W)F	F. Rafferty-M. Cramer	66	5/9/47	m5/3/47
	Carnegie Hall (D-M)A	M. Hunt-W. Prince-M. O'Driscoll	134		b3/1/47
	Chase, The (D)A	Robert Cummings-Michele Morgan	85	11/22/46	b10/19/46
	Copacabana (M-C)F	C. Miranda-A. Russell-G. Marx	92	5/30/47	b5/24/47
	Dangerous Venture (W)F	A. Clyde-W. Boyd-B. Alexander	59	5/23/47	a2/22/47
	Devil's Playground, The (W)F	William Boyd-Andy Clyde	65	11/15/46	b9/21/46
	Dishonored Lady (D)A	H. Lamarr-D. O'Keefe-J. Loder	89	5/19/47	b4/26/47
	Fabulous Dorseys, The (M)F	T. Dorsey-J. Dorsey-J. Blair	87	2/21/47	b3/1/47
	Fool's Gold (W)F	William Boyd-Andy Clyde	65	1/31/47	b10/12/46
	Fun on a Weekend (C)A	Priscilla Lane-Eddie Bracken	93	5/15/47	b4/12/47
	Little Iodine (C)F	J. Ann Marlowe-Marc Cramer	57	10/11/46	b9/14/46
	Macomber Affair, The (D)A	Gregory Peck-Joan Bennett	90	3/21/47	b1/25/47
	New Orleans (D-M)A	A. deCordova-D. Patrick	90	4/16/47	b5/3/47
	Private Affairs of Bel Ami, The (D)A	George Sanders-Angela Lansbury	115	3/7/47	b3/1/47
	Ramrod (W-D)A	J. McCrea-V. Lake-D. DeFore	94	5/2/47	b3/1/47
	Red House, The (My)A	Ed. G. Robinson-L. McCallister	98	2/7/47	b2/8/47
	Sin of Harold Diddlebock, The	H. Lloyd-R. Washburn-J. Conlin	89	4/4/47	a2/9/46
	Stork Bites Man	Jackie Cooper-Gene Roberts	74	6/21/47	a2/15/47
	Strange Woman, The (D)A	H. Lamarr-G. Sanders-L. Hayward	100	10/25/46	b11/2/46
	Susie Steps Out (C-D)F	David Bruce-Cleatus Caldwell	65	12/13/46	b11/23/46
	Unexpected Guest, The (W)F	Wm. Boyd-Andy Clyde	60	3/28/47	b12/14/46

COMING

	Atlantis	Maria Montez-Jean Pierre Aumont			a4/5/47
	A Miracle Can Happen	James Stewart-Henry Fonda			
	Arch of Triumph (D)	I. Bergman-C. Boyer			a5/3/47
	Body and Soul	John Garfield-Lillie Palmer			
	Christmas Eve	G. Raft-G. Brent-R. Scott-J. Blondell			a3/29/47
	Curly *C	Frances Rafferty-Larry Olsen			a5/25/46
	Dead Don't Dream, The (W)	W. Boyd-A. Clyde			
	Fabulous Joe	Walter Abel-Margot Grahame			
	Fanny By Gaslight	James Mason-Phyllis Calvert			
	Heaven Only Knows	Robert Cummings-Brian Donlevy			a1/4/47
	Henry the Fifth (D)F *T	L. Olivier-R. Asherson	134		b4/27/46
	Here Comes Trouble	William Tracy-Patti Morgan			a8/24/46
	Hoppy's Holiday (W)F	W. Boyd-Mary Ware	60	7/18/47	b5/10/47
	Intrigue	G. Raft-J. Havoc-D. Seymour			
	Lured (My)A	G. Sanders-L. Ball	102	Sept. '47	b7/19/47
	Mad Wednesday (D)F	H. Lloyd-R. Washburn-J. Conlin	89	4/8/47	b2/22/47
	Marauders, The (W)F	W. Boyd-R. Brooks-A. Clyde	63		b7/19/47
	Monsieur Verdoux (C-D)A	Charles Chaplin-Martha Raye	123		b4/19/47
	Other Love, The (D)A	B. Stanwyck-David Nivin	96	7/11/47	b4/5/47
	Sleep, My Love	C. Colbert-R. Cummings-D. Ameche			
	Stampede	John Wayne-Walter Brennan			
	Time of Your Life	J. Cagney-Wm. Bendix-J. Cagney			
	Vendetta (D)	Hillary Brooke-Faith Domergue			a5/10/47
	Without Honor	William Boyd-Andy Clyde			
	Who Killed Doc Robin?	E. Janssen-L. Olsen-D. Belding			a5/31/47

UNIVERSAL

CURRENT

	Brief Encounter (D)A	Celia Johnson-Trevor Howard	86		b5/3/47
620	Brute Force (D)A	B. Lancaster-H. Cronyn-C. Bickford	98	Aug. '47	b6/21/47
612	Buck Privates Come Home (C)F	Bud Abbott-Lou Costello	77	April	b3/15/47
	Captive Heart, The (D)A	Michael Redgrave-Mervyn Johns	87		b4/13/47
601	Dark Mirror, The (My)A	O. DeHavilland-Lew Ayres	85	Oct.	b10/15/46
2791	Destry Rides Again	M. Dietrich-J. Stewart	94	Mar.	Reissue
613	Egg and I, The (C)F	Claudette Colbert-Fred MacMurray	108		b3/23/47
619	Great Expectations (D)F	J. Mills-Valerie Hobson	116	July	b12/21/46
607	I'll Be Yours (C-M)F	D. Durbin-T. Drake-W. Bendix	93	Jan.	b1/25/47
2794	I Stole a Million	G. Raft-C. Trevor-D. Foran	78	April	Reissue
616	Ivy (D)A	Joan Fontaine-Patric Knowles	99	June	b6/14/47
	Johnny Frenchman	Francoise Rosay-Patricia Roc	104		
602	Magnificent Doll (D)F	G. Rogers-D. Niven-B. Meredith	94	Nov.	b11/23/46
2795	Magnificent Obsession	Irene Dunne-Robert Taylor	101	May	Reissue
610	Michigan Kid *C (W)F	John Hall-Rita Johnson	69	Mar.	b2/15/47
1066	Notorious Gentleman, The (D)A	Rex Harrison-Lilli Palmer	106	Nov.	b2/16/46
617	Odd Man Out (D)A	James Mason-Robert Newton	116	June	b2/14/47
2796	One Hundred Men and a Girl	Deanna Durbin-L. Stokowski	84	May	Reissue
608	Song of Scheherazade *T (M)F	Y. DeCarlo-B. Donlevy-J. P. Aumont	106	Mar.	b2/1/47
	Slave Girl *T (C-R)A	Yvonne deCarlo-George Brent	80		b7/19/47
609	Smash-Up, The Story of a Woman (D)A	S. Hayward-L. Bowman-E. Albert	102	Mar.	b2/8/47
611	Stairway to Heaven *T (D)A	David Niven-R. Massey	103	Mar.	b11/16/46
606	Swell Guy (D)A	Sonny Tufts-Ann Blyth	86	Jan.	b12/14/46
604	Temptation (D)A	M. Oberon-G. Brent-C. Korvin	98	Dec.	b12/14/46
	This Happy Breed *T (D)A	Robert Newton-Celia Johnson	110		b4/19/47
614	Time Out of Mind (D)A	P. Calvert-R. Hutton-E. Raines	88	May	b3/22/47
2793	You Can't Cheat an Honest Man	W. C. Fields-Edgar Bergen	73	April	Reissue
618	Vigilantes Return *C	Jon Hall-Margaret Lindsay	67	July	a7/13/46
615	Web, The (M)	V. Prince-E. Raines	87	June	b5/24/47
2792	When the Daltons Rode	R. Scott-K. Francis-B. Donlevy	81	Mar.	Reissue
605	Wicked Lady, The (D)A	M. Lockwood-J. Mason-P. Roc	98	Jan.	b1/12/47

COMING

	Black Bart, Highwayman *T	Y. De Carlo-D. Duryea			
	A Lady Surrenders (D)A	Margaret Lockwood-Stewart Granger	113		b10/12/46
	Black Narcissus *T (D)F	D. Kerr-Sabu	100		b5/3/47
	Exile, The	D. Fairbanks, Jr.-M. Montez-P. Croset			a6/28/47
	For the Love of Mary	D. Durbin-J. Dall-D. O'Connor			a4/19/47
	I Know Where I'm Going (D)F	W. Hiller-R. Livesy-P. Brown	91		b1/5/46
	Imagination	Ronald Colman-Signe Hasso			
	Lost Moment, The	S. Hayward-R. Cummings-J. Loring			
	Magic Bow, The (D-M)F	Stewart Granger-Phyllis Calvert	106		b9/28/46
	My Heart Goes Crazy *T (M)F	Sid Field-Greta Gynt	120		b9/7/46
	Naked City, The (D)	B. Fitzgerald-D. Hart			
	Oh Say Can You Sing	Sheila Ryan-Fred Brady			a5/25/46
	Pirates of Monterey *T	Maria Montez-Rod Cameron-P. Reed			a5/25/46
	Ride the Pink Horse	R. Montgomery-W. Hendrix			
	Secret Beyond the Door (D)	J. Bennett-M. Redgrave-A. Revere			a5/17/47
	Senator Was Indiscreet, The	W. Powell-E. Raines			
	Singapore (D)	F. MacMurray-A. Gardner-P. Dorn			a6/7/47

UNIVERSAL (Continued)

Prod. No.		Run Time Mins.	Rel. Date	See Issue of
	COMING			
	Something in the Wind—D. Durbin-J. Hall-D. O'Connor		Aug.	
	Tap Roots—Van Heflin-Susan Hayward			
	Wistful Widow of Wagon Gap (C)—B. Abbott-L. Costello-M. Main			a7/12/47
	Years Between, The—M. Redgrave-V. Hobson-F. Robson			

WARNER BROS.

	CURRENT 1946-'47			
613	Beast With Five Fingers, The (H)—Robert Alda-Andrea King	88	2/8/47	b12/21/46
622	Cheyenne (W-D)F—Dennis Morgan-Jane Wyman	100	6/14/47	b4/26/47
625	Cry Wolf (My)A—Errol Flynn-Barbara Stanwyck	83	7/6/47	b7/5/47
605	Deception (D)A—B. Davis-P. Henreid-C. Rains	112	10/26/46	b10/19/46
612	Humoresque (D)A—J. Crawford-J. Garfield-O. Levant	126	1/25/47	b12/23/46
608	Kings Row—A. Sheridan-R. Cummings-R. Reagan	127	12/7/46	Reissue
620	Love and Learn (C-M)A—J. Carson-R. Hutton-M. Vickers-J. Paige	83	5/3/47	b3/29/47
606	Never Say Goodbye (C)F—Errol Flynn-Eleanor Parker	96	11/9/46	b10/26/46
614	Nora Prentiss (D)A—A. Sheridan-K. Smith-R. Alda	113	2/22/47	b2/8/47
604	Nobody Lives Forever (D)A—J. Garfield-G. Fitzgerald	100	10/12/46	b9/28/46
624	Possessed (D)A—J. Crawford-Van Heflin-R. Massey	108	7/28/47	b5/31/47
615	Pursued—Teresa Wright-Robert Mitchum	101	3/2/47	
616	The Sea Hawk—Errol Flynn-Claude Rains	109	4/26/47	Reissue
619	The Sea Wolf—E. G. Robinson-I. Lupino-J. Garfield	87	4/25/47	Reissue
602	Shadow of a Woman (D)A—Andrea King-Helmut Dantine	78	9/14/46	b8/17/46
617	Stallion Road (D)A—R. Reagan-A. Smith-Z. Scott	97	4/12/47	b3/2/47
616	That Way With Women (C)F—S. Greenstreet-M. Vickers-D. Clark	85	3/29/47	b2/15/47
611	The Man I Love (D)A—Ida Lupino-Robert Alda	97	1/11/47	b12/28/46
610	The Time, the Place and the Girl *T (CM)F—D. Morgan-J. Carson-J. Wyman	108	12/28/46	b12/14/46
621	Two Mrs. Carrolls, The (D)A—H. Bogart-B. Stanwyck-A. Smith	99	5/24/47	b4/5/47
723	Unfaithful, The (D)A—A. Sheridan-Z. Scott-L. Ayers	110	7/5/47	b5/31/47
607	Verdict, The (D)A—S. Greenstreet-P. Lorre-J. Lorring	86	11/23/46	b11/9/46
609	Wild Bill Hickok Rides—C. Bennett-B. Cabot-W. William	72	12/7/46	Reissue
	COMING			
	Dark Passage (D)—H. Bogart-L. Bacall-B. Bennett			a5/17/47
	Deep Valley—Dane Clark-Ida Lupino-Wayne Morris			a4/5/47
	Escape Me Never—E. Flynn-I. Lupino-G. Young			a3/8/46
	Ever the Beginning—L. Palmer-S. Wanamaker-A. Tamiroff			
	Life With Father *T—I. Dunne-W. Powell-E. Taylor			a9/14/46
	Mary Hagen—S. Temple-R. Reagan-R. Calhoun			
	My Wild Irish Rose *T—D. Morgan-A. King-A. Dahl			
	Need for Each Other—J. Reynolds-R. Hutton			
	Night Unto Night (D)—Ronald Reagan-Viveca Lindfors			a5/10/47
	Romance in High C *T—Jack Carson-Doris Day-Janis Paige			
	Silver River—E. Flynn-A. Sheridan-T. Mitchell			
	Treasure of the Sierra Madre—H. Bogart-W. Huston-T. Holt			
	Two Guys From Texas *T—J. Carson-D. Morgan-D. Malone			
	Unsuspected, The (D)—C. Rains-J. Caulfield-A. Totter			a6/14/47
	Voice of the Turtle, The (C-D)—R. Reagan-E. Parker-E. Arden			a7/5/47
	Wallflower (C-D)—Robert Hutton-Joyce Reynolds			a7/12/47
	Whiplash—D. Clark-A. Smith-S. Z. Sakall			
	Woman in White, The—A. Smith-E. Parker-S. Greenstreet			a4/26/47

BRITISH PRODUCT (U. S. Distribution Not Set)

	A Man About the House (D)A—Margaret Johnson-Dulcie Gray	97	Lon. Films	b6/28/47
	Beware of Pity (D)A—Lilli Palmer-Albert Lieven	105	Rank	b6/29/46
	Carnival (D)A—Sally Gray-Michael Wilding	93	Rank	b10/26/46
	Courtneys of Curzon St. (D-M)—Anna Neagle-Michael Wilding	120	London	b4/19/47
	Dancing With Crime (D)A—Richard Attenborough-Shelia Sim	82	Para.	b6/28/47
	Dear Murderer (D)A—E. Portman-G. Gynt-D. Price	94	Rank	b6/7/47
	Frieda (D)A—Mai Zetterling-David Farrar	98	Rank	b6/28/47
	Green Fingers (D)A—Robert Beaty-Carol Raye	85	ABPC	b10/26/46
	Hue and Cry (D)F—Alastair Sim-Valerie White	82	Rank	b2/22/47
	Hungry Hill (D)A—Margaret Lockwood-Dennis Price	109	Rank	b1/18/47
	Laughing Lady *T (M)F—Anne Zeigler-Webster Booth	90	ABPC	b10/26/46
	Loves of Joanna Godden, The (D)A—G. Withers-J. Macallum	85		b6/21/47
	The Man Within *T (D)A—Michael Redgrave-Jean Kent	85	Rank	b4/12/47
	Men of Two Worlds *T (D)A—Phyllis Calvert-Eric Portman	109	Rank	b7/27/46
	Nicholas Nickelby (D)F—Cedric Hardwicke-Sally Howes	105	Rank	b3/22/47
	Root of All Evil (D)A—Phyllis Calvert-Michael Rennie	110	Rank	b2/22/47
	School for Secrets (D)F—Ralph Richardson-Pamela Matthews	108	Rank	b11/16/46
	Take My Life (D)F—Hugh Williams-Greta Gynt	79	Rank	b5/17/47
	Temptation Harbour (D)A—Robert Newton-Simone Simon	110	ABPC	b3/29/47
	The Brothers (D)A—Patricia Roc-Will Fyffe-M. Reed	98	Rank	b5/24/47
	Upturned Glass, The (D)A—J. Mason-Rosamond John	86	Univ. Int.	b6/28/47
	While the Sun Shines (C)A—Barbara White-Ronald Howard	89	ABPC	b2/8/47
	White Cradle Inn (D)F—M. Carroll-I. Hunter-M. Rennie	83	London	b3/29/47

MISCELLANEOUS

	A Dairy for Timothy (Doc)F—Documentary	40	Eng. Films	b12/28/46
	Angel and Sinner (D)A—Micheline Preslie-Louis Salou	86	A.F.E.	b3/1/47
	A Yank in Rome (D)F—Valentina Cortese-Leo Dale	97	Film Rights	b3/22/47
	Barber of Seville (Opera)—F. Tagliavini-T. Gobbi	110	Excelsior	b4/19/47
	Before Him All Rome Trembled (D-M)A—Anna Magnani-Gina Sinimberghi	105	Superfilm	b3/1/47
	Bellman, The (D)A—Lucien Coedel-Fernand Ledoux	95	Mage	b4/5/47
	Carmen (D)A—Viviane Romance-Jean Marais	101	Superfilm	b12/7/46
	Citizen Saint (B)F—J. Prouty-L. MacMartin	65	Elliott	b5/3/47
	Clandestine (D)A—Constant Remy-Suzy Carrier	89	W. Hem.	b1/18/47
	Colonel Chabert (D)A—Raimu-M. Bell	93	Siritzky	b6/21/47
	Devil's Hand, The (D)A—Pierre Fresnay-Josseline Gael	80		b11/16/46
	Francis the First (C)A—Ferandel-Mona Goya	90	Vog Films	b1/25/47
	Girl and the Devil, The (D)A—Gunn Wallgren-Strig Jarrell	87	Scandia	b5/17/27
	Ivan the Terrible (D)A—N. Cherkassov-L. Tselikovskaya	96	Artkino	b3/15/47
	King's Jester, The (D-M)A—M. Simon-R. Brazzi	94	Superfilm	b6/21/47
	Laugh, Pagliacci (D-M)F—Alida Valli-Beniamino Gigli	82	Continental	b5/10/47
	Miracle of Monte Cassino (R-B)F—Fosco Giachetti-Nino Pavese	90	Simpex	b5/31/47
	Queen for a Night (O)A—Gurlie Lemon Bernhard-G. Bjoerling	89	Saga Films	b1/4/47
	Queen's Necklace, The (D)A—Viviane Romance-Marion Dorian	105	Siritzky	b5/10/47
	Roosevelt Story, The (Doc)F	80	Tola	b7/5/47
	St. Francis of Assisi (D)F—Jose Luis Jimenez-Alicia DePhillips	119	Simpex	b4/5/47
	School for Danger (Doc)F—Capt. H. Ree-J. Nearne	60	Eng. Films	b2/22/47
	Shop Girls of Paris (D)A—M. Simon-A. Prejean	90	Mage	b6/21/47
	Swing, Cowboy, Swing (W-M)F—C. Shrun-D. Weston-A. Lee	57	Westernair	b9/7/46
	They Made Me a Fugitive (D)A—Sally Gray-Trevor Howard		Alliance	b7/12/47
	Thunder in the Hills (D)A—J. Prucha-J. Kacer-V. Nasova	78	Gen. Film	b5/10/47
	Torment (D)A—Alf Kjellin-Mai Jetterling	95	Oxford	b4/19/47
	Two Anonymous Letters (D)A—C. Calamai-A. Checchi	83	Film Rights	b5/3/47
	Vow, The (D)A—M. Gelovani	103	Artkino	b8/21/47
	Welldigger's Daughter, The (C)A—Raimu-Fernandel	122	Siritzky	b10/5/46

ADVANCE DATA

(Continued from Preceding Page)

THE STRAWBERRY ROAN (Col.) *Western. Principals*: Gene Autry, Gloria Henry, Jack Holt. *Director*, John English. *Plot*: The owner of the Bar B Ranch orders a wild stallion killed because his son was crippled while trying to ride him. Autry rescues the stallion and secretly nurses him back to health, knowing that the boy's only spark of interest is in the horse. At the climax, the father admits he has been a stubborn fool, and allows the boy to keep the stallion's foal for his own, in hope that riding will cure him.

GENTLEMAN'S AGREEMENT (20th - Fox) *Drama. Principals*: Gregory Peck, Dorothy McGuire, John Garfield. *Director*, Elia Kazan. *Plot*: A magazine writer is assigned to do a series of articles on anti-Semitism. Wrestling with the problem of a new approach to the subject, he hits on the idea of becoming Jewish himself, for a period of six months, sharing the secret only with his mother, his fiance, and his publisher. When he turns in the finished articles he is warmly congratulated by his surprised staff, and his fiance has learned a strong lesson in tolerance.

NATIONAL REVIEWING COMMITTEES' CLASSIFICATIONS

CHRISTMAS EVE (UA)
CLASS A—SEC. II—National Legion of Decency.
ADULTS—YOUNG PEOPLE—General Federation of Women's Clubs.

RIFF-RAFF (RKO)
CLASS A—SEC. II—National Legion of Decency.
MATURE FAMILY—General Federation of Women's Clubs.

WINTER WONDERLAND (Rep.)
FAMILY—National Board of Review.
CLASS A—SEC. II—National Legion of Decency.

The authorities quoted in this column are as follows:

GENERAL FEDERATION OF WOMEN'S CLUBS. The motion picture committee is headed by Mrs. Arretus F. Burt, chairman, of St. Louis. Two reviewing committees are maintained—Mrs. Mary Lilly, New York, Eastern Committee chairman; Mrs. John Sterns Thayer, Los Angeles, Western Committee chairman. Designations used; FAMILY—8 years and up; MATURE FAMILY—14 years and up; ADULTS—Senior High School Students and Adults; **—indicates picture is rated as "Exceptional."

NATIONAL BOARD OF REVIEW: Founded in 1909 "to represent the interest of the motion picture public." The reviewing committee consists of some 300 men and women of all ages, "representing a cross-section of public taste." Designations used: FAMILY—14 years of age and up (recommendations for age groups under 14 are by Schools M. P. Committee of the National Board); MATURE—18 years old up; *—indicates picture "especially worth seeing."

NATIONAL LEGION OF DECENCY: Committee of International Federation of Catholic Alumnae reviews pictures and publishes its classifications for guidance of members of the Legion—composed of those members of the Catholic Church who join the Legion. Designations used: Class A—Section I—Unobjectionable for General Patronage; Class A—Section II—Unobjectionable for Adults; Class B—Objectionable in Part; Class C—Condemned.

SHORT Booking GUIDE

Short subjects are listed by series under headings of companies distributing them. Numerals in parenthesis following series title indicate number of releases in that group announced for, or sold for, the season. Numerals at left of titles is production or release number. Films reviewed are indicated by reviewers' ratings following titles. Third column gives running time of the subject and final column refers to date on which review of the subject was published.

COLUMBIA
1946-'47

ALL-STAR COMEDIES (10)

8431	Society Mugs	Fair	16	12/28/46
8432	So's Your Antenna	Juvenile	17	11/18/46
8433	Slappily Married	Nonsense	16½	12/ 7/46
8434	Moron Than Off	Fair	18	2/ 8/47
8435	Andy Plays Hookey	Fair	18	3/15/47
8436	Meet Mr. Mischief	Good	17½	5/10/47
8437	Scooper Dooper	Funny	18	5/10/47
8438	The Good Bad Egg		17	
8439	Bride and Gloom		16	
8440	Two Jills and a Jack		18	

ASSORTED 2-REEL COMEDIES (6)

8421	Pardon My Terror		16½	
8422	Honeymoon Blues	Dull	17	11/16/46
8423	Reno-vated		17	
8424	Hot Heir	Funny	18	4/ 5/47
8425	Cupid Goes Nuts			
8426	Nervous Shakedown		15½	
8427	Training For Trouble		15½	

THREE STOOGES COMEDIES (10)

8401	G. I. Wanna Home		15½	
8402	Rhythm and Weep	Fair	17½	11/ 2 46
8403	Three Little Pirates	Funny	18	3/15/47
8404	Half-Wit's Holiday	Funny	17½	3/29/47
8405	Fright Night	Funny	17	5/10/47
8406	Out West	Funny	17½	5/10/47
8407	Hold That Lion		16½	

COLOR RHAPSODIES—Technicolor (10)

8501	Loco Lobo	Cute	6	12/ 7/46
8502	Cockatoos for Two		6	
8503	Big House Blues		7	
8504	Mother Huba-Huba-Hubbard		6	
8505	Up'n Atom		6	

COLOR PHANTASIES (12)

8701	Fowl Brawl	Funny	6	4/ 5/47
8702	The Uncultured Vulture	Funny	5½	5/10/47
8703	Wacky Quacky		6	
8704	Leave Us Chase It		6½	
8705	Tooth or Consequences		6½	

COMMUNITY SINGS (10)

8651	No. 1 (Leibert) The Gypsy		9½	
8652	No. 2 (Bakers) It's a Pity to Say Goodnight	Entertaining	10	11/ 2/46
8653	No. 3 (Leibert) Surrender	Good	9½	11/16/46
8654	No. 4 (Baker) Pretending		9½	
8655	No. 5 (Liebert) Rumors Are Flying	Singable	10	3/15/47
8656	No. 6 (Baker) Ole Buttermilk Sky	Good	10	5/10/47
8657	No. 7 (Leibert) The Coffee Song & Open the Door Richard	Good	9½	5/10/47
8658	No. 8 (Baker) I'll Close My Eyes		10½	
8659	No. 9 (Leibert) For Sentimental Reasons		10½	
8660	No. 10 Managua, Nicaragua			

THRILLS OF MUSIC (8)

8951	Jerry Wald & Orch.		10	
8952	Machito & Orch.	Good	10½	11/16/46
8953	Les Elgart & Orch.	Fair	10	1/25/47
8954	Ray McKinley & Orch.		9½	
8955	Shorty Sherock & Orch.	Good	8½	5/ 3/47
8956	Buddy Morrow & Orch.		9½	
8957	George Towne & Orch.		10	
8958	Ray Anthony & Orch.		10½	

SCREEN SNAPSHOTS (12)

8851	No. 1 (Radio Characters)		10	
8852	No. 2 (Looking Down on Hollywood	Good	10	11/16/46
8853	No. 3 (Rodeo)	Very Good	10	2/ 8/47
8854	No. 4 (Skolsky Party)		9½	
8855	No. 5 (Movie Columnists)	Interesting	9	3/15/47
8856	No. 6 (Behind the Mike)	Fair	9	3/29/47
8857	No. 7 (Holiday in Las Vegas)		10	
8858	No. 8 My Pal Ringeye (Smiley Burnette)		10	

SCREEN SNAPSHOTS (Series 26) 1 Reel

8859	Famous Hollywood Mothers		10	
8860	So This Is 'Ollywood		9	

SPORTS REELS (12)

8801	Army Football Champions	Excellent	11	11/ 2/46
8802	Ten Pin Magic	Fair	10	11/16/46
8803	Hi-Li	Interesting	9½	12/28/46
8804	Best in Show (Dogs)		9	
8805	Polo	Interesting	9	5/10/47
8806	Cue Tricks		9	
8807	Tennis Wizards		9	

COLUMBIA (Continued)

8808	Goffy Golf		8	
8809	Grappling Groaners		9	
8810	Volley-Oop!		8	

SERIALS

8120	Son of the Guardsmen	15 Chaps.	20	10/26/46
8140	Jack Armstrong	15 Chap.	26-25	3/ 1/47
8160	The Vigilante	Exploitable	20-25	7/19/47

METRO-GOLDWYN-MAYER
1946-'47

MGM TECHNICOLOR CARTOONS (16)

W-831	Henpecked Hoboes			
W-834	Hound Hunters		7	
W-836	Red Hot Rangers		8	5/31/47

TOM & JERRY (Technicolor) CARTOONS

W-832	Cat Fishin'		8	
W-833	Part Time Pal		8	
W-835	Cat Concerto	Excellent	7	5/10/47

PETE SMITH SPECIALTIES (10)

S-851	Football Thrills of 1945		10	
S-852	Sure Cures	Excellent	10	10/ 5/46
S-853	I Love My Husband But			
S-854	Playing By Ear			
S-855	Athletiquiz			
S-856	Diamond Demon	Amazing	10	3/ 1/46
S-857	Early Sports Quiz		9	
S-858	I Love My Wife But		9	
S-859	Neighbor Pests			

TWO REEL SPECIALS (4)

A-801	Luckiest Guy in the World			

PASSING PARADE (6)

K-871	A Really Important Person			

TRAVELTALKS

T-811	Glimpses of California			
T-812	Calling on Costa Rica		10	
T-813	Around the World in California		9	5/17/47

MGM SPECIALS

A-802	Give Us The Earth			6/21/47

PARAMOUNT
1946-'47

NOVELTOONS—Technicolor (65)

P6-1	Spree for All	Good Start	7	10/26/46
P6-2	The Stupidstitious Cat	Funny	7	5/10/47
P6-3	The Enchanted Square	Very Good	10	5/10/47
P6-4	Madhattan Island			
P6-5	Much Ado About Mutton			
P6-6	The Wee Men			
P6-7	The Mild West			
P6-8	Naughty But Mice			

PACEMAKERS (6)

K6-1	Brooklyn I Love You	Superb	10	10/26/46
K6-2	Love in Tune	Different	9½	11/16/46
K6-3	Radio, Take It Away	Swell Satire	11	3/ 1/47
K6-4	Try and Catch Me		9	
K6-5	Brains Can Be Beautiful		10	
K6-6	Everybody Talks About It			

POPULAR SCIENCE—Magnacolor (6)

J6-1	No. 1	Average	11	11/16/46
J6-2	The Sponge Divers	Fair	11	1/25/46
J6-3	Air-Borne Pastures	Good	11	2/ 8/47
J6-4	Marine Miracles	Fascinating	10	5/ 3/47
J6-5	Moon Rockets		10	
J6-6	20th Century Vikings			

SPORTLIGHTS (10)

R6-1	Race Horses Are Born	Good	9	10/26/46
R6-2	Dive-Hi Champs	Good	10	11/16/46
R6-3	Queen of the Court	Very Good	10	1/25/46
R6-4	Like Father—Like Son	Interesting	10	1/25/46
R6-5	Jumping Jacks	Excellent	9½	3/15/47
R6-6	Selling the Sun	Excellent	10	2/ 8/47
R6-7	Under White Sails		9	
R6-8	Iced Lightning	Good	10	5/10/47
R6-9	Making the Varsity			
R6-10	Running the Hounds			
R6-3	Queens of the Courts	Very Good	10	1/25/46
R6-9	Making the Varsity		10	
R6-9	Making the Varsity		10	
R6-10	Diamond Gals			

UNUSUAL OCCUPATIONS—Magnacolor (6)

L6-1	No. 1	Average	10	11/16/46
L6-2	Swedish Glass Makers	Interesting	10	2/ 5/47
L6-3	G.I. Hobbies		11	
L6-4	Stunt Girl	Good	11	7/19/47
L6-5	Artic Artisan			

SPEAKING OF ANIMALS (6)

Y6-1	Stork Crazy	Very Good	10	1/25/47
Y6-2	Pooch Parade	Good	10	1/25/47

PARAMOUNT (Continued)

Y6-3	Country Life		9	
Y6-4	They're Not So Dumb		8	
Y6-5	In Love		10	
Y6-6	As Our Friends			

MUSICAL PARADES (6)

FF6-1	Sweet and Low		15	
FF6-2	Champaigne for Two		20	
FF6-3	Smooth Sailing			
FF6-4	Paris in the Spring			

GEORGE PAL PUPPETOONS—Technicolor (5)

U6-1	Wilbur the Lion	Excellent	10	5/ 3/47
U6-2	Tubby the Tuba		10	

POPEYE (6)

E6-1	Abusement Park		7	
E6-2	I'll Be Ski-ing Ya		8	
E6-3	Popeye and the Pirates			
E6-4	Royal Four Flusher			

TWO REEL SPECIAL

37	Two Decades of History		22½	

LITTLE LULU

D6-1	Loose In the Caboose	Funny	8	10
D6-2	Cad and Caddie			
D6-3	A Bout With a Trout			

RKO RADIO
1946-'47

EDGAR KENNEDY (6)

73401	I'll Build It Myself	Hilarious	15	10/26/46
73402	Do Or Diet	Good	18	3/15/47
73403	Social Terrers		18	
73404	Heading for Trouble		18	

FLICKER FLASHBACKS (8)

74201	No. 1	Excellent	9	10/26/46
74202	No. 2	Good	9	11/16/46
74203	No. 3		8	
74204	No. 4		10	
74205	No. 5	Good	8	5/10/47
74206	No. 6		8	
74207	No. 7		9	

RAY WHITLEY MUSICALS (4)

73501	Bar Buckaroo		19	
73502	Cupid Rides the Range		18	
73503	Bandits and Ballads		17	
73504	A Buckaroo Broadcast		18	

SPORTSCOPES (13)

74301	Skating Lady	Smooth	8	10/26/46
74302	Hail Notre Dame		8	
74303	Bowling Fever	Fair	8	12/26/46
74304	Kentucky Basketeers	Excellent	8	1/25/46
74305	College Climbers		8	
74306	Ski Champion	Excellent	8	3/15/47
74307	Ice Skippers		8	
74308	Wild Turkey		8	
74309	Racing Sleuth		8	
74310	Summer Tale		8	
74311	Ski Belles		8	

THIS IS AMERICA (13)

73101	Beauty for Sale	Interesting	17	12/ 7/46
73102	Germany Today	Informative	16	1/25/46
73103	A Nation is Born		26	
73104	Campus Boom	Timely	16	3/15/47
73105	San Francisco—Pacific Gateway	Excellent	16	3/22
73106	Forgotten Island		18	
73107	Big Party		17	
73108	I Am An Alcoholic		18	
73109	Passport to Nowhere	Stirring	19	7/12/47

MUSICAL FEATURETTES (4)

73201	Melody Time	Very Good	18	1/25/47
73202	Follow That Music		18	
73203	Let's Make Rhythm		20	

SPECIAL

73901	Football Highlights of 1946		38	

LEON ERROL

73701	Borrowed Blonde	Fair	15	3/29/47
73702	Wife Tames Wolf	Fair	17	5/10/47
73703	In Room 303		17	
73704	Hired Husband		19	

WALT DISNEY

64116	Rescue Dog	Hilarious	7	5/10/47
64117	Straight Shooters		6	
64118	Sleepy Time Donald		7	
74101	Figaro and Frankie		7	
74102	Clown of the Jungle		6	
74103	Donald's Dilemma	Very Funny	7	7/19/47

20th CENTURY-FOX
1946-'47

MOVIETONE ADVENTURES (12)

7201	Fantasy of Siam	Excellent	8	2/ 8/47
7202	Royalty of the Range	Interesting	9	3/29/47
7203	Harvest of the Sea	Interesting	9	3/29/47

(Color)

7251	Sons of Courage		8	
7252	Jamaica	Excellent	8	10/26/46

20th CENTURY-FOX (Continued)

7253	Historic Capetown	Excellent	8	8/21/46
7254	Girls and Gags		8	
7255	The Cape of Good Hope	Interesting	8	5/10/47
7256	Zululand	Interesting	8	3/29/47
7257	Gardens of the Sea			
7258	Romance of the Fjords			
7259	Sweden			

SPORTS REVIEWS—Technicolor (6)

7301	Football Fanfare	Good	8	3/14/46
7302	Style of the Stars	Good	10	3/29/47
7303	Tanbark Champion (Technicolor)			
7351	Winter Holiday	Good	8	9/21/46
7352	Summer Trails	Beautiful	8	1/25/46
7353	Playtime's Journey		8	

TERRYTOONS—Technicolor (20)

7501	Winning the West	Good	7	9/14/46
7502	The Tortoise Wins Again	Good	7	8/17/46
7503	The Eltetronic Mouse Trap	Very Good	7	2/ 8/47
7504	The Jail Break	Fine	7	10/ 5/46
7505	The Snow Man		7	
7506	The Housing Problem	Funny	7	9/21/46
7507	The Crockpot King	Wonderful	7	1/25/46
7508	The Uninvited Pests		7	
7509	Mighty Mouse and the Hep Cat	Very Good	7	1/25/47
7510	Beanstalk Jack		7	
7511	Crying Wolf		7	
7512	McDougal's Rest Farm	Very Funny	7	3/28/47
7513	Dead End Cats		7	
7514	Happy Go Lucky		7	
7515	Mexican Baseball		7	
7516	Aladdin's Lamp		7	
7517	Cat Trouble		7	
7518	Sky Is Falling		7	
7519	The Intruder		7	
7520	Mighty Mouse Meets Deadeye Dick		7	

MARCH OF TIME (13)

1	Is Everybody Happy		18	
2	World Food Problem	Excellent	17	10/ 5/44
3	The Soviets' Neighbor	Revealing	18	11/ 2/46
4	The American Cop	Good	18	12/8/46
5	Nobody's Children	Excellent	17	12/28/46
6	Germany—Handle With Care	Excellent	19	2/ 8/47
7	Fashion Means Business	Excelent	17½	3/ 1/47
8	The Teachers' Crisis			
9	Storm Over Britain			
10	The Russians Nobody Knows			
11	Your Doctors—1947		19	
12	New Trains for Old?	Good	18½	7/12/47

DRIBBLE PUSS PARADE

7901	Monkey-Tone News	Amusing	8	2/ 8/47
7951	Fisherman's Nightmare	Entertaining	8	3/15/47

UNITED ARTISTS 1946-'47

DAFFY DITTIES

	Choo Choo Amigo	Excellent	8	8/ 7/46
	The Lady Said No		8	
	Pepito's Serenade		7½	

MUSICOLORS (7)

	Toccata and Fugue	Intriguing	10	10/26/46

WORLD TODAY

	Wonder Eye	Interesting	10	7/12/47

UNIVERSAL 1946-'47

NAME BAND MUSICALS (13)

2301	Frontier Frolic	Good	15	12/28/46
2302	Champaigne Music	Good	15	1/25/47
2303	Tumbleweed Tempos	Very Good	15	12/28/47
2304	Moonlight Melodies	Excellent	15	12/28/46
2305	Tex Beneke & the Glenn Miller Orch.		15	
2306	Melody Maestro		15	
2307	Tommy Tucker Orch.		15	
2308	Charlie Barnet Orch.		15	
2309	Charlie Spivac Orch.		15	
2310	Jitterumba		15	
2311	Record Party			7/2/47

SING AND BE HAPPY (8)

2381	A Bit of Blarney	Good	11	10/12/46
2382	The Singing Barbers		10	
2383	Let's Sing a College Song		10	
2384	Let's Sing a Western Song		10	

TECHNICOLOR CARTUNES (13)

2321	Fair Weather Fiends	Funny	7	12/28/46
2322	The Wacky Weed	Good	7	12/28/46
2323	Musical Moments		7	
2324	Smoked Hams	Good	7	5/10/47
2325	Coo-Coo Bird		7	
2326	Overture to William Tell		7	
2327	Well Oiled			

THE ANSWER MAN (8)

2391	No. 1	Interesting	10	10/26/46
2392	Nature's Atom Bomb	Interesting	10	12/28/46
2393	The Jungle Gangster	Good	8	5/10/47
2394	Red Fury	Interesting	8	5/10/47
2395	Storm Warning			

UNIVERSAL (Continued)

VARIETY VIEWS (8)

2341	Bear Facts		9	
2342	Pelican Pranks			
2343	Wild West Chimp	Funny	9	5/10/47
2344	Rhumba Holiday	Good	9	5/10/47
2345	Patio Museum			6/23/47
2346	Bronco Babes			6/23/47

JUVENILE JURY SERIES (8)

2361	Juvenile Jury No. 1		10	
2362	Juvenile Jury No. 2	Poor	10	5/10 47
2363	Juvenile Jury No. 3			5/26/47
2364	Juvenile Jury No. 4			6/2/47

SERIALS (1)

	Mysterious Mr. M			

VITAPHONE-WARNER BROS. 1946-'47

BLUE RIBBON CARTOONS—Technicolor (18)

3301	Fox Pop		7	
3302	Wacky Worm		7	
3303	You're an Education		7	
3304	Have You Got Any Castles		7	
3305	Pigs is Pigs		7	
3306	Cat's Tale		7	
3307	Goofy Groceries		7	
3308	Doggone Modern		7	
3309	Sneezing Weasel		7	
3310	Rhapsody in Rivets		7	

FEATURETTES (6)

3102	Minstrel Days		20	
3103	Alice in Movieland		20	
3104	Dog in the Orchard		20	
3105	Keystone Hotel		18	
3106	Remember When		20	

MELODY MASTERS (6)

3601	Desi Arnaz & Orch.		18	
3602	Melody of Youth	Very Good	10	3/ 1/47
3603	Big Time Review	Fair	10	3/29/47
3604	Stan Kenton & Orch.	Fair	10	4/ 5/47
3605	Vaudeville Revue		10	
3606	Zero Girl		10	

MERRIE MELODIES—Technicolor (20)

2701	Kitty Kornered	All Right	7	7/28/46
2702	Hollywood Daffy	Very Good	7	8/ 3/46
2703	Eager Beaver	Very Good	7	8/14/46
2704	Great Piggy Bank Robbery	Good	7	9/14/46
2705	Bacall to Arms	Novel	7	9/14/46
2706	Of Thee I Sting	Very Good	7	9/ 7/46
2707	Walky Talky Hawky	Excellent	7	9/ 7/46
2708	Fair and Wormer	Fast	7	10/12/46
2709	Mousemerized Cat	Fair	7	11/16/46
2710	Mouse Menace	Good	7	12/28/46
2711	Roughly Squeaking		7	
2712	One Meat Brawl	Funny	7	5/ 3/47
2713	Goofy Gophers	Very Funny	7	5/10/47
2714	Gay Anties	Good	7	5/10/47
2715	Scent-imental Over You		7	
2716	Birth of a Notion		7	
2717	Tweetie Pie		7	
2719	Hobo Bobo		7	
2720	Along Came Daffy		7	
3701	Inki at the Circus		7	
3702	Growing Pains		7	
3703	Pest in the House		7	
3704	Foxy Duckling		7	

BUGS BUNNY SPECIALS—Technicolor

2718	Rabbit Transit		7	
2721	Hair Raising Hare		7	
2722	Acrobatty Bunny		7	
2723	Rackateer Rabbit		7	
2724	Big Snooze		7	
2725	Rhapsody Rabbit		7	
2726	Hare Grows in Manhattan		7	
3719	Easter Yeggs		7	

SPORTS PARADE—Technicolor (13)

3501	King of the Everglades		10	
3502	Lazy Hunter	Good	10	11/16/46
3503	Battle of Champs	Excellent	10	5/ 3/47
3504	American Sports Album	Interesting	10	4/ 5/47
3505	Let's Go Swimming	Good	10	3/ 1/47
3506	Arrow Magic		10	
3507	Harness Racing		10	
3508	Flying Sportsman in Jamaica		10	
3509	A Day at Hollywood Park		10	
3510	Tennis Town		10	
3511	Sportsman's Playground		10	
3512	Carnival of Sports		10	

TECHNICOLOR ADVENTURES (6)

3801	Star Spangled City	Exeellent	10	11/16/46
3802	Rubber River	Fair	10	12/28/46
3803	Kingdom of the Wild		10	
3804	Circus Horse		10	
3505	Glamour Town		10	
3806	Branding Irons		10	

TECHNICOLOR SPECIALS (8)

3001	Cinderella's Feller		20	
3002	The Last Bomb	Tremendous	20	9/21/46
3003	A Boy and His Dog		20	
3004	Saddle Up		16	
3005	Song of a Nation		20	
3006	Hollywood Wonderland		26	
3007	Romance and Dance		20	

VITAPHONE VARIETIES (6)

3401	So You Want to Keep Your Hair	Fair	10	12/28/46
3402	So You Want to Play the Horses	Funny	10	11/ 2/46
3403	So You Think You're a Nervous Wreck	Fair	10	8/29/47
3404	So You're Going to be a Father		10	
3405	So You Want to Be in Pictures		10	
3406	So You're Going on Vacation		10	

Shorts Reviews

(Continued from Page 37)

In Love *(Very Funny)*

Para. (Y6-5) Speaking of Animals 10 mins.

This familiar series in which animals seemingly speak from the screen, with accompanying animated movements of the mouth is again aptly represented by pairs of dogs, elephants, monkeys, coons, hippos, llamas, geese, camels and assorted others in scenes which purpose to find them in one or another kind of romantic complications. Very funny.

Making the Varsity *(Interesting)*

Para. (R6-9) Sportlight 10 mins.

Sportlights have selected Yale University as a typical example of colleges and universities where sports are on the upswing due to the return to school of GI athletes whose enthusiasm for sports had not lessened during their war service. Baseball, track meets, lacrosse, crew and football practice sessions are shown with an accompanying explanation of conditioning and final training.

NEWSREEL SYNOPSES

(Released Saturday, July 26)

NEWS OF THE DAY (Vol. 18, No. 292)—$100,000 gold cup turf classic at Belmont Park; Truman honors disabled veterans; Marshall pleads for D.P.s; South America's quintuplets; Submarine crew tests; Oregon Trail Pageant; Male-tested beach fashions.

MOVIETONE (Vol. 29, No. 94)—India frontier votes to join Pakistan in country's division; Navy tests methods of escape from "sunken" subs; First films of Argentine "quints"; Oregon Trail Pageant; Mormons re-enact famous trek; Horse racing at Belmont; Truman presents bowling awards; Aquatennial in Minneapolis.

RKO PATHE (Vol. 18, No. 97)—Truman honors crippled vets; Argentine quintuplets; Human chain in bank strike; Ethiopians in maneuvers; Peron puts on show for Chile; Czech trees speeded to mill; Stymie wins gold cup.

UNIVERSAL (Vol. 20, No. 58)—Marshall pleads for D.P.s; French celebrate Bastille Day; Argentine quintuplets celebrate fourth birthday; Double-deck stratocruiser in test flight; Truman honors paralyzed GI bowling champs; Stymie wins gold cup race.

PARAMOUNT (No. 95)—Army unveils climatic hangar; World's youngest quintuplets; India counts her vote; Scotland approves Lilibet's prince; Larchmont race week; Sunburned skiing; $100,000 international gold cup.

(Released Wednesday, July 23)

MOVIETONE (Vol. 29, No. 93)—Paris conference sets up machinery for Marshall plan; Largest flying boat to get test at Los Angeles; U. S. Army flying tests; Pilgrims from afar in Rome with gifts for the Pope; Innocent man, in jail 13 years, freed by mother's efforts; General MacArthur at American military parade in Tokyo; Linda Darnell at Swiss film festival; Sculling; Cyclists in tour of France; Girls compete for modern Venus title.

NEWS OF THE DAY (Vol. 18, No. 291)—Sixteen nations defy Red "veto" on U. S. aid; Pilotless B-17 ditched in sea; Speaker Martin; Arabian prince confers with Truman on trade; Pilgrims take gifts to Pope; Gorilla at Chicago zoo gets new cage; Camera magic and beauty on Florida beach; Bike racing classic, 25-day tour of France; Hearst Regatta at Los Angeles.

UNIVERSAL (Vol. 20, No. 57)—Paris conference; Chile's President on tour; Spectacular "ditching"; Japs see army parade; French honor F.D.R.; British film head sails; ABCs for beach queens; Modern Venus contest; French bike marathon.

RKO PATHE—(Vol. 18, No. 96)—Conference acts on Marshall plan; Radio-controlled B-17 in water crash test; First military supplies leave U. S. for Greece; Sink entire village in building new dam in Italy; Highest French medal for Franklin Roosevelt; Begin air service to the Orient; 200-mile bike race.

PARAMOUNT—(No. 94)—French bicycle race; Kitten on the kernels; Cat adopts five little "stinkers"; France honors F.D.R. with military medal; Meet on Marshall plan in France; United Nations face the Greek issue.

ALL-AMERICAN (Vol. 5, No. 248)—Track meet; Marble shoot; Benefit show in Brooklyn; Soda-slurping spaniel; Algiers goes modern; Joe Louis plays golf.

TELENEWS (Vol. 1, No. 13)—First films from Russian-occupied northern Korea; Great pilgrimage to Lourdes shrine in France; Students rebuild own university in Poland; Mountain climbing school in Canada; Berber jewelry exhibited; Motor-paced bicycle racing in Paris.

"ADVENTURE ISLAND"
...Paramount

"BLACK GOLD"
...Allied Artists

"HAL ROACH'S COMEDY CARNIVAL"
...United Artists

"GUNFIGHTERS"
...Columbia

"RED STALLION"
...Eagle-Lion Films

"THE VIGILANTES RETURN"
...Universal

CURRENT RELEASES IN

Cinecolor

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SHOWMEN'S TRADE REVIEW

THE SERVICE PAPER OF THE MOTION PICTURE INDUSTRY

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AUGUST 2, 1947

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CHARLES E. 'CHICK' LEWIS
Editor and Publisher

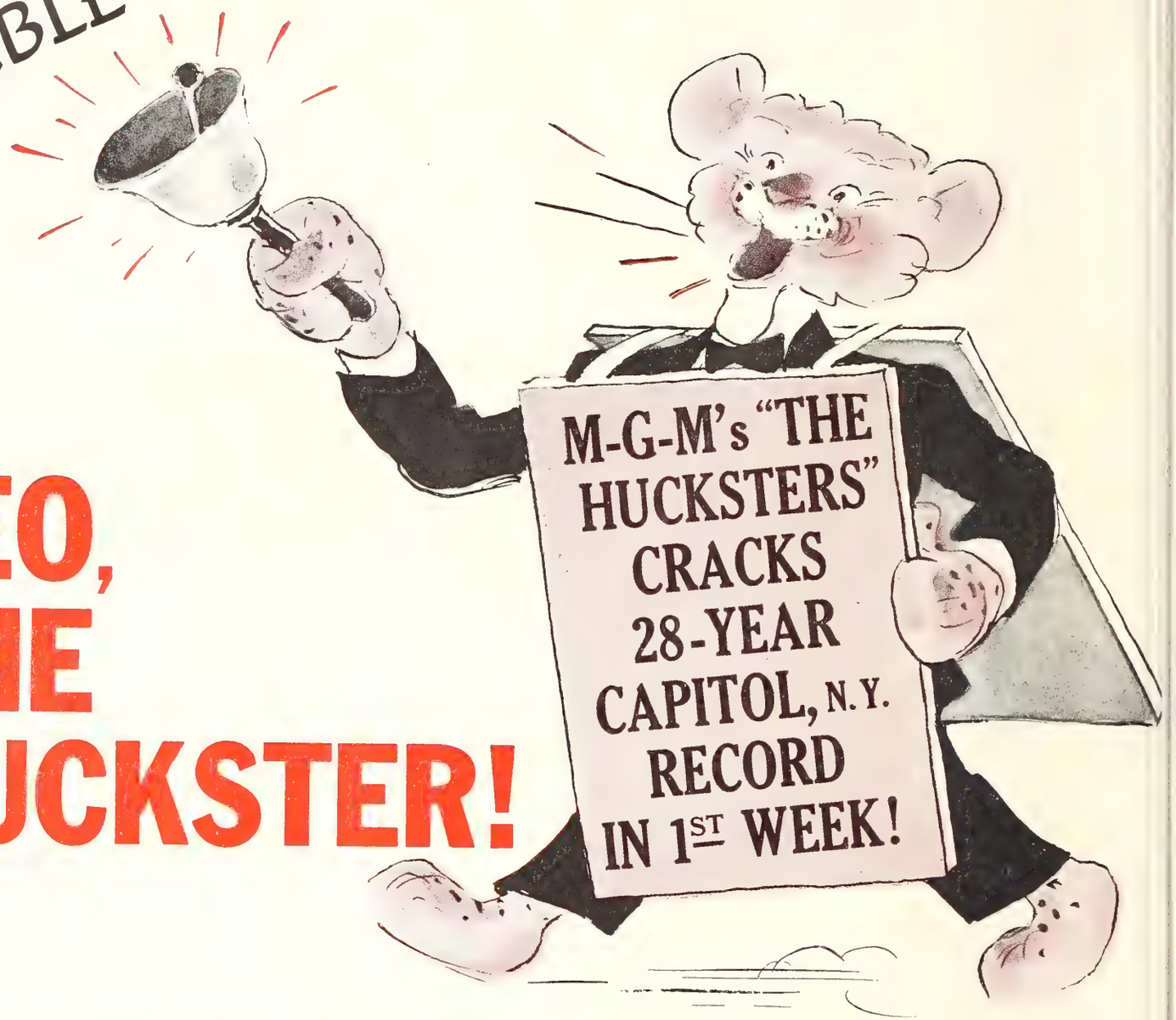


Ben Kalmenson (See Page 6)

Motion Picture Association Amends Ad Code

Strong Product Holds Over Despite Heat

"NEW CAPITOL RECORD—AND GABLE'S GOT IT!"



LEO, THE HUCKSTER!

AND NEW M-G-M RECORDS EVERYWHERE!

CHICAGO—Best all-time opening day!
LOS ANGELES—Record first week!
ALBANY—Biggest gross in 4 years!
MILWAUKEE—Best week in 5 years!
COLUMBUS—Opening challenges 5-year high!
CLEVELAND—Same story here!
NASHVILLE—New opening record!
INDIANAPOLIS—Next to 5 year top opening!
MONTICELLO, N. Y.—New house record by far!
GLENS FALLS, N. Y.—Ties all-time record!
DALLAS—Ranks with biggest biz in 10 years!
KANSAS CITY—New all-time week's record!
(*This could go on forever but there's no more space.*)

CLARK GABLE DEBORAH KERR
SYDNEY GREENSTREET · ADOLPHE MENJOU · AVA GARDNER
KEENAN WYNN · EDWARD ARNOLD
M-G-M's *The* HUCKSTERS
Screen Play by LUTHER DAVIS • Adaptation by EDWARD CHODOROV and GEORGE WELLS • Based on the novel by FREDERIC WAKEMAN
Directed by JACK CONWAY • Produced by ARTHUR HORNBLOW, Jr.
A METRO-GOLDWYN-MAYER PICTURE

THE STR EDITORIAL PAGE

Left At The Post

Continuing our discussion on the lack of strong trade advertising to signal the coming of strong, new-season product, there is a tremendous opportunity right now for some of the companies with good pictures coming up to practically steal the show and generate industry-wide interest and volume sales for their product.

While some of the old-line companies continue the head-in-the-sand attitude while saving peanuts in money, others could expand their present trade advertising with most gratifyingly profitable results for themselves.

With the dearth of trade ads from the so-called leaders, those others could make every trade paper look as though theirs was the only company with good pictures and the courage to step out and tell the exhibition branch of the industry all about them.

Prestige is a vitally important ingredient in this business. Look at the way Republic sky-rocketed to eminence through a policy of strong trade campaigns for quite a few years. Herb Yates was quoted some years back as giving as much credit to his trade campaigns as to the pictures produced for the success his company achieved.

Many of the larger companies also gained their reputation through the type and quantity of their trade ad campaigns. That they would, for even a short time, abandon this time-tried and successful adjunct to their sales, is a mystery. One top sales executive was frank to admit that he was dead-set against his company's policy of curtailed budgets for trade ads. But he attributed it to authority that lacked both a knowledge and understanding of the important part trade ads played in the entire sales plan of his company. A plan, incidentally, that unquestionably played a vital part in the progress and advancement of that company to a place of prominence in this industry.

The critical period of questionable business has now passed. The scare-mongers have now found out (again) that with good pictures the box-office receipts are always excellent. They also are finding out that it's a sucker game to sell this country short. But during their head-in-the-sand period they let themselves slip into a deep rut and slashed their trade ad budgets so severely that the impression gathered momentum that those companies had no good pictures coming along worth advertising.

If those companies don't get smart and resume their advertising in proportion to the number and quality of their pictures, they will really find themselves left at the post while some of the smarter ones forge ahead at a pace that will make them hard to catch.

Busy Washington

Exhibitors and other industry people will make Washington, D. C., a sort of a mecca during the latter days of September.

It has been estimated that the three-fold meetings, etc., will bring well over fifteen hundred industry people to the capital within a space of a week or ten days.

The merger meeting of the ATA-MPTOA is set for the 19th and 20th at the Shoreham Hotel. On the 20th, the Variety Clubs will tender to George Jessel a "celebrity" dinner which will be attended not only by official Washington and the national and local Variety Club officers and barkers, but also practically all of the delegates to the exhibitor convention.

On the 25th and 26th, the TEDPA and TESMA groups will hold their meetings and equipment exposition, also at the Shoreham Hotel.

Each of the groups are arranging elaborate entertainment programs for their delegates and visitors, all of which adds up to a mighty busy ten days in Washington.

Will YOU be there?

▲ ▲ ▲

Take It Easy

We wish there could be a little less acrimony in the charges and counter-charges that go on between the exhibition and distribution branches of our otherwise fair industry these days.

The "reprisal" advertising, for example, by theatremen who resent the pressure put on them to play advance-priced pictures do not do the business any good.

The fact that any showman would declare publicly that he does not believe "any picture worth an admission of $1.20," is proof positive of the bitterness that has been generated because of these mandatory admission advances for certain pictures. But while we can and certainly do sympathize with exhibitors who get into a squeeze play because a widely ballyhooed picture creates a demand they feel cannot be denied, while the distributor forces them to play the picture at advanced admissions or appear unable to give the public what it wants, this "reprisal" advertising boomerangs against the exhibitor himself. Because, actually, the exhibitor should be advertising his theatre and its shows as worth heaps more than is charged the patrons.

This type of advertising is a symptom of an ailment that the distributor has as much power to cure as the exhibitor. The cure, of course, lies in a better, more conciliatory, live-and-let-live attitude.

—"CHICK" LEWIS

WHAT'S NEWS

In the Film Industry This Week

DISTRIBUTION—Something like a year ago, Howard Hughes, a very determined man who is much in the public eye, and Eric Johnston, another determined man also in the public eye, tangled on the question of whether Mr. Hughes could show as much of Miss Russell as some of his ads did and whether the entire campaign was not violating the canons of good state which Mr. Johnston, as president of the Motion Picture Association, felt called upon to uphold.

Mr. Hughes was adamant. Mr. Johnston moved to expel Mr. Hughes and to deprive his picture of the MPA seal of approval. Mr. Hughes sued Mr. Johnston and the MPA.

The suit is still in progress.

But the incident served to give the motion picture industry a lot of unfavorable publicity and it served to crystallize a sentiment in the public mind that something should be done about it, which resulted in incidents across the country and a bill before the New York legislature which actually provided for censorship of motion picture advertising.

This week the more conservative elements of the motion picture industry who had been smarting under wild attacks about decency and good taste which struck the innocent as well as the guilty, came up with a revision of the advertising code which the MPA subscribes to. The changes are not drastic, but they serve to call public attention to the fact that there is a code of good taste in advertising. Principally, the amended code extends to cover all forms of advertising, outlaws dishonesty, binds without qualification all MPA members, and widens the "nudity" clause to cover clothes, too, when the clothes are so handled as "to be offensive or contrary to good taste or morals."

The importance with which the MPA considers this move is seen in the fact that Charles Schlaifer was returned to the post of chairman of its advertising advisory committee to carry out the program which was inaugurated under his regime. Usually these committee chairmen serve a year and are rotated.

Meanwhile Johnston, in New York from Europe, discussed the dangers of the British import tax on films and said he hoped to have an alternate proposal in a week or 10 days.

Paramount announced that some 10,156 theatres would carry the Paramount trademark on their screens during Paramount week Aug. 31-Sept. 6; Astor Pictures is releasing six Harry Carey westerns; United Artists is reissuing "Lady of Burlesque" and the "Great John L"; Saul John Krugman has left Sam Goldwyn as eastern sales representative, and the Motion Picture Export Association has signed up with the Bulgarian monopoly.

* * *

PRODUCTION — Trimble Laboratories, which hitherto had been doing color films for advertising, announced that it would serve the feature film field with its Fullcolor process and that it was now making reissue prints for Film Classics in two colors on 11 films which originally had been made in Technicolor.

Meanwhile the Independent Motion Picture Producers of America, who are trying to pull down costs on B pictures, suggested that all its members form a pool of actors to be "tapped" for their productions and submitted the idea to the Screen Actors Guild, which will have to approve it.

* * *

EXHIBITION—National Allied's Directors meeting in Washington decided to attack music license fees on two fronts—by a suggested amendment to the copyright law and through a law suit.

In Chicago, the Essaness circuit is trying single bills in spots where it had been dualling and finds again that when product is good, the single bill will hold up. Result: The circuit will single-bill top pictures having found that "The Yearling," "Calcutta" and "The Farmer's Daughter" don't need another feature to support them.

Also in Chicago film circles were wondering whether the Schoenstadt Piccadilly Theatre was settling its $6,750,000 suit against the majors and two circuits out of court. The wonder grew as Universal gave the house "The Web" on a better run, and reports persisted that other distributors would do the same—provided Schoenstadt dropped his damage demand.

In New York, 20th Century-Fox was to have two Broadway show cases as it concluded a deal with the Mayfair to play those 20th-Fox pictures which did not play the Roxy first-run. In St. Paul, the city council was considering a 10 per cent municipal admission tax; in Kewanee, Ill., the city council there boosted its license tax from $60 to $500 a year, while in Washington, D. C., the commission there raised its licenses and back in Hammond, Ind., the Calumet Theatre was demanding better clearance with threats of an anti-trust suit if refused.

* * *

GENERAL—If it's television it's motion pictures and if you are showing television in a bar, etc., in Philadelphia, you have to take out a $120 amusement license. So ruled Pennsylvania's Dauphin County Court this week in a move which will affect about half of the bistros that make it the City of Brotherly Love.

Warner Bros. concluded negotiations of long standing by buying the RKO Pathe Newsreel for $4,000,000. The reel will be taken over Aug. 11 and will go into general release Aug. 17 as Warner Pathe News, with most of the former Pathe staff moving over.

Earle Hines, former president of General Precision Equipment Corporation, became board chairman this week and Banker Industrialist Herman G. Place moved into the presidential swivel chair.

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TRADE SLANTS

REPEAT PERFORMANCE

by TOM KENNEDY

With a bow to Eagle-Lion for that title up there, we back-track to where we left off a couple of weeks ago in the issue of July 12.

This is done to report, not what we heard, but what we saw on that visit to Gus Eyssell at Radio City Music Hall when he outlined the general formula for selection of attractions that get bookings at the big showhouse over which he presides with such eminent success.

Among the many attractions of the Music Hall, there is an outstanding feature that nine out of every ten patrons mention as one of the reasons why they are Music Hall fans.

Oddly enough, this feature is one that any theatre in the country can have.

You don't need thousands of seats, spacious and luxurious lobbies, foyers and lounges; you don't even need a big stage, much less a great orchestra, a ballet or a chorus. These latter, of course, are great attractions in themselves at the Music Hall. They serve to emphasize most dramatically how important is one element of showmanship that can be had by every theatreman merely for the asking.

Courtesy, Service

Now, of course, you know that the thing we've talking about is courtesy, service to the public. That's what gets so much comment and makes such a hit with Music Hall patrons.

This reporter has observed the courtesy rule of the Music Hall in action many and many a time. You get to regard it as part of the routine. Just as the Music Hall's impressive architecture and decoration, its huge auditorium, stage show and handsome presentations become familiar but always thrilling experiences, so the striking appearance, efficient bearing and faultless manners of cashiers, doormen and ushers seem so natural that you accept it as to be quite expected but none the less pleasing and admirable.

Now, the gracious manner, the eager concern to make the patron feel welcome and at ease as expressed by the theatre staff is not a mere act put on as per schedule for working shifts over there at the Music Hall.

Observation Inescapable

This observation is inescapable when you go back stage or up to the executive offices For the same attitude which pervades the posture, gestures, facial expression and speech of the ushers and doormen and cashiers, expresses itself—naturally in a manner less stylized—in the behavior of every person in the Music Hall organization. And in no member of the whole outfit is this attitude more pronounced than in Head-man Eyssell himself.

Inescapable, also, is the further observation that the old theory still works: that members of any organization reflect the attitude and personality of the person who is in charge.

Thus the familiar climax, the usual ending.

For it all leads to the simple, many-times-repeated moral that the general tone of "personality" of "atmosphere" which pervades a theatre by reason of its personnel's conduct and behavior is merely a reflection of the attitude of the person in charge, no matter how big or small the theatre, no matter how vast the responsibilities or simple the duties of that person.

NATIONAL NEWSREEL

Raise License Tax

In a move generally unopposed by Washington theatre owners, the District Commissioners last week increased license fees for motion picture theatres from $30 to $75 a year, effective Oct. 1.

Harder hit, however, were theatres using "movable scenery." These theatres will have to pay a license fee of $450, compared with the present annual rate of $50. This rate affects the National Theatre, Loew's Capitol and the Howard.

Allied to Attack Music Licenses on Two Fronts

National Allied's Executive Committee this week armed General Counsel Abram F. Myers, with ammunition for a two-day attack on the American Society of Composers, Authors and Publishers.

Meeting here in a two-day session, the executive committee authorized Myers to draft legislation sharply curtailing or even terminating Ascap's collection of royalties for screen music. Myers' draft will be submitted to Congress at the next session.

The proposed legislation will be in the form of an amendment to the general copyright law and would seek to terminate Ascap's collection of royalties for public performance of music recorded on films.

In addition, the Allied group authorized Myers to seek out a strong court case testing Ascap's legal status and throw the full weight of Allied behind such a test. If no such case is found, Allied members will be urged to instigate a test case.

Opposing the stand taken by the American Theatres Association and the Motion Picture Theatre Owners of America, Allied will conduct a country-wide "grass root" campaign calling for the repeal of the federal admissions tax. The Allied committee approved such a plan and expressed the hope that exhibitors would set up a committee to contact Congress and Senators during the summer recess and demand outright repeal of the federal tax.

Name Ainsworth

The committee also selected as chairman of Allied's Milwaukee convention William L. Ainsworth, president of the Independent Theatre Owners of Wisconsin and Upper Michigan, and approved two new members—Allied Theatre Owners of the Gulf States and Allied Rocky Mountain Independent Theatres.

Allied's *amicus curiae* presentation in the anti-trust decree appeal was also approved by the committee, which Myers was authorized to prepare the case and submit it to the high court. Other exhibitor associations which have worked with Allied in other matters will be asked to join it in the *amicus curiae* presentation.

Present at the meeting, in addition to Myers, were President Jack Kirsch, Col. H. A. Cole, M. A. Rosenberg, Sidney E. Samuelson, Martin G. Smith, Nathan Yamins, and Ainsworth.

St. Paul Studies Tax

St. Paul's city council this week proposed a 10 per cent admission tax on all amusements which, it was estimated, would bring in $600,000 yearly to that Minnesota city. The ordinance is one of a series considered by the city council to raise an additional $1,000,000 revenue.

Play's the Thing As Heat Fails to Halt Hold-Overs

Hot weather hit across the nation this week sending people to the outdoors and proving again that the play's the thing as top-bracket pictures not only held their own at the box-office but held their own in the hold-overs.

The only noticeable change in what averaged out as usual business seemed to be that while in some locations hold-overs continued to be the rule rather than the exception, in others pictures were not running as long in their extended runs as they had earlier in the season.

However, there was no trend toward a major decrease in playing time and the oft-repeated statement that a good picture does good business, was as true this week as it has been in the past.

Several companies, due to their release schedules, did not have much product in the exhibitor mill during the past week and hence do not show up in holdovers, but every company that had good product playing nationally, found that it also had good playing time.

The Record

The record follows:

Universal had "The Egg and I" in its sixth week at Seattle, Tacoma, Allentown and Spokane; its fifth week in Minneapolis, St. Paul, Portland, Oregon, St. Louis, Winnipeg. The picture did three weeks in Cleveland and Houston; two in Reading, Pittsburgh, Harrisburg, Akron, Grand Rapids and Sterling.

"Brute Force" was in its third week at five houses in Los Angeles and in one in New York; it found a second week in Long Beach, Chicago, San Francisco, Washington and Atlantic City. "Ivy" had a second week in Pasadena; "Happy Breed" was in its ninth in Los Angeles; "Odd Man Out" was in its second at Detroit, while "Great Expectations" had its seventh in Los Angeles, its fifth in San Francisco, its third in Chicago and its second in Denver, Brooklyn and Stanford.

Twentieth Century-Fox's "I Wonder Who's Kissing Her Now" was in its third in Boston and its second in New York week while "Homestretch" had a second both in Chicago and Manchester, Mass. "The Ghost and Mrs. Muir" went into a second at Kansas City, Kans.

Paramount's "Dear Ruth" was doing a seventh in St. Louis, a fourth in Brooklyn, a third in Chicago, and two weeks in Memphis, Milwaukee, Baltimore and Philadelphia.

"The Perils of Pauline" went into its fourth week in New York, its third in Los Angeles and Hollywood and had a pair each in Denver and Pittsburgh, while "Welcome Stranger," just released, was in its third at San Francisco and Atlanta and its second in Minneapolis.

RKO had "The Bachelor and the Bobby Soxer" in its second in Radio City Music Hall week; "Crossfire" entered its second at the New York Rivoli. "The Farmer's Daughter" finished five weeks in Hamilton, Ontario, and was in its second week at Phoenix, Ariz. while "Honeymoon" held for two weeks in both Oakland, Calif., and Syracuse, N. Y. Walt Disney's "Fantasia" as a reissue, had chalked up four weeks in New York, and two in Boston and San Francisco.

Warner's "Possessed" did its tenth week in New York while United Artists' "The Other Love" went into its second at Philadelphia.

Motion Picture Ass'n Amends Ad Code in Move to Plug Loopholes

Acting upon the recommendation of their Advertising Advisory Council, directors of the Motion Picture Association Wednesday amended the advertising code in what seemed to be an effort to plug up loopholes and sanctioned a campaign to inform the industry and the public that bad taste in motion picture advertising arose from actions of non-members of the Association.

Announcement of the amended code was made at a press conference presided over by MPA President Eric Johnston in the Association's New York office. Johnston let 20th Century-Fox Advertising and Publicity Director Charles Schlaifer, who is chairman of the Advisory Council, answer questions on the changes. The MPA president confined himself to discussions of the European trip, and the British *ad valorem* import tax on film which he denounced as unworkable, a violation of trade agreements and a violation of the Geneva Trade Conference in spirit.

He also declared that Europeans wanted to see more pictures about "the real America" and indicated that this view might influence Hollywood.

Schlaifer in answering questions on the code openly stated that the changes were made and the information campaign would be carried out because the members of the Council, which include the major distributors, found that they were being smeared by the criticism directed against breaches by non-members. The members of the council, he said—MGM, Paramount, Universal-International, RKO, Columbia, United Artists, Eagle-Lion, Republic—had scrupulously adhered to its canons of good taste and wished to straighten out this misapprehension.

The aid of exhibitors in carrying out the code to theatres would be solicited, Schlaifer said in answer to a question, later adding that this would be done through exchange contacts.

Schlaifer further stated that breaches of what he called non-members of the MPA had started serious repercussions which led to a bill to censor motion picture advertising in New York. (The bill did not pass but almost became law and only a parliamentary maneuver kept it from getting on the books).

This particular incident appeared to stem out of "The Outlaw" advertising which originally threw the MPA into a gale of publicity about advertising when Producer Howard Hughes, then a member of the organization, refused to abide by its orders to change his advertising. The Hughes case is still in the courts and the question of whether Hughes resigned the MPA or was expelled is still a matter of confused and divers opinion.

(*Continued on Page 7*)

Warners List 9 Features, 96 Shorts, 104 News for 1947-48

Will Sell 'Life With Father' As Special Before Putting It Into Regular Release

(*See Cover*)

A release schedule for 1947-48 which includes nine features, 96 shorts, 104 issues of the Warner Pathe News and the announcement that the forthcoming Technicolor "Life With Father" will be sold for special engagements only before it goes into its general run, were the highlights of Warner Bros. first sales convention in five years which opened in New York Thursday at the Waldorf-Astoria.

Both announcements were made by Vice-President and General Sales Manager Ben Kalmenson, who presided over the meeting and who told the delegates that Warners would maintain a flexible release schedule which could conform to changing conditions.

Kalmenson's statement regarding "Life With Father" was taken to mean that the picture would go into special runs only at advanced admissions. The Warner sales executive also revealed a list of such engagements which would follow the world premiere at Skowhegan, Me., Aug. 14.

The features to be released during 1947-48 Kalmenson listed as "Deep Valley" with Ida Lupino and Dane Clark, set for Sept. 1, to be followed at the end of the month by "Night Unto Night," with Ronald Reagan and Viveca Lindfors.

Other releases are "Dark Passage," with Humphrey Bogart and Lauren Bacall; "The Unsuspected"; "Escape Me Never"; "My Wild Irish Rose"; "Wallflower"; United States Pictures' "Ever the Beginning" with Lilli Palmer and Sam Wanamaker, and the Broadway stage hit, "Voice of the Turtle," with Ronald Reagan, Eleanor Parker, Eve Arden, Wayne Morris and Kent Smith.

The short subject schedule, according to Short Subject Sales Manager Norman H. Moray, would consist of the following program:

Eight Technicolor specials—"Sunset in the Pacific," "Celebration Days," "Teddy the Rough Rider," "Sunday Round Up," "King of the Carnival," "A Day at the Fair," "My Own United States," "Soap Box Derby."

Six Technicolor Adventure specials—"Land of Romance," "Beautiful Bali," "Dad Minds the Baby," "Rhythms of the Big City," "What's Hatchin'," "Living With Lions."

Six "Memories of Melody Lane"; six "Melody Masters Bands," including such orchestras as Freddy Martin, Artie Shaw, Henry Busse, Joe Reichman; six "Joe McDoakes" comedies and 13 Sports Parades in Technicolor.

President Harry M. Warner was one of the principal speakers and discussed the economic aspects of the industry as well as describing the part the sales force could play in broadening the services of films to the public through the screen's educational facilities. Major Albert Warner spoke on distribution. Vice-President and Executive Producer Jack Warner, originally scheduled to speak, canceled and was to speak instead at another Warner sales convention—the second of the year—to be held in Chicago Aug. 4-6.

Warners Buy RKO Pathe Newsreel; Will Present It as Warner Pathe News

In a move apparently designed to expedite production of its own announced newsreel, Warner Bros. this week concluded a deal to buy RKO Pathe news and announced plans to bring out the new reel Aug. 17 under the title of Warner Pathe News. Purchase price was $4,000,000.



Norman H. Moray

The sale, announced jointly by Warner Bros. President Harry M. Warner and RKO Executive Vice-President Ned Depinet, gives Warners the following essential items: Complete newsreel developing and printing equipment which otherwise would have to be made to order; a complete film library; a trained newsreel staff.

The sale does not include the Pathe short subjects, commercial films, the New York Pathe studios and other activities which remain under the RKO banner.

Warner Bros. Short Subject Sales Manager Norman H. Moray is president of the Warner newsreel, with James Allen as vice-president and general manager and Ned Buddy as Allen's assistant.

Walton Ament, RKO newsreel vice-president, will join the Warner organization as newsreel production vice-president and it is expected that other Pathe News executives such as Alfred Butterfield, Harold Bonafield and John LeVien will join the Warner reel.

Actual physical transfer of the property will take place August 11, with the Warner Pathe Newsreel to remain in the present RKO Pathe News headquarters on Madison Avenue, New York.

Warner Bros. had planned a reel for several years but were held up because of war shortages.



James Allen



Walton Ament

Warners' 9-month Net Reaches $19,134,000

Warner Bros. and subsidiaries showed a net profit of $19,134,000 for the nine months ending May 31, 1947, after deducting $11,900,000 for federal income taxes.

The net, which includes a $418,000 refund on foreign excess taxes applicable to previous years, is equivalent to $2.60 a share of common. The net for the same period in 1946 was $14,749,000 after providing $14,000,000 for federal income taxes and providing $1,100,000 for contingencies.

Hayden New Trust Buster

J. Francis Hayden, 40, of New York has been appointed head of the Department of Justice's New York Anti-Trust Division.

Tom Connors Dickering

Tom Connors, former head of sales for 20th Century-Fox, flew to the coast this week for huddles on several production and distribution propositions in which he may become active. It is also rumored that he has been approached by a large independent theatre circuit to take over as head man. Connors, when contacted before leaving New York, would not make any statement but said he might have an announcement to make when he returns in about a week or ten days.

Capital Eases Tough Building Restrictions

Following many recommendations of a special committee headed by A. Julian Brylawski, President of the Motion Picture Theatre Owners of Washington, the District Commissioners have tentatively agreed to a modification of a drastic building and fire code. The proposed code, if put into effect, would have forced the closing of 20 of Washington's 66 theatres. Compliance would have meant expenditures of more than $3,500,000 by District Theatre Owners, it was estimated.

The Commissioners have agreed that in general new rules will not apply to existing situations.

Among the toughest new rules proposed by the Commissioners were: 1) elimination of outside fire escapes and the addition of inside, enclosed exits; 2) removal of heating plants from under places of assembly, such as stages, foyers, etc.; 3) changes in the specifications of exits; 4) drastic changes in the seating plans of theatres. All these have either been eliminated or modified.

Astor Acquires Six Harry Carey Westerns

Astor Pictures President Robert M. Savini this week announced that his company had acquired the world distribution rights to six Harry Carey westerns which have been put into immediate release. The titles of the six are: "Wild Mustang," "Wagon Trails," "The Last of the Clintons," "Aces Wild," "Rustler's Paradise," "Ghost Town."

Jules Levey Sails

Producer Jules Levey sailed for England Friday to study the possibility of a production abroad, after declaring that under present world conditions the "independent producer making A pictures is out of business right now but doesn't know it." He blamed production costs, coupled with curtailed European markets, but would not discuss what plans he had for possible European production.

With pride in mutual

association and all honor for

superb accomplishment...



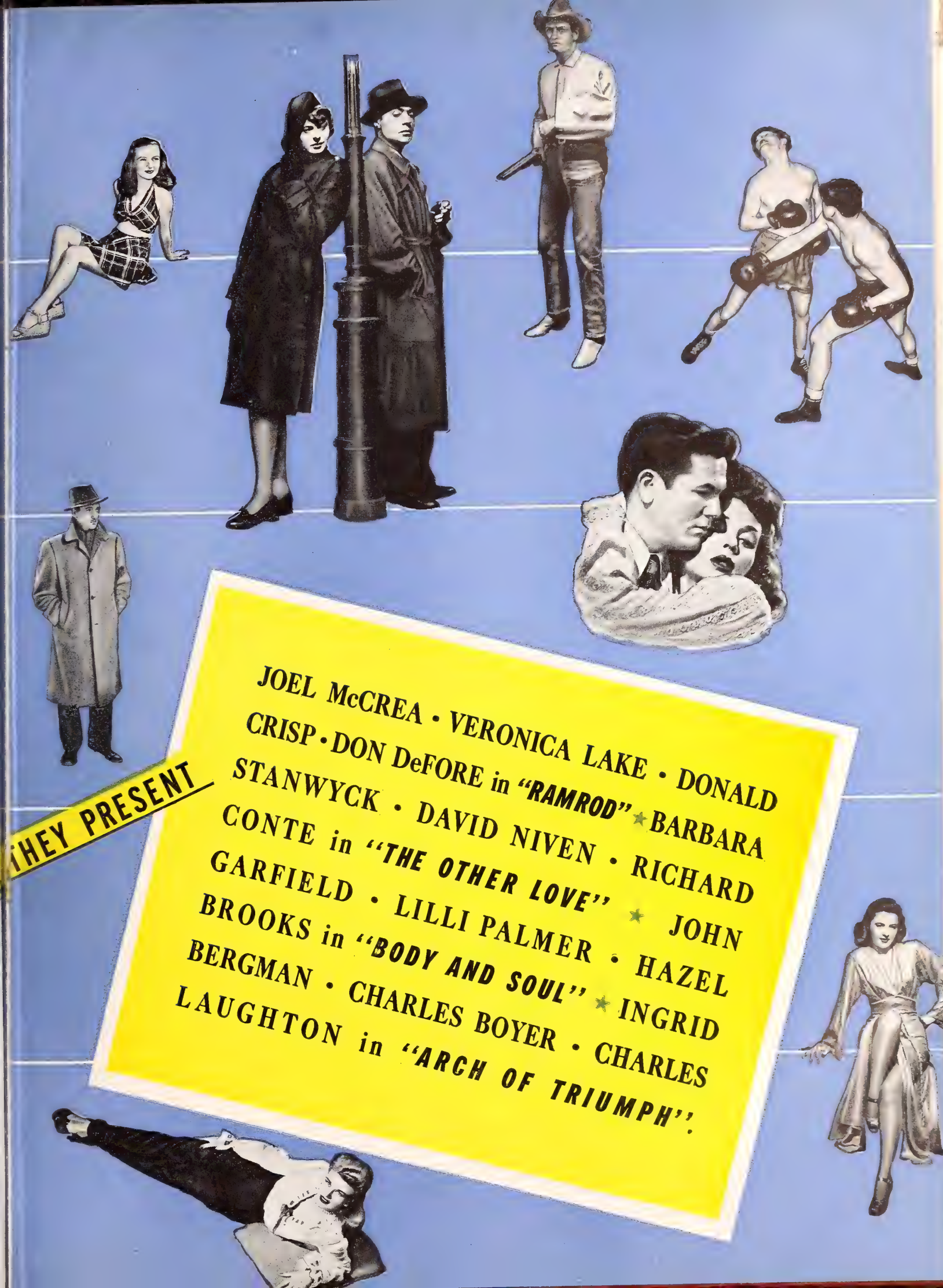
United Artists salutes

The Enterprise Studios

Excellence in Entertainment

THE ENTERPRISE STUDIOS

from its inception has been
dedicated to the production of the
most distinguished film entertainment. In its
unprecedented first year of operation,
Enterprise has gained more than its share of
acclaim, from both the industry
and the ticket-buying public. In release
or awaiting release are these
pictures that will make the
name of Enterprise AS GREAT AS THE STARS


THEY PRESENT
JOEL McCREA • VERONICA LAKE • DONALD CRISP • DON DeFORE in "RAMROD" ★ BARBARA STANWYCK • DAVID NIVEN • RICHARD CONTE in "THE OTHER LOVE" ★ JOHN GARFIELD • LILLI PALMER • HAZEL BROOKS in "BODY AND SOUL" ★ INGRID BERGMAN • CHARLES BOYER • CHARLES LAUGHTON in "ARCH OF TRIUMPH".

The Enterprise Studios

Excellence in Entertainment

and the names that make it great!



STARS IN ENTERPRISE PICTURES

INGRID BERGMAN • CHARLES BOYER • HAZEL BROOKS
RICHARD CONTE • JOHN GARFIELD • VERONICA LAKE
CHARLES LAUGHTON • JOEL McCREA • DAVID NIVEN
LILLI PALMER • GINGER ROGERS • NORMA SHEARER
BARBARA STANWYCK

PRODUCERS

JACK BRIGGS • DAVID LEWIS • LEWIS MILESTONE
WOLFGANG REINHARDT • BOB ROBERTS • HARRY SHERMAN

DIRECTORS AND WRITERS

BERTOLD BRECHT • HARRY BROWN • ANDRE de TOTH
LADISLAS FODOR • ALFRED GREEN • MICHAEL JORY
LEWIS MILESTONE • ABRAHAM POLONSKY
ROBERT ROSSEN • PHILIP AND JANET STEVENSON



The Enterprise Studios

THE PRIZE OF THE INDUSTRY ★ THE PRIDE OF UNITED ARTISTS

PRINTED IN U. S. A.

MPA Amends Ad Code To Plug Loopholes

(*Continued from Page* 5)

The changes in the code do not appear to be of a revolutionary nature. In the preamble the purpose is reworded so that the code covers advertising within its membership and applies to all types of advertising. It also clarifies the language so that the code is binding "without reservation" on all members.

In the code itself Article 1 is changed so as to make all advertising conform to fact and to avoid all misrepresentation. Article 5 is amended to include "race" with "religion or religious faith" in the prohibition against ridiculing these subjects.

Article 10 is clarified so that the advertiser shall be "guided by" the provision instead of merely bearing "in mind" as in the past. In Article 11 to a prohibition against nudity with "meretricious purpose, and salacious postures," the scope is broadened to include "clothed figures" represented so as "to be offensive or contrary to good state or morals," which could be directed against sweater girls, postures recumbent with clothes, and evening gowns.

Article 12 in addition to prohibiting capitalization of court actions on censorship, censorship disputes in advertising, also includes publicity.

In his press conference Johnston declared that Europe wanted "to see less of the extremes of America; they want to see more of the America that represents the average citizen."

Questioned about the British import plan he acknowledged that the MPA had not devised an alternate plan but hoped to have one in a week or 10 days.

Johnston denied any intention of intimating that the motion picture industry would retaliate against the British import plan, which is now law, if it were enforced. He declared that he did say such taxes were like a "prairie fire" and that the United States might retaliate.

Asked if this possible retalization might take the form of a United States tax on British pictures or by the circuits refusing to book British films, he replied that it "might be anyone of that or other things."

June U. S. Tax Drops But Still Runs High

Although federal admissions tax collections in June dropped sharply from collections in May, figures for the first six months of this year are still running ahead of the corresponding period in 1946, the Treasury Department revealed.

Collections in June dropped to $27,829,982 from May receipts of $31,266,930. Collections in June of last year, however, showed a similar slump and amounted to $27,422,536.

Collections for the first six months of this year reached $181,896,440, compared with the $172,367,295 collected through June of 1946. The average monthly collection last year was $31,793,351.

It's Pictures

Television is motion pictures, Pennsylvania's Dauphin County Court decided this week in a ruling which practically puts all Philadelphia establishments using video under the necessity of taking out a $120 yearly amusement license. The ruling will affect a large number of bars in Philadelphia.

Singles OK

Single bills with good product, tried out by Essaness circuit for several of its houses in and around Chicago, have proved successful, General Manager Emil Stern reports. While the Oak Park, the Oriental, Woods and the Devon have all been single-feature houses, the rest of the circuit runs on a dual policy.

The experiment in singles at these houses was tried with RKO's "The Farmer's Daughters," Paramount's "California" and "Calcutta," and MGM's "The Yearling." Stern said he would repeat single bills in these dualling houses whenever the product, in his opinion, warranted it.

Fullcolor Available for Feature Production

Trimble Laboratories, a firm which has hitherto been using the Fullcolor process for advertising films only, this week announced that it had entered the entertainment field and would increase Hollywood's color production capacity by approximately 15 per cent.

The process at present is restricted to two colors, with officials of the laboratories stating that they would await availability of Monopack in quantity before attempting three-color work.

"For the time being," President L. S. Trimble explained, "we will devote our plant capacity to turning out prints from Technicolor negatives for reissue purposes. We already have a deal with Film Classics to supply the positive on 11 Technicolor oldsters."

20th-Fox Will Have 2 B'way Showcases Soon

Twentieth Century-Fox's "Kiss of Death" will inaugurate a first-run, single-feature policy in Broadway's Mayfair Theatre during the latter part of August, it was learned in New York this week.

Switch on the part of the house from subsequent-run duals, which it has been playing, gives 20th-Fox two Broadway outlets—the Roxy, which will continue its present policy with regard to top 20th-Fox pictures, and the Brandt-operated Mayfair. The Mayfair will follow "Kiss of Death" with Enterprise's "Body and Soul." After that, 20th-Fox's "Gentleman's Agreement," based on the best seller, will go into the house for an indefinite run.

Griffith, Rowley Buy Texas Radio Station

H. J. Griffith of Theatre Enterprises, Inc., and Edward H. Rowley of the R & R Circuit have extended their radio holdings with the purchase of Station KWFT at Wichita Falls, Texas, in association with Kenyon Brown who will manage the unit. The reported price was $700,000.

N. Y. Area Foundation Meet Set for August 11

Max A. Cohen, New York exchange area chairman for the Motion Picture Foundation, announced Wednesday that an organization meeting will be held Aug. 11, at 11 A.M. at the Hotel Astor, New York City, for the purpose of electing a Trustee and a committee of 17.

Exhibitors Helping on 'Variety Girl' Benefits

The cooperation which the circuits and exhibitors of the country are giving the various local Tents of Variety Clubs International in staging their multiple benefit premieres of "Variety Girl" for charitable purposes, was warmly praised in New York this week by Chief Barker R. J. O'Donnell.

Paramount has donated "Variety Girl" for these special benefits free of charge; the exhibitors across the nation are donating their theatres.

"The cooperation extended by the various circuits and exhibitors in making their theatres available without any charge whatsoever," O'Donnell declared, "is most gratifying and may well be considered a genuine tribute to the outstanding charity work being done by the various Tents around the country."

O'Donnell cited the public relations value of the benefits in advising "the public that showbusiness has a great big heart."

Suggests Actors' Pool To Lower 'B' Costs

Continuing efforts to pull down the costs on B picture production, I. E. Chadwick, president of the Motion Picture Producers of America, this week suggested that a stock company of actors be set up as a pool from which all producers could draw talent.

Meanwhile, Chadwick announced that Nassour Studios had agreed to rent studio space to producers making films costing less than $100,000 at 20 per cent under former scales.

Join Paramount Week

Some 10,156 theatres, representing 60 per cent of the country's theatres, have promised to book at least one film showing Paramount's trademark in connection with the celebration of "Paramount Week" Aug. 31-Sept. 6, the company announced in New York this week. This represents 17 per cent more theatres cooperating than last year.

Bulgars Sign Up

The Motion Picture Export Association this week closed an interim distribution deal with Filmsko Delo, the Bulgarian Film Monopoly by which 20 features and short subjects of MPEA members would be released prior to March 31, 1948.

3 'Outlaw' Openings

United Artists this week announced that "The Outlaw" had opened day and date in three houses at Havana, Cuba. The theatres are the Campoamor, Metropolitan and the Trianon.

Rites for G. S. Applegate

Funeral services were held Tuesday at Garden City, N. Y., for George S. Applegate, 55, chief of engineering of the Westrex Corp., a subsidiary of Western Electric Co., who died suddenly last Friday night of a heart attack.

Clemence, Publicist, Dead

William B. Clemence, 66, veteran newspaper man and publicity writer for Columbia Pictures, died July 29, in New York. He is survived by his wife and son, John Clemence of Philadelphia.

S. N. Behrman to Write Palestine Films Feature

S. N. Behrman, internationally known playwright who turned to serious subjects in "No Time for Comedy," will join Palestine Films to write a feature picture, as yet untitled, which will be filmed entirely in Palestine, that company announced this week.

This move marks an expansion of Palestine's plans which to date had included only documentaries, one of which "The House in the Desert" is scheduled for United States release in September, according to Palestine President Norman Lourie.

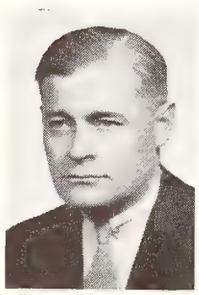
The company was formed for the purpose of making pictures to acquaint the rest of the world with life within the Jewish country. It also planned to make documentaries of the mid-east.

Lourie was associated in developing the 20th Century-Fox-United Artists circuit in South Africa before the war and established the Alpha Studios at Johannesburg. During the war he served as a correspondent. In 1946 he built a studio in Jerusalem and formed Palestine Films in association with Victor M. Ratner, its secretary, formerly with the Columbia Broadcasting Company, and Joseph Krumgold, its production vice-president, who was associated with major Hollywood studios as a writer. During the war Krumgold produced such documentaries as "Hidden Hunger," "The Autobiography of a Jeep" and "Tomorrow We Fly." Last week Lourie sailed for Palestine.

UA Reissues Two

United Artists this week booked its "Lady of Burlesque" and "The Great John L." into its New York showcase, the Broadway, prior to reissuing both pictures.

General's General



Herman G. Place



Earle G. Hines

STEPPING UP from president of General Precision Equipment Corporation to the post of board chairman this week was Earle G. Hines (right) veteran head of the company, who has served as its chief executive since 1936. And stepping into the spot vacated by Hines is Herman G. Place (left) banker, industrialist and director of the company since its reorganization, which was when Hines came into the picture. Place, a graduate of Cornell University, has a wide background of banking behind him, serving as an officer in Seaboard National, Equitable Trust and Chase National, where his talents were usually devoted to problems in connection with the motion picture industry. He was active in the reorganization of Fox Film and Fox West Coast. General Precision, through its subsidiaries, has a finger in almost every type of motion picture pie including the 16-mm. and 8-mm. field.

NEWSREEL CLIPS

Tulle and Toe

Talk about your ready made audiences, something an exhibitor always likes because he doesn't have to do too much selling of his own. Well MGM seems to have a ready made audience that no one gives much attention to for its forthcoming picture on the ballet, "The Unfinished Dance."

It's an audience of people interested in the ballet. Don't laugh. According to a check made by SHOWMEN'S TRADE REVIEW, not even your best friend would suspect the number of people who are interested in the tulle and toe school of treading the light fantastic, but it's big. And here's a few reasonable facts:

The Ballet Russe is getting ready for another cross-country tour which will include the corn belt and the grass roots as well as the citadels of culture. The company at present plans to visit 185 American cities. Why?

Because last year it visited 182, played sell-outs in each instance and averaged audiences of 3,000 for a performance when the house could hold that many. A spokesman for Manager S. Hurok declared that the extent of the tour was not limited to the large centers but that frequent one-night stands were played in smaller cities located between the big cities. What's more the audiences were enthusiastic.

Another sign of the times: (This time it's a young housewife and mother of a one-year old who lives in a mid-western community which at least can qualify as corn-fed if not grass-roots): She claims that all her neighbor's children go to ballet schools and makes it plain she doesn't mean dancing school in the generally accepted sense but places where *pirouettes* and *pas de deux* are taught.

In this connection *Dance Magazine* told SHOWMEN'S TRADE REVIEW that there are conservatively at least 10,000 schools in the United States which teach ballet to say nothing of more than that amount of part-time teachers who give instructions in the same field.

And the clincher to all this interest may lie in the fact that way back in the dim past a play named "Oklahoma" brought ballet to the Broadway musical play and made such a hit that another play known as "Carousel" followed suit. Then when that clicked almost every musical which followed had a ballet in it that the wise guy once would have said meant death to the box-office.

Remember these shows toured the country and did something to public taste. And remember that Broadway's two top musicals today—"Finian's Rainbow" and "Brigadoon" are practically loaded with ballet.

So it looks like the public must be ballet conscious.

Names

Ray G. Colvin, president of the Theatre Equipment Dealers Protective Association, was due in Washington this week to make final arrangements for the joint TEDPA convention and TESMA trade show.

Stanley Meyer, district manager for the first-run Fox West Coast houses in Los Angeles, quit this week without stating what he had up his sleeve. Meyer was with various Skouras outfits for something like 17 years.

Walter Blake of Donohue and Coe, who looks after Enterprise's advertising, is back in Hollywood after a trip east to talk over campaigns with United Artists. **Harry Ehrreich,** RKO foreign department service manager took a flier to Mexico City recently.

Chancellor **Robert M. Hutchins** of Chicago U and **Arthur H. Motley** of Parade Publications will be the main speakers at the National Association of Visual Educational Dealers convention in Chicago's Hotel Sherman Aug. 3-6.

1,000 for Paramount?

That Paramount will probably end up by acquiring full ownership in 1,000 theatres as a result of the anti-trust decree instead of having interests in some 1,034 theatres is seen by **Joseph W. Taylor,** writing in a recent issue of the *Wall Street Journal's* Pacific Coast edition. Taylor, who points to the position Paramount has achieved financially in the industry, also declares that it has arranged a line of credit as a bulwark and is buying up its stock to use for trading purposes.

Festival

The Talent scouts and story editors will probably be on hand at Fordham University during the next three weeks when that institution puts on its summer drama festival, not only in search of faces but to look at the modern version of the Faust legend, "The Devil to Pay," which was written by Dorothy L. Sayers, who, if memory serves right, turns out a wicked mystery story.

Long Hair

Motion Picture music went into the very classic and classy precincts at the longhair haven of Tanglewood, when the Berkshire Music Festival on July 29 presented excerpts from "Henry V," "Our Town," "Mayerling" "Alexander Nevsky" and "The River" on a program presented under the aegis of Dr. Serge Koussevitsky and the Boston Symphony Orchestra. The battle scene from "Henry V" was shown at the same time.

Calendar

AUGUST:

4, Annual outing Buffalo Variety Club Tent No. 7, at Automobile Club Country Estate at Clarence, N. Y.

4, Regional Meeting Independent Theatre Owners of Iowa and Nebraska, Keota, Iowa.

6, World premiere of RKO's "Long Night" in Boston.

13, World premiere of Eagle-Lion's "Red Stallion," Majestic Theatre, Houston, Tex.

13, American premiere of the U-I-Rank "Black Narcissus," Fulton Theatre, New York.

12-13, MGM Canadian sales meeting, Royal York Hotel, Toronto.

12-14, Southeastern Theatre Owners' Convention, Atlanta, Ga.

14, World premiere Warner's "Life with Father," Lakewood Theatre, Skowhegan, Maine.

14, World premiere U-I's "Frieda," Park Avenue Theatre, New York.

31, Quad City Theatre Managers' Association, Short Hills Country Club, East Moline, Ill.

SEPTEMBER:

19-20, ATA-MPTOA Ratification Convention, Shoreham Hotel, Washington, D. C.

20, Variety Club dinner for George Jessel, Mayflower Hotel, Washington, D. C.

23, House public hearing on Communism in Hollywood, in Washington.

SELLING THE PICTURE

Ad Budget Cuts Harmful, Distributors Warned

A warning against cuts in advertising appropriations as being harmful to the exhibitors and, in the final analysis, to the companies themselves was sounded last week by Edward Schreiber, Century Theatres' advertising and publicity chief, in a letter to the advertising and publicity directors of all the distributing companies.



Ed Schreiber

Basing his observations on widespread rumors that distributors are considering cutting or already have cut advertising budgets, Schreiber declared "'it is no secret that present-day patrons are equipped with some sort of Geiger counters which unfailingly warns them away from theatres exhibiting inadequately sold pictures."

"We all know," he wrote, "that they show marked indifference to certain films. Shall we, then, compound this indifference by releasing films in a vacuum? The answer to that one is no! As a matter of fact, since consumer choosiness is so apparent, it would be logical to expect that budgets would be upped.

"There has existed for a long while the erroneous belief that by the time a film gets to a subsequent-run theatre, its advertising has divided the moviegoing public into two sharply defined groups—those who 'want to see' it and those who 'don't want to see' it. These two groups do exist, surely, but there is a third group, those who are on the fence, neither sold nor unsold, who can be shifted into the 'want to sees' by an extensive advertising campaign."

"If your advertising escorts a picture beyond the special and first-run engagements," Schreiber concluded, "it is my belief that you will escort it into considerable velvet."



DIFFERENT and attention-getting is this unique use of a 24-sheet on MGM's "It Happened in Brooklyn" as arranged by Manager Albert Frank, Fond du Lac Theatre, Fond du Lac, Wis. Two colored spot lights were focussed on the shredded display, and as the doors opened and closed, the strips blew gently apart.

Novel Introduction

R. D. Trickel, new manager of the Hitching Post Theatre in Janesville, Wis., took a novel way of introducing himself to his theatre's patrons. It was probably inspired by the ballyhoo he arranged for the first picture to be shown under his management, Republic's Roy Rogers film, "Bells of San Angelo," for which he sent two colorfully-costumed riders to parade through the town on the opening day. The next Sunday Trickel mounted a trick palomino and rode upon the stage during the presentation. That, he said, was one way to have his patrons get acquainted with him.

'Desert Fury' Star Meets Mormon Church President

Paramount's Hal Wallis Technicolor picture, "Desert Fury," won a large amount of newspaper space for its Salt Lake City world premiere at the Utah Theatre through the presentation of a California rose tree to President George Albert Smith of the Mormon Church. Lizabeth Scott, one of the film's stars, made the presentation. Local newspapers gave it page-one play as it was the first time the head of the Mormon church had ever met a film star. Burt Lancaster, another star of the pitcure, was also in Salt Lake City and he and Miss Scott took part in the official ceremonies marking the state's centennial celebration called "Covered Wagon Days." Their participation called for more newspaper space.

The Salt Lake City *Tribune* ran a series of daily articles on Miss Scott by Peggy Bennion, daughter of Utah's secretary of state, who was official hostess to the star during her visit. The Mayor of the city gave a reception in honor of Miss Scott and Lancaster.

WB-Oneida Tieup to Break Early in 1948

Two attractive counter display pieces in color, one featuring Janis Paige in "Wallflower" and the other showing Arlene Dahl in "My Wild Irish Rose," will be placed in more than 5,000 jewelry and department stores throughout the country under a tieup arranged by Warner Bros. with Oneida, Ltd., manufacturers of 1881 Rogers silverware.

Also included in the tieup are full-page four-color ads in a long list of national magazines.

The promotion activity will break around the first of the year, timed with the opening of the two Warner releases.

Animal Identity Contest Plugs MGM's 'Yearling'

Manager Louis Philon of the Liberty Theatre in Michigan City, Ind., made use of one of MGM's cooperative stunts to publicize his showing of "The Yearling." Sponsor of the stunt was Sears Roebuck which took a three-column ad, nearly a page in depth, in the Michigan City *News-Dispatch* to picture 20 animals. A free pass was offered to the first 20 boys and girls who correctly named the animals. Resultant publicity was a spur to attendance.

Mass Mock Trials for 'Long Night' Premieres

Mass mock trials have been set up by the RKO Radio field force under Terry Turner in connection with the forthcoming New England area premiere of "The Long Night" on August 6.

With 338 locations participating, some 66 spots out of that number have had screenings of the picture with state's attorneys, district attorneys, judges and police chiefs not only in the audience but voting after the screening whether or not the main character, played by Henry Fonda, would be found guilty if brought to trial.

Individual promotions will emanate from these screenings with mock trials either over the radio or by Little Theatre groups in Boston, Portland, Waterville, Claremount, Lewiston, Manchester, Springfield, Providence, Stamford, Bridgeport, New Bedford, New Haven, Hartford, Fall River, Plattsburg, Utica, Albany, Glens Falls, Gloversville, Burlington, Pittsfield, Buffalo, Rochester, Syracuse, Ithaca, plus others yet to come.

Leading radio stations, 56 in number, including the vast Yankee network, will plug the picture in their newscasts starting July 30 and the six 15-minute shows, produced in Hollywood by Don Thompson, with Henry Fonda, Barbara Bel Geddes, Vincent Price and Ann Dvorak playing their original roles, will also start on that day.

Plans for the mammoth mock trial in Symphony Hall, Boston, are proceeding, with August 13 the date and the Children's Hospital the recipient of all receipts. Leading Hollywood players will enact the roles of Henry Fonda and Miss Bel Geddes, while Ann Dvorak will be present to play her original part. The promotion will have the full cooperation of the *Record, American* and *Sunday Advertiser.* The RKO field force working on the promotion includes Harry Reiners, supervisor; Ralph Banghart, Hugh MacKenzie, Doug Beck, Maury Passero, Alan Weider and Tom Craig.



CLOVER CLUB GIRL. Tieing in with the Clover Club, a local night club, Manager William Farnsworth of the Hollywood Theatre, Dallas, Texas, arranged this eye-catching display featuring Janis Carter, who stars in Columbia's "Framed." Similar tieups might be made in other communities, utilizing the name of the local club.



WATCHING 'WYOMING' GOLD RUSH. Bill Elliott, Vera Ralston, Mayor John J. McInerney and Herbert J. Yates, president of Republic Pictures, watch as 2,500 Cheyenne youngtsers participate in a Gold Rush in Holliday Park as part of the world premiere celebration of Republic's "Wyoming" in Cheyenne last week. Premiere was hypoed by selection of the production as the official picture of the Frontier Days Celebration by Wyoming Governor Lester C. Hunt.

Reade Houses Stage 'Lovable Girl' Contest

The Walter Reade Theatres have come up with a brand new stunt (or at least a new name for the stunt) in their Lovable Girl-of-the-Month contest, preliminaries for which will take place during the early part of August at the Strand theatres at Perth Amboy, Red Bank, Long Branch and Freehold, New Jersey, the Park Theatre, Morristown and the Paramount, Plainfield with Grand Finals to take place at Walter Reade's Monte Carlo Pool and Stadium at Asbury Park, August 26.

Entries will appear on the stages of the theatres in their own or nearby towns with a winner and runner-up to be selected by audience applause, plus a board of local judges, with the winner to receive a scholarship to the Harry Conover Course in Fashion and Beauty Briefing at the Conover Cover Girl Agency in New York. Each runner-up will receive an autographed copy of Candy Jones' book, "Make Your Name in Modeling."

Grand prize winner will receive Conover contract, with the winner also receiving $1155 worth of jewelry from Temple Jewelers, Fifth Avenue, consisting of a cultured pearl necklace and a pair of gold earrings, bracelet, watch and ring set.

Chambers of Commerce throughout the state are now in the process of selecting entries to the contest and have promised full cooperation in publicizing the event.

Story of United Artists Hits British Bookstalls

A unique boost for United Artists in Great Britain is the publication by McKenzie, Vincent and Co., Ltd., of "Inside Hollywood," a fascinating three-part story of the much-discussed corporation.

Tracing the history of UA and its founders and carrying stories of its stars and productions, both past and present, the book is profusely illustrated. Written by Horace Beck of the publicity department, some 20,000 copies of each part are being published without cost to the film company.

Part One, priced at $1, is already finding a ready market on the bookstalls and the remaining parts will appear later in the year.

Music Tieups to Exploit UA's 'Body and Soul'

United Artists has arranged several music tieups as a promotion for its forthcoming picture, "Body and Soul." The song from which the film's title was taken will be plugged by four record companies and one sheet music publishing firm, all carrying credits for the John Garfield starrer.

Harms is publishing the sheet music. Decca is putting out an album of tunes by Johnny Green who composed the song, Body and Soul, which first hit the streets when Libby Holman sang it in "Three's a Crowd" in 1930. Decca will also release recordings by Jimmy Dorsey and Carmen Cavallero. RCA Victor is releasing two records, one by Perry Como, the other by Tex Beneke. Columbia will also do a recording with artists yet to be selected. Disc Records will credit the picture in its new album, "Jazz at the Philharmonic."



THIS 16-FOOT LOBBY DISPLAY was prepared by Manager Roy Pierce of the Riverside Theatre, Milwaukee, as an advance plug for Eagle-Lion's "Repeat Performance." The large blowup of Joan Leslie was in color. Type matter plays up the theme of the picture. It stood out boldly, and no one could escape seeing it.

5th Ave. Store Plug For 'Life With Father'

McCreery's, Fifth Avenue store, which figures in "Life With Father," is giving over practically its entire establishment, from windows to elevators, to promotional activity in connection with the Warner Bros.-Technicolor film version of the famous play.

On August 14, the day before the picture has its New York premiere at the Hollywood Theatre, to be renamed the Warner, "Father" displays will be installed in every McCreery store window.

The main floor of the store will be decorated in a "Life With Father" theme including banners, displays of mounted kodachromes and other decorations, and special decorations will be put up in the children's department of the fifth floor, as well as in the Photo Shop and other departments, while every one of the store's 20-odd elevators will carry blowups of "Life With Father" stills.

A fashion show using "Life With Father" costumes will be presented in the Big Top Restaurant, with McCreery sending invitations to its entire fashion list. The store also will run a red-headed child contest, to be announced in New York newspaper ads for four days, August 9-12.

Another stunt, also to be advertised in New York newspapers, will be a horse-and-buggy shuttle service between McCreery's and nearby subway stations. The buggies will carry banners on "Life With Father."

An additional advertising schedule is being set by the store with New York papers to carry "Life With Father" promotional copy during the three weeks starting August 11.

The McCreery tieup is part of the extensive campaign created for the New York engagement of "Father."

Meanwhile, plans were progressing this week for the world premiere of "Life With Father" at the Lakewood Theatre, Skowhegan, Me. Every surrey and horse-drawn carriage to be found in the Skowhegan area will be pressed into service on August 14 to take part in the parade as conveyors of the New York and Boston delegations of celebrities arriving for the premiere. The parade will follow a one-mile route from the local railroad station to the Skowhegan State Fair, where a nationwide radio broadcast will take place over the Columbia broadcasting system.

In honor of the picture, the Selectmen of Madison, Me., have voted to rename Madison State Road, which leads into Skowhegan, as "Life With Father Drive." And the Madison Kiwanis Club will have the Madison American Legion Band meet the special train when it arrives in Skowhegan with celebrities and members of the New York and Boston press.

'Black Gold' Exploited Through Indian Parade

A group of Cheyenne Indians, in station wagons and on horseback, paraded through downtown Louisville to the City Hall as a highlight of the promotion campaign devised by the manager to exploit the showing of Allied Artists' "Black Gold," in which several Indian characters appear.

Labor Day Premiere

East coast premiere of Allied Artists' "Black Gold" has been set for Labor Day at the Victoria Theatre in New York.

100 Window Displays on 'Hucksters' in New York

Close to 100 window displays in independent, chain and department stores in Greater New York have been arranged by MGM for "The Hucksters," currently at the Capitol. The tie-ups were set by William R. Ferguson, exploitation director, and his staff, with special types of displays to fit the particular store and merchandise sold therein.

This number of displays does not include special cards plugging the picture, player and theatre which have been distributed by Grosset & Dunlap, the publishers of a special popular priced edition of Frederic Wakeman's novel. Additionally, too, American Airlines has sent to its 60 offices throughout the country a special 11x14 display, and there are two windows set aside for these cards at the main A. A. New York office.

Thirty-eight Womrath bookstores have special 20x30 cards and stills; Penn Drug stores, of which there are eight including the one at Radio City, have special 22x28 blowups and stills; the eight Knickerbocker Men's shops have two-colored 11x14 blowups plugging "Love Our Neckwear—Love That Picture"; five flower shops have 11x14 blowups pointing to "Love Our Flower—Love Our Service—Love That Gable and Deborah Kerr"; in three leather good shops colored blowups feature the window displays.

In addition, there are three jewelry store window tieups, four cigar stores, two Gimbels windows, one at the Bar Mart, a 40x60 cutout at Lincoln Continental store at 62nd St. and Broadway, three restaurants, six Walgreen, six Whelan and two Doubleday stores.

MGM, Grosset & Dunlap Set 'Hucksters' Contest

A joint film-book exploitation tieup in which theatre owners and book dealers can participate for a total of $350 in cash prizes has been arranged by MGM with Grosset & Dunlap, publishers of the popular edition of "The Hucksters."

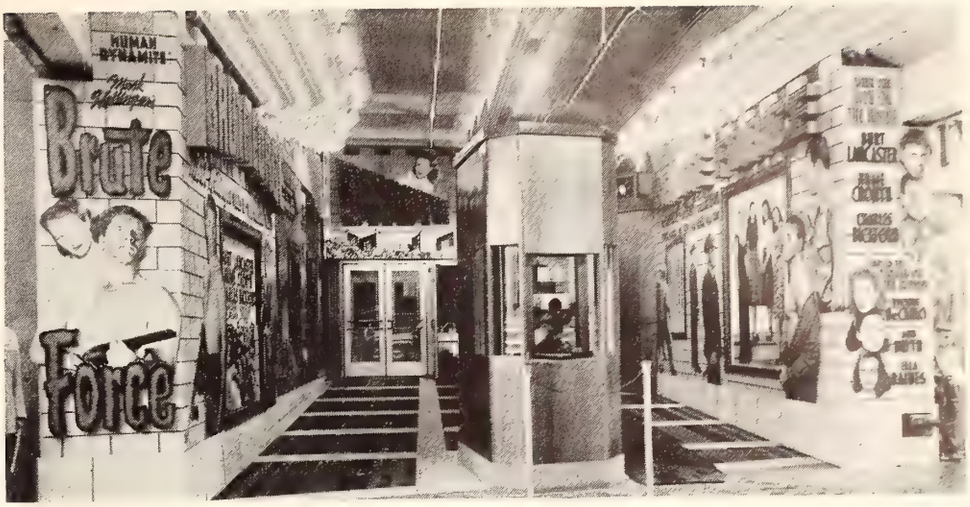
Awards will be based on unusual stunts, theatre and store fronts, special tieups and novelty in ballyhoo. MGM will award $100 to the exhibitor declared the prize-winning showman, $50 for next best and $25 for the third theatreman to be selected as worthy of special consideration. The publishers will offer similar prizes to book store proprietors whose special efforts on behalf of "The Hucksters" are acclaimed worthy of the cash awards.

Under the supervision of William R. Ferguson, exploitation director, MGM has gotten out a four-page brochure announcing details of the awards, copies of which have been sent to all accounts. Grosset & Dunlap has also distributed 5,000 of the brochures to its dealers. Contest closes Dec. 31, 1947.

Transcriptions to Exploit P-T's 'Adventure Island'

Pine-Thomas inaugurates the cutting of radio transcriptions for its films with a series of spot transcriptions now being made to exploit "Adventure Island," the unit's initial color production.

Transcriptions include five-minute interviews with Rory Calhoun and Rhonda Fleming, stars of the film, and will be part of the campaign to be launched in advance of the film's release by Paramount Oct. 10.



THIS PRISON-LIKE THEATRE FRONT was devised by Jerry Sager of the staff of Loew's Criterion Theatre in New York City, in cooperation with the Sterling Sign Co., for Universal-International's Mark Hellinger production, "Brute Force." The prison effect was obtained through the use of iron plates and bars around the box-office to make it look like the entrance to a prison. The same effect was carried out in the lobby by placing iron bars in front of the displays. So realistic was the general aspect that many patrons touched the bars to see if they were really iron. The front is reported to be the most costly ever used by the Criterion. Cut-outs of uniformed guards and Hume Cronyn carrying a shotgun intensified the prison effect.

Intensive Campaign Is Set for 'Unconquered'

A two-month intensive advertising, publicity and exploitation campaign has been launched by Paramount in behalf of "Unconquered," the Cecil B. DeMille production in Technicolor starring Gary Cooper and Paulette Goddard. The campaign will reach its climax with the American premiere of the film at Loew's Penn Theatre in Pittsburgh on October 3.

The action in "Unconquered" takes place at Fort Pitt at the time of the founding of Pittsburgh. The Pittsburgh premiere festivities will be an official civic celebration. Elaborate plans are being made for the event. These will be announced later, as will the list of guests of honor.

The magazine, newspaper and radio campaign, now under way, will reach a combined total of 300,000,000 readers and listeners. Implementing this campaign will be a flying squad of 15 special publicists who will concentrate on national wire and photo breaks, working in concert with Paramount's permanent staff of field men. These special publicists will work under the direct supervision of William Danziger, recently added to the company's promotional force as an executive publicist to handle the "Unconquered" campaign.

'Thunderbolt' Premiere

In celebration of Army Air Forces Day, AAF's Technicolor wartime documentary, "Thunderbolt," will open July 30 for its west coast day and date premiere at United Artists, Studio City, Guild, Fox Ritz and Iris theatres, Los Angeles. Monogram releases, through arrangement with Carl Krueger Productions.

'Black Gold' Radio Tieup

A tieup with Emerson Radio, involving use of newspaper ads ranging from one-fourth to a full page, have been effected by Allied Artists on "Black Gold," Cinecolor feature set for September release.

Wild West Jamboree For 'Stallion' on Coast

West Coast premiere of Eagle-Lion's Cinecolor outdoor film, "Red Stallion," will be held at the Carthay Circle Theatre in Los Angeles, ace "class" house of the Fox-West Coast Circuit, on August 12, as a real old-fashioned Wild West jamboree and carnival.

On August 13, the day following the premiere, "Red Stallion" will open simultaneously in four top Los Angeles houses of Fox-West Coast—the Orpheum, El Rey, Vogue and Belmont—for an indefinite run. This booking will be followed by openings in the entire nationwide National Theatres chain. Simultaneously with the West Coast showings, the picture will also bow in Texas at the Majestic, Houston, and will follow this engagement with bookings at all major first-run theatres of the Interstate Circuit.

The west coast premiere, according to Max E. Youngstein, E-L director of advertising, publicity and exploitation, who set up preliminary plans for the event with Sam Israel, Eagle-Lion studio director of publicity, will be a real wild west show. One of its chief attractions will be the children of Hollywood stars, who will be present as western-costumed guests of Ted Donaldson, juvenile star of "Red Stallion." A giant rodeo and county fair are planned for the area surrounding the Carthay Circle, and wild west parades and trick riding groups will add color to the proceedings.

Safety Trailer Being Exhibited by Century

Century Theatres currently is showing a special safety trailer in all of its 37 houses in Brooklyn and Long Island, according to an announcement from J. R. Springer, general theatre manager.

Subject of the trailer is a warning to motorists to be extra careful when driving these days because school is out and children are playing in the streets.

250 THEATRES

throughout New England and New York State taking part August 7 in the most ambitious launching of a picture ever devised! . . . The powerful Yankee Network and other participating stations, totaling 48, beaming out wave on wave of seat-selling features, including six fifteen-minute dramatic shows featuring the stars of the picture! . . . Glamorous personalities everywhere! . . . Special events by the score! . . . All forms of promotion plundered to saturate the area! . . . — AND! — SUPER CLIMAX August 13, with thousands jamming Boston's mammoth Symphony Hall, as leading legal lights and Hollywood stars stage spectacular mock trial! . . . Yes, it's good old "Showmanship Company" RKO, outdoing all past sensational successes — to lead the thundering march of a mighty motion picture to the hearts of America's millions!



Greatest Area World Premiere in all Show History!

ROBERT and RAYMOND HAKIM present

HENRY FONDA
BARBARA BEL GEDDES
VINCENT PRICE
ANN DVORAK

in

THE LONG NIGHT

AN **ANATOLE LITVAK** PRODUCTION

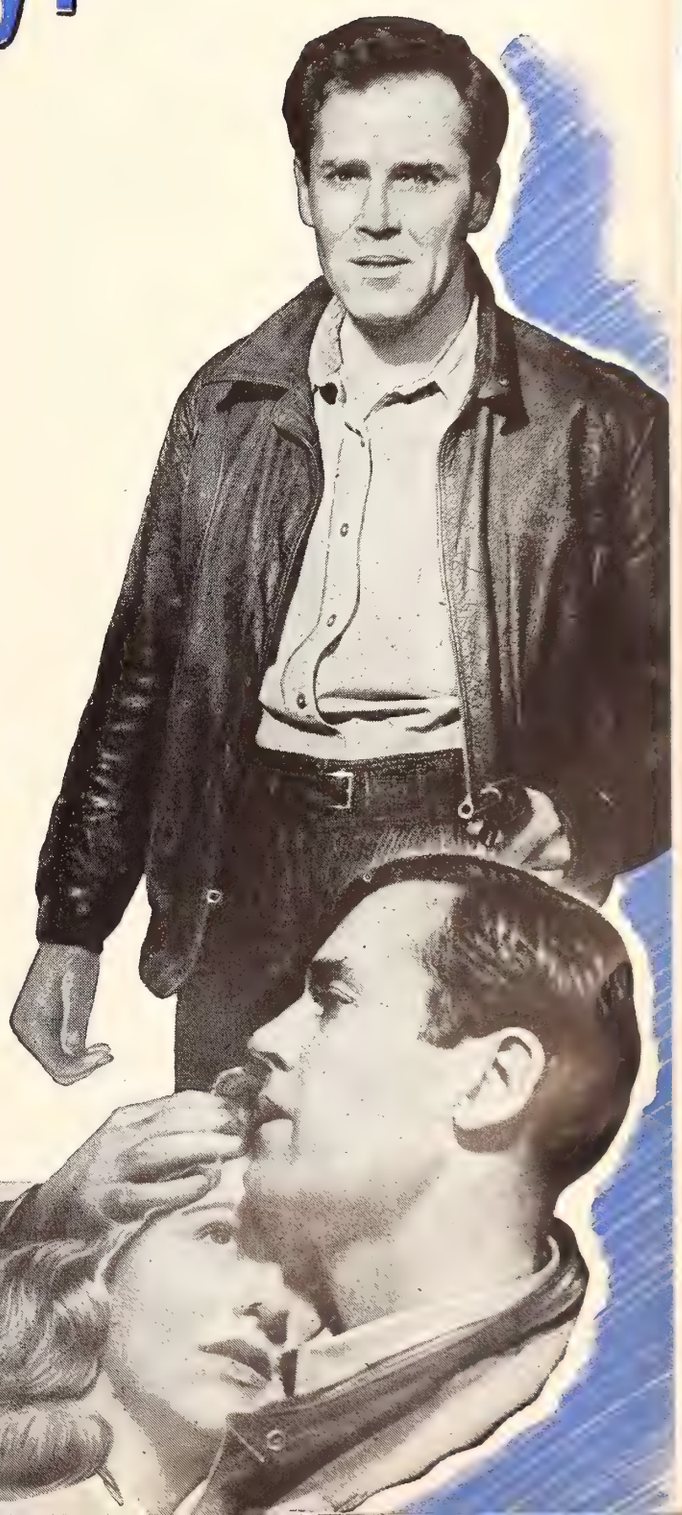
Produced by ROBERT and RAYMOND HAKIM and ANATOLE LITVAK

Directed by ANATOLE LITVAK

Screen Play by JOHN WEXLEY • Based on a Story by JACQUES VIOT

RELEASED BY
R K O
RADIO
PICTURES





Money Dates for September

September is a "dry" month insofar as observances of great national import are concerned, yet there are several which should not be overlooked. Exploited with showmanship, plus imagination and hard work, they will add to the box-office intake. Much of the month will be hot, therefore the exhibitor should play up the comfort and coolness of his theatre during the warm days, its restfulness and comfort in cold or rainy spells. Schools and colleges generally will have reopened, and vacationists will be back at their jobs, and their thoughts will be turning to entertainment. Advertise a Fall Festival of Hits (booking outstanding attractions, many of which should be available). Newspaper editors in small and medium-sized towns will gladly cooperate by publishing a story on the bookings. But no matter how good the pictures are, they should be exploited for bigger returns. The month contains a number of observances suitable for essay-writing contests that will get newspaper space if not actual cooperation. They should be tried out in towns that are not allergic to such contests. If the theatre has been repaired, redecorated, or any new equipment installed that will add to the comfort and pleasure of patrons, crow about it—especially about new seats, curtain, projection equipment. Ask the newspaper editor to run a story on it.

Sept. 1—LABOR DAY. Many patrons will be taking their last long weekend trip, calling for extra effort to get the public into the theatre. A strong picture of the nature the patrons have liked best in the past is the first step. Then exploit it to the hilt. Don't overlook the comfort angle if the weather promises to be hot or rainy. As a good-will builder it might be wise to invite labor leaders to a performance in return for an announcement of the theatre's attraction at their union headquarters. If there is a labor parade, try to break into it with a street ballyhoo; if a general labor meeting when there is no performance, offer the theatre for the meeting. Newspapers usually cultivate good relations with local unions and might be willing to sponsor an essay-writing contest (for prizes) on the origin and meaning of Labor Day.

Sept. 2—V J DAY. Decorate the theatre front and lobby with flags and bunting. If any sort of patriotic observance is planned, the leaders might consent to hold it in front of the theatre, or even on the stage. A feature or short of a patriotic nature should be shown—and advertised.

Sept. 2—Treasury Department established in 1781.

Sept. 4—Henry Hudson discovered Manhattan Island and the Hudson River. Might be worth while to try a newspaper tieup on a contest to name the discoverers of various American rivers, with suitable prizes for best essays on the subject. If schools are open, talk with the principal on cooperation.

Sept. 5—First Continental Congress opened in Philadelphia, 1774.

Sept. 6—Lafayette Day. Worthwhile prizes might interest school pupils in writing essays on the association between Lafayette and Washington or Lafayette's various visits to the United States with bulletin board announcement of theatre's attraction and playdate. Talk with principal first.

Sept. 7—Boulder Dam in operation, 1936.

Sept. 8—Globe circumnavigated in 1522. This offers a possibility for a school-newspaper tieup for the best essays on trips around the world—who took them and when, including around-the-world air flights and the establishment of regular globe-circling flights.

Sept. 9—California joined the union, 1850.

Sept. 10—Elias Howe patented the sewing machine 1846. A dealer might be interested in a lobby display of old and new types of sewing machines, provided he has any old ones or can get them.

Sept. 12—170th birthday of the state of New York. Schools in the state might tie in on an essay-writing contest for prizes, on the scenic features of the state, or on its products, schools and colleges, its annual commercial business.

Sept. 12—Defenders Day in Maryland.

Sept. 13—Star-Spangled Banner written in 1814. Suggests singing of the song in the theatre and offer of prize for best account of song's author, Francis Scott Key.

Sept. 15-16—Rosh Hashanah, Jewish New Year.

Sept. 17—Constitution Day. Constitution was adopted in 1787. Might try schools for essay contest on what the Constitution means to our democracy.

Sept. 21-27—National Dog Week. Try for a parade of kids and their dogs, ending at theatre where tickets could be given the paraders for a performance later in the day or following day. Kennels, manufacturers of dog foods, harnesses, medicines (or local dealer in them) might be induced to contribute prizes for the best dog of several different breeds, or any one breed. There are a number of collections of dog stories in book form that would form suitable prizes and a book store might be tied in for the prizes and a window display. Contest on "What My Dog Means to Me" or on incidents showing canine intelligence, is another possibility. Newspapers should be interested in this.

Sept. 22-27—National Sweater Week. Here's a chance to create interest among the feminine teenagers. Advertise a Sweater Girl Show (or parade) with suitable prizes, which might well be sweaters promoted from a dealer, and tickets to the current picture. It might be a contest to discover the town's top sweater girl, which would bring the backers of their favorites to applaud for their choices at semi-finals and finals. For a lobby display, hunt up any photos of movie actresses wearing sweaters you may have on hand from previous bookings, and include portraits of local girls in sweaters.

Sept. 22—Lincoln's Emancipation Proclamation issued in 1862. Contact school principal or superintendent; a tieup might be worked out for the history class to write essays on the reason for the proclamation at the time it was made, and its results.

Sept. 23—Lewis and Clark returned to St. Louis from their exploring trip to the west coast, 1808. A school tieup (geography class) for drawing a map of the route of the Lewis and Clark expedition is a possibility that shouldn't be overlooked. A substitute for the above could be an essay-writing contest on the opening of the west, beginning with Lewis and Clark. Probably only a good first and second prize with ticket awards would get results, aside from publicity in the schools and newspapers.

Sept. 24—Yom Kippur, Jewish Day of Atonement.

Sept. 25—Bill of Rights enacted, 1789. Worth trying for a tie-in with the schools.

Sept. 25—First trans-Atlantic Air Express Service.

Sept. 26—American Indian Day. Use a lobby display of Indian crafts if they are obtainable from dealer or collection. If there are Indians in the near neighborhood, invite a number of them to see the current picture. They might be persuaded to stage some sort of Indian dance in front of the theatre or even on the stage—which would be good publicity. Look into possibility for a school tieup (on surviving Indian tribes, their dispersal on reservations or their decline in numbers for which information could be obtained from the Department of the Interior's section on Indian Affairs). Or, stage an oldtime Indian medicine show, with dance and music (a real Indian or white man made up as an Indian). Almost any real oldtimer can give information on the medicine show. Instead of selling medicine, this might be converted into a charity affair; promote gifts from merchants, sell them at fixed price to audience, with all proceeds going to an orphanage or other charity.

Sept. 26—Federal Trade Commission established, 1914.

Sept. 28—Daylight Saving Time ends.

Sept. 28—Gold Star Mothers Day. Invite Gold Star Mothers to see a performance free; promote flowers for presentation to them. Newspapers would print an item on it.

Sept. 28—Religious Education Week, extending to Oct. 5. Consult exchanges about booking at least a short or two with a religious angle of some sort. If one is booked, advertise it. If the local churches have planned any sort of meeting or exercises, offer them the use of your theatre during non-operating hours. Talk with the Sunday School superintendent, if he is open-minded, and see if some sort of contest among Sunday School pupils can arranged on the various religions of the world, or founders of the various denominations in the United States. Bibles and hymn books would be suitable prizes, or a visit to some notable church or cathedral not too far away.

Sept. 29-Oct. 4—National Business Show in New York.

Sept. 30—First day of two-day Jewish observance of the Feast of Tabernacles (Succoth).

Newspaper Teaser Ads 'Carrolls' Patron Lure

A series of newspaper teaser ads were used to lure patrons into two of the Walter Reade theatres in New Jersey to see Warners' "The Two Mrs. Carrolls." City Manager Ralph Lanterman laid out the campaign for the Paramount Theatre in Long Branch. Teaser "notices" along this line were used on the society page of the Long Branch *Daily Record* for three days in advance: "Girls! We're all meeting Sunday at Reade's Paramount Theatre. Be sure to show up! We intend to reveal everything that happened. Signed 'The Two Mrs. Carrolls'." For eight days notices were run on the paper's classified page: "Wanted—Anyone with information concerning first of 'The Two Mrs. Carrolls.' Contact me at once! Matter of life and death," with Barbara Stanwyck's signature and name of theatre.

Another teaser notice, which was also used by City Manager Tony Hunting for the film's engagement at the Carlton in Red Bank, was to this effect: "'The Two Mrs. Carrolls'—Man answering your husband's description was seen leaving chemist's with purchase of deadly poison. For further information contact" followed by name of the theatre.

Telephone operator at the Paramount in Long Branch answered all calls with information about the coming of the picture, while the cashier spent six hours a day calling local numbers asking if they had yet seen "The Two Mrs. Carrolls," adding she didn't want them to miss it, with playdate information. Fifty window cards were placed and three full window displays on Broadway were arranged for 10 days in advance.

'Egg and I' Breakfast Houston Stunt for Film

An "Egg and I" breakfast, staged in cooperation with the local Chamber of Commerce, gave Universal-International's "The Egg and I" a sensational send-off at the Majestic Theatre in Houston, Tex. Such a stunt had never been put on before in that city and it really was a sensation in its exploitation annals. The breakfast followed a special screening of the picture. Almost 400 Houstonians turned out for the screening and the breakfast which got plenty of newspaper space. A special feature of the event which gave the local press inspiration for additional publicity was the crowning of a local girl, Miss Claudette Thornton, as "Miss Good Egg of 1947."

The affair was directed by Al Lever, Interstate city manager in Houston, Bill Johnson of the Interstate staff and U-I's field exploitation man, Ralph Ober.

About-to-be Weds Guests

Guest tickets to RKO's "Honeymoon" were offered by the management of the Palace Theatre, Chicago, to all persons taking out marriage licenses at the Cook County Court House the day before the picture's opening as a key stunt in the promotion of the film. Chicago newspapers carried a story on the offer. The passes were good for any weekday performance of "Honeymoon."—CHI.

Photo Contest Tie-in

Fabian Upstate Theatres General Manager Saul J. Ullman has arranged to tie in with the $100,000 photo contest of the *Knickerbocker News* and the Eastman Kodak Company on a cooperative promotion scheme.

THEATRE MANAGEMENT

It Pays to Advertise New Equipment, Says Reeve

Henry Reeve, owner and operator of the Mission Theatre, Menard, Texas, and president of Texas Theatre Owners, Inc., demonstrated that it pays to advertise the installation of new equipment with an institutional display of a new projector. The display, Reeve declares, "surprised us" with the amount of public interest it generated among Menard's citizens.



Henry Reeve

The display was installed in a window just off the lobby of the Mission Theatre. The window, which measured 15 feet across, was illuminated at night. It was given a compelling effect by reason of the historic interest which Reeve developed by showing an 1897 model Edison projector in contrast to the 1947 equipment which he has installed in the Mission.

The "then and now" contrast was the subject of widespread comment by confirmed picture-goers as well as casual passersby. Commenting on the institutional piece of showmanship which produced such good results, Reeve said that it was "a small effort, but it's been worth doing."

Success Formula for Saturday Kid Shows

A successful formula for Saturday matinees has been struck in Glendale, Calif., at the California and Glen theatres by Lew Harris and Edward Sudduth, aided by City Manager Carl Meeker. In principle, they are not unlike almost any well-regulated, well-sold kiddie matinee; their success is traced principally to the fact that they have been energetically sold, with their sprightly campaigns pointed for junior appeal.

Harris, Sudduth and Meeker enlisted the cooperation of the local P.T.A. and managers of other FWC theatres in the town to help put over the shows. The Early Bird Fun Club was selected for the matinees, and the name lent itself effectively to all forms of exploitation.

Programs, which start at 10 each Saturday morning, include shorts and a feature picture, and end at noon. Admission is 25 cents. Two P.T.A. members are in attendance at each show and act as hostesses. There is a Stage Quiz and other surprise features, with prizes awarded on stage.

Oakleys for Cops!

A tieup with the Centre Theatre, Salt Lake City, and the traffic department of the Police Department has the harassed police giving tickets to outstanding, courteous drivers—but they're tickets to the theatre's current attraction, given with a smile, if cops ever smile, and an explanation of why the driver has won them. The Centre is one of the Intermountain Theatres Corporation, and is managed by Chet Price.



The Brass Tacks of Efficient Picture Theatre Management*

DON'T OVERLOOK THE SPECIAL GROUPS

By Jack Jackson

When I wrote about the crying need for "specialized" selling as a means of replenishing our depleted box-office lines I merely brushed over the rudimentary fundamentals of dissecting the patron pattern of the average theatre.

I hit the high spots such as sex, age, earning power, etc. but—according to that girl who takes my paycheck and mixes up my fodder—I missed a veritable multitude of brightly emblazoned targets of factional appeal that are cinch shots for the well-aimed fire of the specialized selling advertising gun. Since her observations are usually based on personal experience or investigation and have always served to keep my cerebrum cycling at full speed—and aside from that my morning coffee always tastes better—I usually listen rather attentively. Here, among other things, is the premise upon which she bases her claim that I was negligent:

Right now, the various Theosophic societies of the nation are circularizing their memberships about Universal-International's "Stairway to Heaven" and advising that it be attended not only by the members personally but by as many friends and acquaintances as the members can influence. The expense of printing, addressing and mailing is being borne by the various societies. My spouse tells me that while visiting an acquaintance recently, a student of "man's divinity," her visit was cut short because of the long string of numbers being dutifully called and told about the picture from information contained on a postal received from local Theosophic headquarters. There may not be an organized group in your town but you can contact the one closest to you and they'll tell you about such members as reside in your vicinity, and you can jog their memories when you are playing the attraction. I am further informed that the current instance is only one of many where the national organization has shown an interest in films and suggested attendance by the membership.

Parent-Teachers Cooperation Seldom Solicited

We all know how active the various Parents-Teachers groups are in this respect and yet, with rare exceptions, seldom do we go to the trouble of soliciting their support for attractions certain of their active sponsorship. There are P-T groups everywhere and none of us have any excuse for not taking full advantage of the cooperation they are so anxious to give. Any time we don't get it, it's our own fault, and there is no question but that our box-office receipts reflect our indifference. In the same customer cache are the various fan clubs, literary societies, drama groups, zoological societies, adventure clubs, musical, garden, philanthropic, safety, home beautiful, and others too numerous to mention. All these, in addition to volunteer police and firemen benefit groups, civic clubs such as Lions, Rotary, Optimists, Kiwanis, etc., and the numerous professional groups and guilds, like medical, architects, engineers, geologists and so on.

Tell me, Mr. Showman, how many of these lists are part and parcel of your patron blueprint? The measure of your business progress as well as your "win, place or show" standing in the highly competitive handicap race, now being run as a free-for-all with the amusement dollar of Mr. and Mrs. Public as the prize, may depend on how fast you equip yourself with such lists and how effectively you make use of them.

Now please don't be like one of my own managers and ask: "Where can I get the kind of information that will enable me to execute the kind of a campaign you suggest?" The trade journals carry information about practically every picture that goes before the cameras. Reviews of the finished production are published well in advance of release dates. Press sheets are usually in your possession some two to three weeks before your opening. And, in most cases, you are playing behind first run and able to get "feed trough" dope from the exhibitor who played it first. Just start filing everything you can find about the pictures you are buying—including, in many instances, accounts of the exploitation campaigns successfully carried out by theatres in metropolitan cities—and have it ready for use when it comes time to play the attraction. The only equipment needed is a pair of shears, an envelope and the ability to pick out such activities as are within the borders of your budget and best suited to the patrons of your theatre.

Watch the headlines of your newspapers for the topical approach, such as fires, airplane

(*Continued on Page* 18)

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"THIS ONE IS RED MEAT! ITS TI

EXCITING PICTURE WRITTEN W

KISS





Starring

VICTOR MATURE · BRIAN

with RICHARD WIDMARK · TAYLOR H

Directed by HENRY HATHAWA

Screen Play by Ben Hecht and Charles L

Produced with the same stunning impact and straight-from-life-greatness a

MPO IS TERRIFIC! A GRIPPING AND

TH A MACHINE GUN!" —*WALTER WINCHELL*

OF DEATH

Y DONLEVY · COLEEN GRAY

OLMES · HOWARD SMITH · KARL MALDEN

Y. Produced by FRED KOHLMAR

erer · Based on a Story by Eleazar Lipsky

"The House on 92nd Street," "13 Rue Madeleine" and "Boomerang!"

20th CENTURY-FOX

Don't Overlook the Special Groups—Jackson

(*Continued from Page* 15)

accidents, factional warfare in foreign countries, political strife in others. If you happen to have any sizable segment of emigrees from the countries involved arrange to tell them about the scenes in your picture. The handling of a line in your ad about some recent news happening that has had newspaper space and radio mention just about doubles the "pull" to the box-office when you can tie it in to your attraction. School backgrounds and student activities in pictures give you a stranglehold on the interest of the youngsters attending high schools, junior and senior colleges, etc. as well as fraternity and sorority memberships.

The tremendous interest in traffic safety measures has brought into existence no end of clubs pledged to the observance of safety laws and, in many cases, special commissions and groups of citizens assigned the job of formulating and promulgating ideas and measures that tend to reduce accidents. When pictures possess scenes or sequences dealing with points that lend support to their activities it is possible to get the highest type of cooperation. Such groups can get the permission of the City Fathers for the use of street light poles, corner traffic standards and other billing spots that you couldn't hope to get "on your own." And, in a great many cases, there are funds at their disposal to pay the cost of card printing and posting. I can remember an instance of a tieup of this kind where traffic offenders were given—along with the court summons—a card suggesting their attendance at the theatre exhibiting a film whose content promised to impress traffic offenders with the need of greater caution.

Cleanup Campaigns

Watch for cleanup campaigns so you can get aboard the band wagon with some timely theatre message. When you have a dog picture, try getting in touch with the local branch of the Tail Waggers. Any reputable kennel will give you a list of dog lovers in your community, in case there is no local branch organized, and you might get yourself a string of regular customers by spearheading a local drive for memberships. The various kennels will gladly cover all the expense of such a campaign because it means new and greater interest in their business.

Today, more than ever before, there is high interest everywhere in juvenile delinquency, and today more than ever before, there are more pictures based on—or impressively splattered with scenes of—this phase of activity.

Does Film Have Message?

Diagnosing your coming film to see whether it contains a message of the "to-do" or "not-to-do" variety will get you considerable cooperation from law enforcement and civic-minded groups who are vitally interested in exerting any and every effort in causes that promise to reduce the number of infringements the youth of the land are being charged with committing against the accepted public conventions.

The industrial activities of your community are also subject to detail breakdown that offers great possibilities of increasing your box-office receipts through specialized selling. Every Horatio Alger premise of moving pictures is a spur to added effort on the part of workers. If the picture premise happens to be staged in a background similar—or even remotely related—to one that happens to exist in your vicinity, cooperation of the management is yours for the asking. Cards on time clocks, posters at gates, slips in pay envelopes, announcements over the concerns' loud speakers, mention on cafeteria menus and no end of other units that will help send the bunch scampering to your theatre immediately the whistle blows, can be had for little or no cost to you in money or labor.

If yours happens to be a community where foreigners reside in appreciable numbers, try contacting the leaders or the local consul for a list of names and addresses. Then have a cut made of some polite message, written in their native tongue, to the effect that there will be scenes of vital interest to them in a picure or on a program—perhaps in a special short subject—that will be presented at your theatre on a given date. You can use the cut over and over as occasion permits by simply changing the date. Having it illustrated with characters in the costume of the land of their nativity will help command interest.

The list of suggestions could go on interminably, but the whole idea is to get your thinking apparatus to percolating along lines of picking your targets according to the content of your pictures. I don't mean that you should cease for an instant the overall coverage of your advertising. But, it can be reduced to cover the expense—or a large portion thereof—involved in spotting your shots when the coming film holds something of interest to such groups as can best be lured through direct appeal. You, of course, will have to know how many of these exist in your patron pattern and where they can be reached. It is frequently possible to effect tieups with merchants doing business in the neighborhoods in which they live, whereby the expense is discharged through some cooperation of the theatre or divided share and share alike, with the burden of contact and distribution on the merchant.

Layout Style Important

With liquor stores, cigaret manufacturers, corset, bra and nightie makers and others all eclipsing our best efforts at art layout, space-buying and catchlines, we must admit that the once dependable amusement page is slipping badly as a magnet for theatre attendance. So, being unable to compete, if we want the local gentry to come to the theatre instead of going window shopping or staying at home, we are saddled with the job of finding other ways of commanding attention to our wares. The amusement page ad of today can be safely said to reach but very few other than those we consider as "regulars." These "regulars" are looking for show information and will find your offering whether it be mentioned in an inch or a column-size ad. Today, it's the STYLE of layout and KIND of copy rather than SIZE that attracts attention. The amusement page has fallen into the category of a directory or reference guide rather than a medium of attracting attendance. If your ad LOOKS good and READS good, the size will make little difference in the number of people it attracts to the box-office.

Start today to equip yourself for the job of specialized selling that lies ahead. I just finished talking with the owner of an optical store who told me he had a list of 122,000 people in his files. The city is around 400,000 in population. Can your theatre files measure up by comparison? There is little reason—other things being equal—for your box-office to drop below safe profit levels if you know the "who and where" of your patronage and the "what" that went into the making of the pictures you have coming.

Drive-In Playground

An innovation in Drive-In theatres which apparently is going to have plenty of imitators (and why not?) is the inauguration of a playground for kiddies at the Drive-In on Bluemont Road, one of the principal highways west of Milwaukee.

The playground features free pony rides for the youngsters, among other interesting things for small fry. The youngsters are kept busy throughout the show and mama and papa can enjoy the screen entertainment unmolested. Sounds like a natural!

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BOX OFFICE SLANT

The Burning Cross

Screen Guild Drama 77 mins.

AUDIENCE SLANT: (Adult) There is a good deal of entertainment and information in this well-presented expose of the workings of the Ku Klux Klan. Dramatic fare that holds the interest and carries plenty of suspense.

BOX-OFFICE SLANT: Though this has no name draw, the title and subject matter makes it not only timely but excellent for advance exploitation. Correctly handled, the picture should bring in very satisfactory returns.

Cast: Hank Daniels, Virginia Patton, Raymond Bond, Betty Roadman, Dick Rich, Joel Fluellen, Walden Boyle, Alexander Pope, John Fostini, John Doucette, Jack Shutta, Mady Norman, Glenn Allen, Matt Willis, Tom Kennedy, Dick Bailey, Ted Stanhope. **Credits:** Produced and directed by Walter Colmes. Original screenplay by Aubrey Wisberg. Photography, Walter Strenge.

Plot: This is an expose of the workings of the Ku Klux Klan after World War I, told through the eyes of a young returned veteran who becomes involved with them through their presentation of what they were "supposed" to be. Instead he learns quickly of their teachings of hatred and brutality to minority groups and all others who do not fall in with their schemes.

Comment: An exploitation special, "The Burning Cross" should bring in excellent returns wherever played, because it is timely, good dramatic fare and has a story that holds the interest and carries plenty of suspense. Well acted and well directed, it is an informative expose of the notorious Ku Klux Klan movement that took such hold after World War I. Because of present-day conditions, seeing this film should be a must for the average American, if for no other reason than to discover that it presents comparable conditions—and their effect on certain types of individuals. From the entertainment end, it will also be found attractive fare, for though the players are unknown, the performances throughout are capable and the subject matter exciting and tightly packed. In the leading roles are Hank Deniels and Virginia Patton . . . both turn in fine potrayals. The most notable members of the supporting cast are Raymond Bond, Joel Fluellen as the Negro victim, and Dick Rich. Credit for the intelligent handling of a difficult subject goes to Producer-Director Walter Colmes.

Down to Earth

(Technicolor)

Columbia Musical Comedy 101 mins.

AUDIENCE SLANT: (Adult) Those patrons who are pleased will talk about the eye-appeal—as particularly personified in the presence of radiant Rita Hayworth arrayed in costumes of alluringly revealing design—plus one uproariously funny sequence in which Jimmy Gleason does a super-duper recreation of his historic "Mr. Jordan" characterization.

BOX-OFFICE SLANT: Big initial draw on strength of Hayworth-Parks name combination will assure profitable limited-run engagements in every type of situation.

Cast: Rita Hayworth, Larry Parks, Marc Platt, Roland Culver, James Gleason, Edward Everett Horton, Adele Jergens, George Macready, William Frawley, and others. Original screenplay by Edwin Blum, Don Hartman. "Jordan" characters taken from the play "Heaven Can Wait" by Harry Segall. A Don Hartman Production. Directed by Alexander Hall. Photography, Rudolph Mate. Technicolor color director, Natalie Kalmus. Dances staged by Jack Cole. Songs by Allan Roberts and Doris Fisher.

Plot: Rita Hayworth, as Terpsichore, from her heavenly abode observes the struggle of a Broadway producer (Larry Parks) to stage a hit show. Shocked by what she considers a vulgar representation of the art of the theatre as she knew it in her days on earth, Terpsichore implores Mr. Jordan to send her to Earth to guide the young man to success. In an earthly manifestation, Terpsichore proves to be a 20th-Century knockout. She is engaged for the top role in the show, but persuades Parks to alter his play to make it very arty—too arty for modern audiences. Then, Mr. Jordan returns to the scene and directs Terpsichore to do the show the way the handsome young producer wants it. There is a smash hit. Later this leads to a happy ending of nebulous rejoicing as the alluring Terpsichore and the young producer board a heaven-bound plane that wings its way into the misty reaches far above the clouds.

Comment: Certainly Columbia has decorated this package of musical comedy diversion with an entrancing embroidery of ocular opulence. Indeed, more eye-appeal than Producer Don Hartman and Director Alexander Hall have endeavored to dish up to the customers in this revealing confection of the Hayworth form divine seldom has been attempted, even in eye-conscious Hollywood. The extravagantly glamorous costumes, color combinations, dance creations and visual effects are assisted by one or two rib-tickling sequences in which the "Here Comes Mr. Jordan" character played by James Gleason produces what must have been the hoped-for effect anticipated by the producer and director for the entire proceedings covered in "Down to Earth." There is a feeling on the part of the reviewer that this mixture of the tender fantasy of "Here Comes Mr. Jordan" with the rather brash and boisterous modernism of a stereotyped story about a show producer and his struggles to put over a hit do not blend into a successful repast, but rather results in a spotty feast marked by a tasty dish here and a flat one there. The showman tackles a very delicate task when he treats humorously the subject of the Here and the Hereafter, and there are moments in "Down to Earth" when the dead past does not happily co-mingle with the bustling present of show business. But if the background is blurry and often questionably valid for a riotously colorful eyeful of tired-businessman sort of entertainment, the individual scenes and specialty numbers will hold the attention of the average picturegoer who is in search of glamor and more glamor. This latter is what Rita Hayworth dishes up in generous measure. Larry Parks rides along on a tremendous interest developed by his "Jolson Story" hit and he will draw the customers to this and please the majority of them. Adequate acting is done by the other principals, especially the aforementioned Mr. Gleason and Marc Platt.

Broken Love

Ital Films Drama (Operatic) 92 mins.

AUDIENCE SLANT: (Adult) This offering contains operatic arias for those so interested, plus the special "draw" of tenor Beniamino Gigli.

BOX-OFFICE SLANT: Should get by fairly well at houses catering to foreign trade, especially opera-lovers and those of Italian extraction.

Cast: Beniamino Gigli, Emma Grammatica, Ruth Hillberg, Camilla Horn, Wilck Herbert, Edna Alturi, Milla Papa, Lombardo Picasso. Producer, Alberto Cinquini. Director, Guiseppe Fatigati. Photography, L. G. Arko. Screenplay, Guido Cantini.

Plot: When a great opera singer's ailing young daughter falls in love with a handsome young man in Rome, she begins to regain her health. A trifling incident, brought on by the sudden appearance of the young fellow's ex-mistress, causes a rupture; and the young chap turns to gambling and his old girl pal, while the sad girl almost dies. Things are righted just in time.

Comment: Most Italian-made films seem to be of the costume variety, but this one has a modern setting. However, to American eyes, the direction is far too slow and the acting greatly over-emphasized. To American ears, the sound is brassy and the music shrill. There is an undeniable appeal, however, to those in the states who like opera, since "the world's greatest tenor," Gigli, does quite a bit of singing, from music by Puccini, Wagner and Giordano. Even for these devotees, however, the spotty story and poor editing will be evident. This should get by at houses with foreign films and neighborhoods; wherever large numbers of citizens of Italian extraction live, it might lend itself to exploitation.

The Unfinished Dance

(Technicolor)

MGM Drama 101 mins.

AUDIENCE SLANT: (Family) Exceptionally well produced, directed and acted, this should thoroughly entertain discriminating audiences. For those who like ballet there are exquisitely beautiful sequences that will kindle enthusiasm. These ballet sequences also will entertain those who have never seen a ballet performed.

BOX-OFFICE SLANT: Appears to have everything needed to do well among discriminating audiences. How it will do with average audiences is problematical, because of its theme. The right kind of exploitation, however, should result in excellent returns.

Cast: Margaret O'Brien, Cyd Charisse, Karin Booth, Danny Thomas, Esther Dale, Thurston Hall, Harry Hayden, Mary Eleanor Donahue, Connie Cornell, Ruth Brady, Charles Bradstreet, Ann Codee, Gregory Gay. **Credits:** Directed by Henry Koster. Produced by Joe Pasternak. Screenplay by Myles Connolly, based on the story, "La Mort Du Cygne," by Paul Morand. Photography, Robert Surtees. Technicolor director, Natalie Kalmus. Associate, Henri Jaffe. Musical score by Herbert Stothart. Associate, Lothar Perl. Dance direction by David Lichine.

Plot: A little girl's adoration for a ballerina, whose supremacy in the company of which

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CHICAGO

The Chicago Variety Club will hold another golf tournament on Sept. 19 at the Westward Ho Country Club. Committee in charge: Lester Simansky, George Topper, Al Raymer, Harold Loeb, Vic Bernstein, Harry Goldman and Eddie Levine.

Roy Rogers and Joan Caulfield were Chicago visitors last week. Bob Hope was recovering at the Drake Hotel from a severe sunburn.

Vacationists: Bester Stepner, managing director the LaSalle for JLS, is in Florida with his wife for a three-week vacation. Madeline Worden is in charge while Stepner's away. Manager W. H. Moore of McVickers is vacationing in Wisconsin. Bryson Burnham, theatre attorney, will spend his vacation in the north woods this month. Lou Abramson, secretary to Allied President Jack Kirsch, has returned from a west coast vacation.

Jack Frost, Dorothy Simon and Ruth Rosenbaum have formed the Casey Co., 1132 South Wabash Ave., to distribute premiums to the theatre trade.

McVickers Theatre played MGM's "My Brother Talks to Horses" first-run, departing from a later-run policy, and if successful, will book other first-runs.

Deaths: Albert Sobler, 45, formerly Warner Theatre advertising director, in Los Angeles; Norman Field, 73, formerly general manager for Jones, Linick & Schaefer; Louis A. Morris, 54, veteran operator of the Marbro Theatre.

The Piccadilly Theatre's anti-trust case will be heard by Master in Chancery MacDonald Sept. 15.

Filmack Trailer will open a Los Angeles branch Sept 2.

DeVry Corp. has sold its film library business to Film Registry which is managed by L. R. Robbins. DeVry explained it needed the space for expansion of its manufacture of theatre equipment. Robbins will continue the library business along DeVry standards.

NEW YORK

The Screen Office and Professional Employes Guild last week opened negotiations with the exchanges for a new contract which reportedly embodies requests for a 35-hour week, pay rises of 30 per cent or $10 a week, whichever is the higher, three weeks' vacation and arbitration.

Bess Goldstein Allen of 20th Century-Fox's exchange has moved up as secretary to Herb Gillis, assistant branch manager.

Altec's Bert Sanford is a grandpappy. His daughter Patricia (Mrs. Andrew Donnelly, Jr.), gave birth to a 7½ pound baby girl who was named Gael.

Serious, soft-speaking Arthur Weinberger, Warner Bros., office manager, has taken to art these days to get over the fact that there is a booker's drive in progress which terminates Sept. 27. The art includes sketches of all the cartoon characters from "Bugs Bunny" to "Beaky" and photographs of some other characters such as Weinberger, Archie Berish, Peter Saglembeni, Mike Anderson, "Dashing" Dan Ponticelle, Al Blumberg.

Film rowites who are on vacation this week include Lillian Gordon, Ann Jones, Alice Levine, Rita Koen, Joyce Langer, Irene Greenberg, Tone Etoglia, Norman Letarte, Bernice Simon, Ben Levine.

Quite a few resignations over at United Artists with Muriel Roth quitting as she hears stork wings flapping. Replacing her on the switchboard is Gloria Tepper. Other quitters are Gertrude Strull, another case of storkitis, who is replaced by Muriel Stern; Flo Belinski of the cashier's office who is going to work in the textile business and who is replaced by Kay Krause. Arline Deutsch of the same office is moving up from the booking department to the job of secretary to the assistant manager.

Bill Hartman, former New York booker for RKO moves Aug. 4 to the post of office manager, succeeding Herman Silverman who becomes assistant to the district and branch mgr.

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HARTFORD

Big news locally was a special screening of RKO's "The Long Night," held at the Bushnell Memorial, by Lou Cohen, manager of the Loew's Poli. Lou held a dinner at the Villanova-Empire Restaurant before the showing. Attending the meal: Herman M. Levy, Motion Picture Theatre Owners of America general counsel; Barney Pitkin, branch manager at New Haven for RKO; Harry Reiners and Douglas Beck, RKO field exploitation men; Hartford judges and lawyers.

Vacations are also in the news: Tom Grace, Eastwood, East Hartford, has returned from a vacation. He spent the free time traveling through various towns in Connecticut. In Waterford he happened to meet an oldtime New London showman, Barney Dobrans, now in the real estate business out in California. Barney formerly handled the Crown Theatre, New London.

Jim McCarthy, Strand, Hartford, manager, has been on a vacation.

Harry Sweet, stage manager, Strand, Hartford, was at St. Francis Hospital with illness.

HARRISBURG

Mark Rubinsky, owner of the Rubinsky circuit, and his wife, spent last week-end at Delaware Water Gap, visiting their sons, David and Michael, at Camp Akiba.

Miss Ida Rubinsky, office manager at the Capitol, has returned from a visit in Shenandoah.

Vacationists from the Colonial were: Frank Creme, operator; Daisy Bumbaugh and Florence Steigelman; from Loew's Regent, Bob Westerman, assistant manager, who visited his family in Richmond, Va.; John Sites, student assistant, Peggy Trout, David Zeiders Chauncey Miller and Cal Rudy; and from Fabian, Edgar Goth, publicity and advertising man.

New at the Colonial are Clarence Shelley and Betty Orris. Janet Willard, usherette, is assisting during vacations in the box-office. Jack O'Rear, manager, and his wife, left this week for two weeks vacation at their summer home, along the Susquehanna.

Gerry Wollaston, State manager, attended a meeting of Harrisburg Industries, Inc., to plan traffic snarl alleviation for the center of the city.

Visitor at the home of Franklin Maury, assistant manager of the Colonial, was Howard Whittle, of the Penn Theatre, Reading.

Bill Whyte, owner-manager of the Star, is boasting of not having had any help changes for several months. He's keeping his fingers crossed, though.

The last people in the world Gerry Wollaston, State, and Jack O'Rear, Colonial expected to see in New York while attending the Fabian convention the week of July 14 were their wives, but the girls, Helen Wollaston and Charlotte O'Rear, calmly walked into a Broadway nitery and asked the waiter to bring them chairs one night.

VANCOUVER

Reports indicate that theatres throughout British Columbia and the three Prairie Provinces—Alberta, Saskatchewan and Manitoba, are taking a dive in B.O. receipts. The attendance drop is just as marked in the industrial as in vacation areas. The steady decline ranges from a 20 per cent fall in the family audience, cheaper priced houses up to 25 per cent in the large de luxe theatres in the key towns.

Famous Player Western Division Manager Larry Bearg here from Toronto, announced that the downtown Strand Theatre will be modernized, including a new booth and equipment.

George Gerrard, Sr., of the Strand, Vancouver, is the father of a boy, and his son, George, Jr., of the Strand Theatre at Trail is the father of twin girls born recently.

Canada will mark Thanksgiving Day this year on Monday, October 13th.

Larry New of the Windsor Theatre and Cecil Cameron of the Kerrisdale, are driving to Hollywood for a visit.

West Coast Theatres reopened their York Theatre, Victoria, the largest independent theatre in the Capital City.

The new Woods Theatre at Malardville, B. C. opened July 26. This, the town's first thea-

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tre, seats 450 and has installed the latest in booth equipment and theatre chairs, and is one of the finest small town theatres in B. C.

The polio scare not only hitting theatre business, but beaches are empty. Total cases in greater Vancouver now 58.

Harry Simmons, local theatre architect and at present in charge of construction of the two new Odeon theatres being erected at Victoria and West Vancouver, is combining business and pleasure on a visit to the Cariboo country.

MILWAUKEE

Fox-Wisconsin has started a policy of first runs in outlying neighborhood houses with Prestige's "Brief Encounter" going into the Downer.

Milwaukee's 1947 community chest campaign will have Fox-Wisconsin's Harold J. Fitzgerald on the committee.

The reply from 37 Milwaukee theatres that the complaints made against them for violations of the safety code had been met and were being remedied has led the license committee of the common council to call for a revision of charges. According to one alderman no licenses will be renewed where there is a violation though exhibitors have replied that it may take time to make the necessary changes and that licenses should be issued where the manager has shown a willingness to remedy the situation.

C. Charboneau, theatre operator, has taken over the community theatre from the village of Elmwood, Wis., this making the fourth show house under his management, the other three being located at Hammond, Baldwin and Spring Valley, Wis.

Miner Theatres, Inc., has been formed at Rice Lake, in northwestern Wisconsin, with a capital stock of 250 shares at $100 per share par value. Incorporators are William A. and Howard Cameron and Marion Leisz.

By the middle of July subscriptions for the proposed theatre, at Cassville, Wis., for which $30,000 is aimed at as the total, had reached the 50 per cent mark.

The Manawa Theatre has been sold by H. W. Rucker to Robert E. Squire, who has been managing the house since it was opened. Harlan Billman is reported to have replaced Lyman Button, of Melrose, Wis., as projector operator at the Manawa.

PITTSBURGH

Emanuel Steinberg, salesman for Producers Releasing Corporation, passed away in the Montefiore Hospital here last week from a heart attack which he suffered two days earlier. Surviving are his widow, one son and twin daughters. Steinberg was connected with the motion picture industry for thirty years, having operated the Pastime Theatre, Pittsburgh, for a number of years; later taking over the S & S Theatre Supply Company which was operated by his brothers Sam and Nathaniel until the time of their deaths several years ago and when he disposed of the business two years ago became a film salesman.

The entire motion picture industry was greatly saddened to learn of the death of William H. Wheat, Jr., on Saturday, July 26, in the Ohio Valley Hospital as the result of a heart attack which he suffered more than a year ago and from which he never fully recovered. Funeral services were held on Monday, July 28th, at the home of his daughter in Sewickley, Pa. Wheat was one of the most prominent exhibitors in the territory, having operated the Sewickley Theatre for more than 30 years. He was also a Director of the Associated Motion Picture Theatre Owners of Western Pennsylvania for many years. Surviving are his son, William H. Wheat, III, and one daughter.



'BURNING CROSS' STAR AUTOGRAPHS PROGRAM. Virginia Patton, one of the stars of Somerset's first film for Screen Guild release, "The Burning Cross," autographs a program for an admirer following a recent Los Angeles press preview of the Ku Klux Klan expose. With Miss Patton above are (l-r) John J. Jones, Screen Guild president; Selvyn Levinson, Somerset associate producer, and J. J. Milstein, Somerset vice-president and general sales manager. A cocktail party at Los Angeles' Variety Club followed the screening.

MINNEAPOLIS

Harland D. Evenson, Minneapolis, who admitted holding up four St. Paul theatres including the loop Paramount, pleaded guilty to first degree robbery charges in Ramsey district court, St. Paul. Sentence was temporarily delayed, although Evenson faces a possible 10-to-80-year term as a second offender.

Hans T. Sondergaard, father of Gale Sondergaard, died while vacationing with his family at Pine Lake, Wis. Mr. Sondergaard was a retired University of Wisconsin professor.

Leon J. Bamberger, sales promotion manager for RKO, is vacationing for two weeks at the home of his daughter, Mrs. Sheldon Kaplan, at Lake Minnetonka outside Minneapolis.

Motion picture showings at the University of Minnesota will be fought vigorously by North Central Allied according to a resolution adopted by Twin Cities members.

Louis Bednarik is the new owner of the Lake, Rib Lake, Wis. Lavern Lutz has purchased the Roxy, Austin, Minn., from H. L. Stolzman, who recently acquired the Castle, Casselton, N. D.

Minnesota Amusement Co., is putting a new log cabin front on its Orpheum, Minot, N. D., as part of a face-lifting job. J. S. Johnson has started excavation for his new 500-seat theatre at Galesville, Wis. Engler Bros. are redecorating the Hopkins, Hopkins, Minn.

It Didn't Pop?

Poppers Supply Company, Minneapolis, has filed suit in Omaha federal court seeking $108,900 damages from Nebraska Seed Co., for allegedly supplying 2,000,000 pounds of popcorn that did not pop as guaranteed. Lou Cohan, president of the firm, said the corn was guaranteed to increase in volume 32 times when popped, but expanded only 16 times.

COLUMBUS

Burglars who couldn't find any money in the Victor, a neighborhood house into which they broke, showed their disgust by strewing the manager's office with potato chips, candy bars, gum and theatre tickets.

Joy Marie Gardner, former cashier of the Gallion State was married to Clyde William Hall of the same city last week and now the State has Kathryn Drake as its new cashier. Charles Alcorn of the State and his family are back home after a New York City vacation.

Leo Yassenoff is completing the rebuilding of his Academy theatre home office building on East Town Street. The building also houses his F & Y Building Service. Incidentally Yassenoff says the work on his new drive-in theatre on West Broad is almost through and the opening date will be announced soon.

Mrs. Russell A. Bovim, wife of Loew's St. Louis city manager, accompanied by her two children, Shirley Ann and Robert, is visiting her parents, Mr. and Mrs. Louis Anast here. John Hardgrove, Academy Theatres supervisor, is planning to take his vacation with the family in California.

Manager Carl Rogers of Loew's Broad is planning a midnight cartoon show to be held Aug. 22 with 20 cartoons on the bill. Local theatres last week were hosts to the entrants in the annual Soap Box Derby.

WASHINGTON

The Washington, D. C. Recreation Dept., has planned a program of free films to assist in fighting juvenile delinquency. John Morrow, Director of The Film Center, here, offered to extend these free showings upon request, to citizens and civic organizations, churches and Parent-Teacher groups.

Ann DeMello, secretary to Wade Skinner, Warner Bros., celebrated her seventh year at Warner's, by winning a prize at the Warner Club summer dance in the ballroom of the Prince Georges County Country Club. Bill Ewing, of the Advertising Dept., and Fred MacMillan, manager of the Earle Theatre, cooked up a quiz show with Ross Martin of

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Station WTOP. Sidney Hoffman, president of the Warner Club, and manager of the Kennedy Theatre, arranged the party.

The date is set for the wedding of Tom Baldridge, MGM Publicity Representative, and Dorothy de Grange. They'll get married Aug. 9, at the Presbyterian Church, Winchester, Virginia.

James E. Burns, 48, former government official and motion picture representative with the Maryland Board of Censors, died on July 22. He was a graduate of the University of Michigan, and George Washington Law School, and a veteran of World War I.

Cody Pfanstiehl, formerly in Frank La Falce's Warner Bros. Publicity Dept., has accepted a publicity post with Station WTOP.

Samuel Cummings of Pix Theatres has put a new policy in for the Pix Theatre at Norfolk. Starting Sept. 15 on Tuesday, Wednesday and Thursday of each week, the house will show foreign films.

INDIANAPOLIS

Devaul Palmer, 47, who formerly operated the Hippodrome Theatre at Sheridan, Ind., died of a heart attack Thursday while visiting his mother and sister living here. He is survived by the widow, a son and a daughter.

Syndicate Theatre, Inc., Wabash, Ind. which operates two houses has filed a petition with the FCC in Washington, asking permission to construct an FM broadcasting station.

A 14-year-old boy is in critical condition at the City Hospital here from injuries suffered when he was run over Friday night by an automobile in West Side Outdoor Theatre. The lad, Virgil Gentry, was lying on a blanket watching the movie when a driver backed his car out of the parking ramp. The car's front wheels passed completely over the boy.

H. C. Curry, who operates the Todd Theatre, Elkton, Ky. returned from an extended vacation in Florida.

National Screen Service Corp. Vice-President William Brenner and Division Manager William Bein spent a day in the city inspecting branch offices.

United Artists Manager Elmer Donnelly and his staff of salesmen, including Guy Hancock, Milton Krueger, Harry Hays, and Ray Thomas, office manager, attended a three day district sales meeting at the Blackstone Hotel, Chicago.

Edward Eschmann has joined the Universal-International sales organization.

PHILADELPHIA

Publicity stunt of the week was pulled by Ed Rosenbaum, Universal-International tub thumper who arranged with Lane Bryant, one of Philly's leading women's apparel stores to display the original gowns worn by Joan Fontaine in "Ivy" in conjunction with the local showing at the S-W Boyd.

Lester Wurtel, Columbia, is vacationing at Cape Cod while Benny Rosenthal, booker here just returned to his desk after a nice rest.

Dick Mayers, Advertising and Publicity director for the William Goldman theatres has resigned his post to become an administrative executive with the Moldex rubber and plastics corporation in Philadelphia. Ted Vanett, formerly his assistant, has taken over and is looking for a capable assistant.

"Praise" agents Jimmy Ashcraft of Metro and Eddie Rosenbaum of U-I, attended an outing of the Hot Air Club, an ancient theatrical association which celebrated its 48th anniversary with a clambake at Riveria Club, Long Island.

Charles Kasselman, formerly a booker with MGM, has joined the Eagle-Lion-PRC staff as New Jersey salesman.

Variety Club, Tent 13 annual golf tournaments, which were dropped during the war years, will be resumed at Cedarbrook Country Club on Sept. 29.

Mel Koff has severed his relations with Hollywood exchange, and Carl Munzer has announced that Henry Kahan replaces him. Kahan returns to the street after having been with the Stanley-Warner company as a manager for the past 12 years. His most recent house was the Broadway, in South Philadelphia.

Lovely Stanley-Warner receptionist Bettie Lamont was guest soloist on last Sunday's morning radio show over WCAU. She sang "Sympathy," "The Green Cathedral," "The Touch of Your Hand" and "I've Told Every Little Star."



NEW YORK WELCOME. Col. William McCraw (left), executive director of Variety Clubs International, arrives at LaGuardia Field, New York, on his national tour in the campaign for the 28-city world premiere of Paramount's "Variety Girl," all-star musical dedicated to the VCI. Greeting him are Mary Hatcher, singing star of "Variety Girl," and "Chick" Lewis, publicity and convention director of the VCI, and STR editor-publisher.

Fabian Golf Tourney

Fabian Theatres' employes closed a two-day session devoted to business and theatre management with a golf tournament that ended with merrymaking that night. The golf tournament got off despite threatening weather early in day. Winners were:

Low gross—Employes, Frank Rozana, Runner up, Ed Sweeney; Guests—Dave Cole, Runner-up, Mitch May, Jr. Longest drive—Employe, Si Fabian; Guest, Hal Rinzler. Nearest to the Pin—Employe, Charles Beirbauer; Guest, Ben Stolinsky. Putting—Employe, Alex Weinberg; Guest, Harry Weiner. Jacob Fabian Memorial Prize, Kickers Handicap—Employes, Ed Fabian, Runner-up, Ed Sweeney; Guests, Ben Smerling, Runner-up, Jack Bowner. Foursome, Ed Fabian, Ed Sweeney, Frank Roscina, Earl Sweigert, S. Hecht, S. Wheeler, Tom Connors, J. J. Goldberg, Lou Fermato, Sid Denan, Charles Alicoate, Ben Smerling, Bill Scully, Lee Newberry, Mitch May, Jr., Bill Hindman, H. Jones, E. Schlanger, Johnny Murphy.

LOUISVILLE

Virginia Ward of Mt. Sterling, Ky., who with her husband, Nelson, operates two theatres there and has interests in other houses at Georgetown and Versailles is writing her third novel, based on South Sea life. Her other two, "The Welcome Stranger," and "The House of Discord" are already on the market.

The Kentucky Association of Theatre Owners is going all out to get 100 per cent exhibitor representation in its organization and is pushing the move with a snappy new bulletin.

Guthrie Crowe of LaGrange, president and executive director of the KATO, has been elected as one of the three legion state vice commanders who will assist the department commander.

Louis F. Steuerle, formerly president and general manager of the Broadway Theatre has retired from active duty after some 40 years and is succeeded by his nephew Eugene J. Steuerle, Louisville attorney whose past theatre experience includes operation of the old Baxter.

J. C. Estep has announced his purchase of 50 per cent interest in the Strand Theatre, Portland from B. J. Curry, the former owner.

Exhibitors appearing on the local scene recently were: M. H. Sparks, Strand Theatre, Edmonton, Ky.; C. K. and B. D. Arnold, Arco & Crystal Theatres, Bardstown, Ky.; Bruce Aspley, Trigg & Plaza Theatres, Glasgow, Ky.; G. N. May, Dream Theatre, Corydon, Indiana; Edwin St. Clair and Otto Marcum, St. Clair Theatre, Lebanon Junction, Ky.; J. C. Estep, Strand Theatre, Portland; Morris Smith, New Ace Theatre, Taylorsville, Ky.; A. N. Miles, Eminence Theatre, Eminence, Ky.; Don Steinkamp, French Lick Amusement Co., French Lick, Indiana, and Robert Enoch, Elizabethtown Amusement Co., Elizabethtown, Ky.

OKLAHOMA CITY

Lewis Barton has named Carl Weaver, son of Buck Weaver, Paramount manager, manager of his new Odom Drive-In Theatre here.

Miss Dorothy Gordon has been named to play the lead in a local movie being filmed by the Criterion-Regal Corporation. It will be a picture showing the average Oklahoma City girl at work and at play and will be shown on the screen of all C & R theatres.

Roddy McDowall was in Oklahoma City last week for the Monogram Pictures convention.

Gene Hudgens, manager of the Home Theatre here has become the father of a baby boy.

SALT LAKE CITY

"Red Wull," the $2000 Scotch Border Collie, who was the canine villain of the movie "Bob, Son of Battle," caused much consternation a few days ago when he became lost (or stolen as it was thought) and having been billed for a nightly show at the Utah Centennial Exposition. He disappeared from the car in which his owner, W. S. Hanson of Collinston, Utah, had locked him. He has been located and is making his personal appearances however, at this time.

Giff Davison, exchange manager here for RKO, is heading into eastern Montana, after having returned recently from the sales con-

(*Continued on Page* 24)

UNIVERSAL-INTERNATIONAL

announces that prints of "SLAVE GIRL" are now available in our exchanges for screenings.





UNIVERSAL-INTERNATIONAL presents

Yvonne **DeCARLO** *George* **BRENT**

in

SLAVE GIRL

in Technicolor!

with

BRODERICK CRAWFORD · ALBERT DEKKER

LOIS COLLIER · ANDY DEVINE

ARTHUR TREACHER · CARL ESMOND

Original Screenplay Written and Produced by MICHAEL FESSIER and ERNEST PAGANO

Directed by CHARLES LAMONT

A UNIVERSAL-INTERNATIONAL PICTURE

REGIONAL NEWSREEL

LONDON OBSERVATIONS

Rank Sees Import Tax Saving Few Dollars, Putting American Goodwill in Jeopardy; British Films Do Well in U. S.—Johnston; At Lowest Ebb—Wilcox

By JOCK MacGREGOR

J. Arthur Rank, meeting the press on his return from the U. S., was satisfied with the progress his pictures are making. He was of the opinion, however, that Dalton's proposed film tax would save few dollars in the long run and would jeopardize the goodwill needed to consolidate the American market.

Rank stated he had been promised playing time and exploitation on the five major circuits comparable to that of big American pictures. To make the most of this, he must rely on the actual managers' and public's goodwill. He does not want to lose this through the theatre tax.

Bookings alone, he stressed, are not enough. The films have to be sold to the masses who have seen nothing but Hollywood pictures. Accordingly, he has signed Bing Crosby, Claudette Colbert and Deanna Durbin to enhance the product which, he admitted, was not made for mass entertainment, and help build British players. He described them as "marquee value."

Asked if, as a result of the trip, he planned to change the character of British pictures, Rank replied that it was not his intention, as he believed the imported players would attract the masses to his releases. If "Great Expectations," he added, had had an American star, the already excellent gross would be doubled.

Rank revealed that plans for large screen television in four to six West End cinemas were in an advanced stage and would be operative in the fall. The Dominion has been fully equipped with master receivers from which programs, probably running ten minutes, will be "beamed" to other halls.

Frankly, I am a trifle alarmed by Rank's reply at the end of the meeting to a reporter who asked him if he was going to Australia next spring. He said he was not sure whether he could afford to be away in view of the threatened fuel crisis and consequent possibility of Imperial Chemicals not being able to provide the materials to process his films. It is the first I had heard of the latter angle.

* * *

Owing to changed plans, Eric Johnston spent only 60 hours in London on his trip back to the U. S. after studying economic prospects in Europe, but found time to interview Government and trade leaders and meet the press.

He hopes that some method may be found to avoid Dalton's proposed *ad valorem* import tax and is taking back alternatives to discuss with his members, for he fears the spread of further barriers to the free exchange of films throughout the world.

Probably the most ingenious suggestion is the CEA's that rentals should be cut to save dollars. I fear this is too near the wedge's end to be acceptable.

With the information garnered, Johnston hopes to align American producers on the right track for the future, for he appreciates Europe's preference for more realistic subjects and realizes the productions themselves are much responsible for current anti-Hollywood sentiment. Indeed, he welcomes British films as a means of raising cinema standards.

Some "sticky" questions were fired regarding the progress of British films in America and he painted a rosy picture prophesying a gross of some $12,000,000 this year. He pointed out that with rising production costs everywhere most European countries were hoping for a place on the American screen.

* * *

A few minutes later in the next ballroom at Claridges, Herbert Wilcox, back from the U. S., was painting a very different picture, claiming that British films were only scratching the surface and were at the lowest ebb ever. He blamed this on the glut of old pictures, mainly featuring James Mason, which had been put out by small companies.

Wilcox, however, is very bucked with the deal he has made with MGM for the U. S. release of "The Courtneys of Curzon Street" and for an exchange of stars. Anna Neagle and Michael Wilding will both make pictures at Culver City.

* * *

With the "Hamlet" stages at Denham no longer closed to the press, I visited them and could not fail to be impressed by the gaunt magnificence of Roger Furse's settings which emphasize the depth of scene with foreboding columns, battlements and stairways. Laurence Olivier, who is producing, directing and playing both Hamlet and the Ghost, sees the production as a study in the abstract and is stressing no particular period or location.

Over lunch I spoke with Eileen Herle, who has been borrowed from Korda to play the Queen. This is her second film after a great success on the West End stage and she is most enthusiastic over Olivier's handling. Jean Simmons has now started her role as Ophelia, and I was pleased to see that off the set the plaid shirt I got for her with Jerry Dale's cooperation is getting well worn.

* * *

Unexpected visitor to the Bucks country

(*Continued on Page 33*)



STAR MEETS LONDON PRESS. Wendell Corey (right), Hal Wallis star, whose new picture, Wallis' Technicolor Paramount release, "Desert Fury," is soon to be shown in London, meets representatives of the London Press at the Plaza. Here he is talking to Mrs. Jack Saper, wife of Wallis' assistant, and Jock MacGregor, STR's London manager.

(*Continued from Page 22*)

vention attended by himself and all of the local sales representatives.

Hank Smith, booker for RKO Radio here, is vacationing (at home) for the next two weeks.

Carroll Trowbridge, in charge of operations here for United Artists, reports that he is leaving to attend the West Coast District Manager's meeting to be held in Las Vegas the later part of the week.

Katherine Walton, booker for Warner Bros., is preparing for a vacation to be spent at nearby points of interest, it is declared.

Carl Nedley, in charge of operations locally for MGM is back from a trek in the territory as is Frank H. Smith, Paramount sales manager here, it is reported at the present writing.

DES MOINES

The Allied-Independent Theatre Owners of Iowa-Nebraska will hold a one-day meeting and film clinic at Omaha, Neb., on Oct. 7.

Franz Aldinger, theatre exhibitor at Bode, Ia., died at a Salt Lake City, Utah, hospital of an ailment contacted while serving in the Pacific in World War II. Survivors include his wife and a son and daughter.

Fire broke out in the film booth of the Tyndal Evans' Swea city theatre during the Sunday matinee. The blaze, however, was confined to the projection booth.

The Spencer Theatre at Spencer, Ia., has been closed for an indefinite period for modernization. A new floor will be laid, new fixtures installed and the entire theatre redecorated.

The Quad-City theatre managers association will be host at the annual Variety Club outing which was held at the Short Hills country club at East Moline, Ill., on July 31.

George M. Lindsley of Regent, N. D., has purchased the Tripoli Theatre at Tripoli, Ia., from Mrs. Harold Garland of Sumner, Ia., owner of the house since the death of her husband a few months ago. Lindsley formerly was school superintendent at Regent.

Mrs. Helen Pollard has sold the Reinbeck Theatre at Reinbeck, Ia., to Warren Franklin.

The Des Moines Variety Club will hold its annual election on Sept. 8 with Lou Levy named as chairman of the nominating committee. Other committee members are Nate Sandler, Jack Kennedy, Butch DeFreene and Nate Rosenthal.

KANSAS CITY

Downtown first run theatres have signed a new contract with the stagehands for two years, calling for a five per cent raise and including provision for renegotiation of any agreement later found to be in disagreement with the Taft-Hartley law. Theatres signed up include the Midland, Paramount, RKO Orpheum, and Esquire, Uptown, Fairway and Tower of the Fox Midwest circuit. The contract was negotiated for the theatres by Lon Cox, Fox; Mike Cullen, Loew's (Midland); Frank Smith, RKO; M. D. Cohn, Paramount. Felix Snow acted for the union.

Theatre Enterprises local headquarters last week were engaged in moving offices from the uptown location in the Commonwealth building to the Warner Brothers exchange building located on film row at Seventeenth and Wyandotte Streets. Artlie Crites is district manager

(*Continued on Page 26*)

Get back to HAMMER & TONGS SHOWMANSHIP!



Keep on hammering away at that Box Office, brother... if you want to keep those patrons coming back!... Don't be satisfied with a wishy-washy, half-hearted selling-job...when you KNOW that it takes the *Hammer-and-Tongs* type of SHOWMANSHIP to do the Job!... *Enlarge* those newspaper ads ... and give them more *Sock!*... Get some extra time on *Radio!*... Paper those Highways and Byways... with eye-catching *Lithographs*... that bring people to your theatre!... Tell your story from your screen... in *more* ways than one... and find a few more spots in your Lobby and Front... for Eye-Catching ACCESSORIES!... This is *no* time for dilly-dallying!... Get Back to *Hammer-and-Tongs* SHOWMANSHIP... the kind that forges *Bigger Receipts*... at your BOX OFFICE!

The Prize Baby

NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

REGIONAL NEWSREEL

(*Continued from Page* 24)

for the circuit, Frank Plumlee office manager.

Fox Midwest Amusement Corp., will hold its annual convention at the Muehlebach Hotel here Aug. 18-19 with about 125 managers and officials from the five-state area attending, President Elmer Rhoden announced. Coincidentally, divisional treasurers of National Theatres will hold a meeting at the Muehlebach. Charles Shaefer and R. G. Montgomery, of Fox Midwest, are making local arrangements.

Officials, salesmen and managers of C. W. "Ching" Allen's midwest district for United Artists held a convention at the Muehlebach Hotel recently.

Roger Morin, Ottawa, a director for the Canadian National Film Board, was in Kansas City, Kansas, last week making motion pictures in color of the state's part in the huge harvest of wheat. The footage is for a 2,000-ft. picture the Canadian government is making for world distribution which will be dubbed in five languages.

BOSTON

The MGM building is undergoing complete remodeling, with changes in the structure being made from cellar to roof. In addition to the new offices, inspection and shipping rooms, a new screening room is being constructed.

Leo Young, former Maine district manager for the Snider houses, spent a few days here. He is now exploitation and field representative for RKO at Oklahoma City, and visited Boston on a temporary assignment to assist publicist Ralph Banghart on "The Long Night."

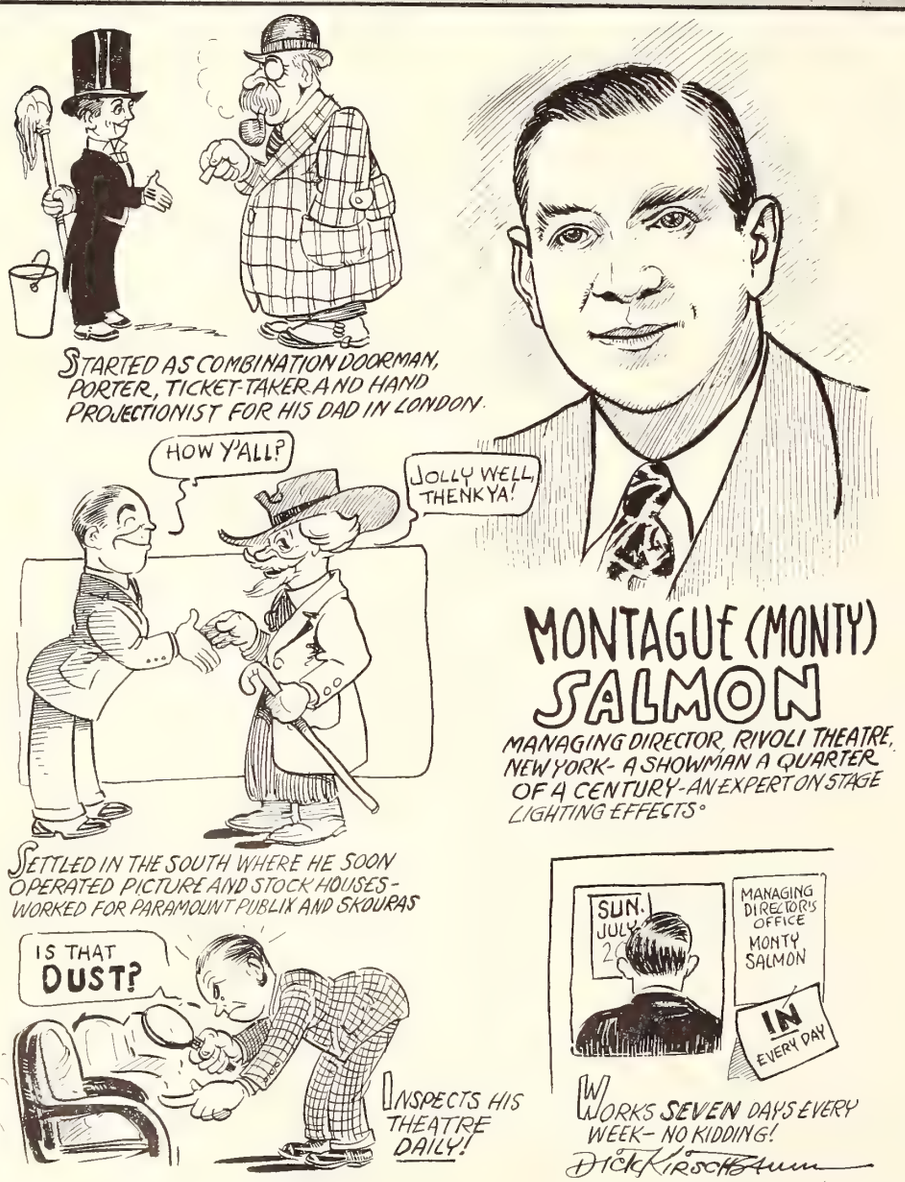
The district was given a good laugh when Snider Circuit District Manager Irving Alexander was seen chugging down Church Street in an open jeep, which he is now using for servicing the several Snider houses in his district. As he weighs more than the average jeep, he took a good deal of ribbing from film folks.

Friends of J. M. Cummings, former assistant manager at MGM here, will be sorry to hear that he suffered a severe shock last week. However, at last reports he was doing "fairly well."

Allan Crawford, has been made booker at Warner Bros. and is replacing Eddie Segal who has been promoted to salesman.

Stanley Farrington, head booker at Republic, has recovered from his recent illness and is now vacationing in New Hampshire. Beth Donnelly of RKO is spending the first part of her vacation at Portland, Maine, and then plans to go on to Cape Cod for the remainder. Vera Palady of RKO is also on vacation as is Al Fowler, 20th Century-Fox publicist.

SHOWMEN'S SILHOUETTES by Dick Kirschbaum



Next Week . . . . . **ROBERT L. LIPPERT**

CHARLOTTE

William C. McCraw, national executive director of the Variety Clubs International, arrived here last week to confer with officials of the Charlotte Variety Club on the benefit showing of "Variety Girl." The Charlotte tent acted as host to Mr. McCraw at a stag supper in the clubrooms, following which he met with the committee in charge of the plans for the showing.

Columbia Home Office Representative Erwin Wormser and Columbia Southeastern District Manager Bob Ingram were here conferring with Branch Manager George Roscoe.

Wilby-Kincey Booker Herb Schlesinger has resigned effective Aug. 15 to move to New Orleans where he will join the Independent Booking Service.

Warner Southern District Manager Jack Kirby was in town recently conferring with Branch Manager Ralph Iannuzzi.

Seen along the Row: Johnny Bachman, former Warner manager here and now United Artists manager in Atlanta. Lyle Wilson, Roanoke Rapids, N. C.; J. L. King, Jr., Bethune, S. C.; Kit McGowen, Spring Hope, N. C.; B. B. Horton, Concord, N. C.; Boyd Brown, Winnsboro, S. C.; Cary Caudell, Wallace, N. C.; Finn Lee, Warsaw, N. C.; R. E. Brantley, Tryon, N. C.; J. B. McIntyre, Raeford, N. C.

OMAHA

John Green, whose theatre at Sargent, Neb., has been closed since June, will reopen it in mid-August, after remodeling.

Paramount Salesman Jack Andrews returned to work after recovery from an operation.

MGM Salesman Howard Clark is vacationing in Minnesota. Also from that office Secretary Theo Artz is vacationing in Colorado and Assistant Shipper Micky Doherty in town.

United Artists Salesman Tony Tedesco is back on the job after illness.

Vacationers at 20th-Fox include: Raymond Cooley, assistant shipper; Bill Olive, booker. At Paramount: Winona Kennedy, picture report girl who recently left the hospital; Ras Rasmussen, head shipper; Ken Eitrem, head booker, in South Dakota; and Karen Mailand, inspectress.

Warners will send Branch Manager Frank Hannon and Salesmen Leon Mendelson, Bill Wink and Bob Hirz to a meeting at Chicago, August 4-5.

Columbia's Omaha office captured first in its division and second nationally in the recent sales drive.

Universal Salesman I. M. Weiner is vacationing in Colorado. Also on vacation is Biller Margaret Kahoutek. E. Heiber, Universal

(*Continued on Page* 28)





Guardian of her most important "bath"...

COSTLY shots like this might be so much spoiled footage . . . save for the vigilance and knowledge of the laboratory man.

He makes sure that the dailies take *their* all-important bath . . . inspecting, testing, keeping constant check as the exposed footage runs through the developing, fixing, and washing tanks and driers.

To his skill and watchfulness . . . as film representing "box-office gold" literally slips through his careful fingers . . . motion pictures owe much of their well-earned reputation for technical excellence.

This skill is more effective . . . the burden of constant vigilance lessened . . . when he works with dependable film of superior quality. That's why he always welcomes the family of Eastman motion picture films.

EASTMAN KODAK COMPANY
ROCHESTER 4, N. Y.

J. E. BRULATOUR, INC., DISTRIBUTORS
FORT LEE • CHICAGO • HOLLYWOOD

NATIONAL NEWSREEL

(*Continued from Page 26*)

branch manager from Kansas City, spent two days here.

R. D. Goldberg, owner of the circuit bearing his name, is off on a business trip to New York.

L. R. Horworth, Manillia, Ia., exhibitor, had a flying visit from his brother, L. A. Bramson, exhibitor at Elk Point, S. D.

George March, Vermillion, S. D., and Harry Lankhorst, Jr., Hawarden, Ia., teamed up for a vacation at Lake Okoboji.

It is new air conditioning, screen, chairs and recarpeting for Henry Saggau's Ritz Theatre at Dennison, Ia.

ST. LOUIS

Columbia exchange manager Clarence Hill and his salesmen and bookers are spending that second prize money they got for the annual sales personnel bonus drive. And over at Monogram Barney Rosenthal is leading in his division for that company's 16th anniversary drive.

Tilden Dickson, Crystal City and St. Clair exhibitor is back from Phoenix, Arizona; A. M. Avery of Memphis, Tenn., is up to check the ground clearing operations for his new 750-car Drive in Theatre; Harry Halloway has broken ground for his drive-in theatre near here.

Back from the hospital after a successful cataract operation is Harry Miller of Festus, Mo.

Film Row visitors this week included Tom Edwards of Edwards and Harris Circuit; Ed Clark, Mattoon, Ill.; Herman Tanner, Pana, Ill.; Jimmy Frisina, buyer, Frisina Amusement Company, Springfield, Ill.; John Machetto, short subjects buyer and feature booker Rini Padrucci; Jack Mulaney one of the Ricky's operators at Mattoon.

C. H. Brooks, Jr., of Dexter has sold his 289-seat Weeks. Lester Krop, manager of the Melba Theatre is vacationing at Lesterville, Mo., with his wife and daughter. Betty Dietz, daughter of Screen Guild Franchise Holder Andy Dietz is recovering after a painful wisdom tooth operation.

World premiere of Warner Bros. short "A Day at the Fair," built about the Iowa State Fair of 1946, took place at the Des Moines Paramount.



VACATION SMILES. Lou Brown, director of advertising and publicity for Loew-Poli New England theatres, with headquarters in New Haven, Conn., poses for the photographer with Mrs. Brown and daughter Shirley Lou during their vacation at the Cavalier Hotel, Virginia Beach, Va.

TORONTO

President J. E. Lawson of Odeon Theatres of Canada has arranged to make an early trip to England following the recent Canadian visit of J. Arthur Rank. It will be the first since he became head of various Arthur Rank companies in the Dominion.

The International Cinema, Toronto's art-film centre, came out with "Portrait of Maria," a Mexican theme. In Montreal, the Cinema de Paris closed the engagement of "Pastorale Symphonique" at 16 weeks and opened with the French-language version of the Italian feature, "The Open City."

After a wartime tightness, with business on the heavy side, and a government ban on the construction of new cinemas, the theatre market in Canada has eased appreciably. A number of theatres in small towns of Ontario have recently been offered for sale openly and other properties are said to be privately on the negotiation list, probably because the chain companies and other interests are expanding. The other day, three theatres in a Western Ontario county were offered for a block amount of $210,000.

Margaret Marshall, cashier of the Famous Players' Victoria Theatre here won the title of "Miss Toronto" in the annual beauty parade of the Toronto Police Department in which 52 young ladies aspired for the crown. To her victory was added $500, a diamond wristwatch, a screen test, a portrait, course in modelling and other rewards. For the first time, the 18-year-old golden-haired girl said she was after a screen career, she wanted that chance before marriage, and was "not likely" returning to the theatre wicket.



GET-TOGETHER IN VANCOUVER. A group of Odeon Theatre employes greeted their vice-president and secretary, George Peters and Allan Robinette, respectively, during the visit of the latter from the home office in Toronto. Seen in the photo above, taken at a luncheon in the Hotel Vancouver, are: Marge Brewer, Vogue Theatre; Mr. Peters and Mr. Robinette; Helen Butles, New Westminister; Howard Boothe, B. C. district manager; Bea Pentrich, publicity department; Ann Thompson, Dunbar Theatre; Earl Hayter, B. C. supervisor.

MEMPHIS

David Flexer, president of Flexer Theatres, left Memphis Friday, July 25, for two weeks on the West Coast. He will spend a short vacation at Lake Arrowhead then go on to Hollywood where he will see the rough cuts on the first of the "Impossible Cartoons," which Leonard Levinson is producing in cooperation with Flexer. Enroute home, Flexer will spend a day at Minneapolis and another at St. Louis, where he is building drive-in theatres.

The Variety Club, continuing its policy of furnishing entertainment for the hospitals and institutions of Memphis, entertained Tuesday night, July 29 at the Home for Incurables. Members of the Variety Club Committee were Bailey Prichard, Monogram; Nat Wyse, Republic; Dave Groskind, Malco; R. P. Dawson, Universal; Ed Williamson, Warner Bros.; R. V. Reagin, RKO; Earl Hartzog, Warner Bros., and Jake Scharff.

Bill Kroeger and C. C. Fuller, who in partnership with Bob Davis of Dallas, recently purchased the Shannon Theatres at Portageville, Mo., were visitors to Memphis this last week, flying in Fuller's plane, which he pilots himself.

Bob Wilkinson of Universal, with his wife, recently caught 145 bream (blue gill) in one afternoon while on vacation.

Eric Landau, formerly with L. & L. Theatres and now with Royal Dutch Shell Oil at Houston, Texas, was a recent Memphis visitor.

Elliott Johnson, advertising manager of the Malco Circuit, is considering building a new home in Memphis' swank east side.

CLEVELAND

With 250 seated at the dinner, the Variety Club golf tournament, under the chairmanship of Nat Wolf, Warner zone manager, was a great success in spite of the fact that there was a heavy rainfall until noon when the sun came out and quickly dried the course. Bert Lefkowich of the Community Circuit came off the winner with low score of 81. Bob Snyder of Film Classics brought up the rear with 162. Door prizes were given to one hundred guests and there were games in the evening. Harry Schreiber, chief barker until his recent transfer to Columbus, was presented with a gold wrist watch in appreciation of his work in revitalizing the club.

Walter Breder has resigned as manager of the Dennison Square Theatre to accept a job on the New Jersey police force.

Booker Irwin Sears now has the rank of captain of the local Paramount 35th anniversary sales drive.

Charles (Chick) Taylor, former manager of the Shaw Hayden for the past 26 years is to become general manager in charge of the Drive-In Theatres. The company is now building an outdoor theatre on Center Ridge Road.

Vaughan O'Neil, manager of Loew's Ohio Theatre, his wife and two children have returned from a vacation in Syracuse.

W. Balcorski of the Garfield and New Victory Theatres died last week.

John O. Guthrie, owner of the Karolyn Thea-

REGIONAL NEWSREEL

tre, New London is entertaining his sister, Mrs. Ethel Clark of New Castle-on-Tyne, England, who is making her first visit to the States.

Warner Branch Manager Jerry Wechsler's new secretary is Mary Lou Weaver who succeeds Lenore Fogelson.

Charles Logee, Jr., who last year bought the Fayette Theatre, Fayette, has sold it to Vernon Abbey.

ATLANTA

Leon Gortatowsky, well known Albany, Ga., exhibitor died at his home last week.

Arthur G. Bromberg, president Monogram Southern Exchanges and his Atlanta branch manager Babe Cohen are back in Atlanta after the Oklahoma City sales meeting.

Mr. and Mrs. Lester Neely of the Neely circuit are vacationing in Florida, and back from his in Tennessee is Warner Bros. branch manager Ollis Williamson. Ditto Frank Harris, former owner of the Harris Drive-In Theatres.

John Jarvis, formerly with Columbia Pictures and later with Kay Pictures in New Orleans has joined the sales staff of Astor here. Mrs. Marie Neal of Film Classics is ill in the hospital. Hugh Martin of the Martin circuit was a film row visitor; Mrs. C. Evans is back at her job with Columbia after a siege of illness. Mrs. J. J. Anglin of Buffalo is visiting her daughter Mrs. Rose Lancaster of Astor.

Walter J. Brackin of the Brackin circuit is confined in the Emory Hospital here; Paramount Theatre Manager Sam George is on vacation with Joe Williams filling in. Ike and Harry Katz of Kay Exchanges are back from their trip to Memphis and announced the addition of film row veteran James Crocket to the sales staff.

DENVER

Tom Bailey, who established Selected Pictures last week as a franchise exchange for Denver and Salt Lake City, has completed a deal with Associated Film Exchanges of Salt Lake City, operated by Joe Nercesian and Gordon Lesuer, whereby each will do physical distribution and much of the selling for the other in their own area.

Ralph Batschelet, manager the Paramount, and his family, are on a California vacation.

Al Lawter, manager the Denham, and wife Ruth, former Alpine manager, have gone to California on vacation.

Ray Bartlett hopes to have his new $150,000 theatre, Artesia, N. M., open by Aug. 15.

Keith May, former assistant city manager for Fox Intermountain Theatres, Trinidad, Colo., has been named acting city manager at La Junta, Colorado, succeeding Robt. Wilson, resigned.

E. J. Bell, branch manager Paramount, is too ill at home to allow x-ray examinations to be made in an effort to assist doctors in diagnosing his illness. Despite this, he gets down to the office occasionally.

Chairman Robt. Hill, branch manager Columbia, says the annual picnic and golf tournament of the Rocky Mountain Screen Club will be a gala affair, and will be held at the Park Hill Country Club Aug. 14.

"Voice of Theatre Speakers"
JOE HORNSTEIN has it!

Four births in a week were announced by Fox Intermountain Theatre employes. They included a boy, born to Mr. and Mrs. Ed Nelson —he is city manager, Montrose, Colo.; girl born to Mr. and Mrs. Joe Lort—he is Architectural draftsman, Denver; son born to Mr. and Mrs. Frank Piazza, he is projectionist Walsenburg, Colo.; daughter born to Mr. and Mrs. Ed Lally, she is head cashier the Rialto, Butte, Mont.

LOS ANGELES

Mary Peters, of Screen Guild office, will add two letters to her name Aug. 8 when she becomes Mrs. Max H. Peterson. She will leave Screen Guild to become a permanent housewife.

Formation of the Association Film Exchange, which will handle independent distribution of pictures, with Bill Flemion, president; Lou Goldstein, secretary-treasurer; and Nan Sokol, vice-persident, was announced here.

Stan Meyer, district manager for Fox West Coast, planed to New York with his wife for a two weeks vacation.

The entire RKO office force closed up shop at noon, Friday, July 25, for its picnic at Indian Springs.

District Manager Bob Ableson of Film Classics was guest of honor at a luncheon given at Lucey's Restaurant in honor of the first anniversary of the Academy Theatres. Jimmy Edwards served as m.c.; Harry Vinnicof spoke briefly. Bob's brother, Fred, manager of the Frisco branch, is happy over his high standing in the national drive, which ended last week.

Rodney Beretta, son of Bob Beretta, popular veteran film man, Los Angeles, was married to Jean Finley July 6 at Henderson, Nevada. A projectionist at the Canon and Oriental Theatres, Rod met his wife while he was hospitalized; she was an Army nurse. He was injured in training during the war.

Phil Guss, of the Inter-Mountain Theatre Supply Company of Denver, was in town at the Hollywood-Roosevelt for a social visit.

Seen on the Row were the Anderson brothers, buying and booking for their two houses in Ontario; and J. Donath, of the Mission, Fallbrook. Pat Patterson of Astor Pictures, was down from San Francisco to see Roy Reid, local branch manager.

Gloria Gibb, secretary to Warners' chief booker, Bill Watmough, resigned to move back to New York. Madelon Cartwright succeeds her.

Florence Peterson has moved from poster clerk to biller, at 20th-Fox.



Box-Office Slants

The Unfinished Dance

(*Continued from Page* 19)

they are both members, is threatened by booking a world-famous ballerina with them, causes the little girl to inadvertently pull a switch operating a stage elevator into which the star ballerina falls, and is injured to the extent she can never dance again. The enormity of her act keeps the little girl in terror, inducing constant hysteria until she tells her story to the injured ballerina, who in time forgives her and becomes interested in the little girl's career, seeing in her an extension of her own interrupted career.

Comment: The world of the ballet school and the ballet itself is the background for the motivation of this story of the ambition, fear and love of a little girl, whose whole existence is wrapped up in the ballet. The story is beautifully and sensitively told and acted with consummate skill by young Miss O'Brien, whose versatility is extended in this picture to include her ability as a ballet dancer, and good, too. The production of Joe Pasternak is a thing of beauty, with magnificent sets that dazzle the eye with riotous color. Mr. Koster's direction keeps the action moving with a sure but sensitive hand. And the costumes, the dance direction and the dancers themselves, particularly Cyd Charisse and Karin Booth, are superbly, exquisitely beautiful examples of ballet at its best; that is, from the point of view of the layman, not too well versed in the technique of the dance. If there is anything better in ballet than the performances of these two in "The Unfinished Dance," it must be something out of this world. Margaret O'Brien, too, surprises with her dancing performance, in addition to her expected excellence as a terrified youngster who had accidentally caused almost fatal injury to a star ballerina. Altogether, "The Unfinished Dance" is an exceptionally fine picture, one that certainly should be well received by discriminating audiences everywhere. Its box-office chances, because of the ballet theme, apparently are problematical. With its fine entertainment value, however, the right kind of exploitation should result in excellent returns almost everywhere.

Heaven Only Knows

United Artists **Fantasy-Drama** **96 mins.**

AUDIENCE SLANT: (Adult) A delightful story of Heaven's intervention in the lives of several persons of doubtful character. Should please all types of adult audiences.

BOX-OFFICE SLANT: Fantasy is hard to sell. But the title is a natural for tieups, and the story itself is so entertaining that this should have little difficulty in managing at least average returns.

Cast: Robert Cummings, Brian Donlevy, Jorja Curtright, Marjorie Reynolds, Bill Goodwin, John Litel, Stuart Erwin, Gerald Mohr, Edgar Kennedy, Lurene Tuttle, Peter Miles, Will Orlean. **Credits:** Producer, Seymour Nebenzal. Director, Albert S. Rogell. Original story by Aubrey Wisberg. Treatment by Ernest Haycox. Photography, Karl Struss. Musical supervision, David Chudnow.

Plot: The Archangel Michael has made an error in the Book of Life, causing one man on Earth to wander without a Soul. The man's Destiny had been to be one of the founders of the state of Montana, to marry a beautiful school-teacher. But because his Destiny wasn't properly entered in the Book of Life, the man is now an outlaw saloonkeeper, embroiled in a feud with a rival saloon operator. The Archangel Michael is ordered to earth to straighten out the mess, which he does without the help of Miracles —or maybe just one or two—and he does it in a manner that is logical and satisfying, except perhaps to his rival.

Comment: There are several outstanding attributes in this entirely satisfying production of Mr. Nebenzal's among which are the excellent performances of Robert Cummings as the Heavenly messenger, and Brian Donlevy as a cold-blooded, ruthless killer. Add to this a surprisingly fine performance by Jorja Curtright, whose ability as an actress has developed in just two pictures from being just good to look at, to a young actress with plenty of ability to be convincing in a difficult part. But it is around Robert Cummings as a diffident "Mike," earthly counterpart of the Archangel Michael, that the entire action of the plot revolves. And without the sensitive, restrained, convincing performance of this young actor the entire picture would have failed to have been anything except a farce. As it is, "Heaven Only Knows" has moments of comedy, moments of high suspense, and many moments of deeply moving tenderness that should enrapture most adult audiences. It is a good picture, one that should do at least average business everywhere.

Ghost Town Renegades

PRC **Western** **56 mins.**

AUDIENCE SLANT: (Family) The kids will love it and other western fans will like it.

BOX-OFFICE SLANT: Good stuff for action houses, weekend programs or wherever westerns are popular.

Cast: Lash La Rue, Al Fuzzy St. John, Jennifer Holt, Jack Ingram, Terry Frost, Steve Clark, Lee Roberts, Lane Bradford, Henry Hall, William Fawcett. **Credits:** Original screenplay by Patricia Harper. Produced by Jerry Thomas. Directed by Ray Taylor. Photography, Ernest Miller.

Plot: U. S. Marshal Lash LaRue goes to a ghost town to aid his pal and brother law-enforcement officer, Al Fuzzy St. John to trace a missing surveyor. They gradually discover that there is a plot afoot to acquire the property in the ghost town to exploit a new but secret gold discovery there. A property owner and his daughter arrive in answer to an inquiry from the crooks about their property. The man is shot, not fatally, the girl is captured. But the two marshals clear up the situation.

Comment: This is a good, average western containing the action ingredients seemingly necessary to make this kind of picture a commercial success. Lash LaRue uses his guns, fists and ever-trusty bullwhip to overcome his adversaries, ably assisted by Fuzzy St. John. Should do well enough wherever westerns are popular.

The Green Cockatoo

Devonshire Films **Gangster** **65 mins.**

AUDIENCE SLANT: (Adult) Mildly entertaining story of London's underworld.

BOX-OFFICE SLANT: Fair enough for supporting fare on double-bill programs.

Cast: John Mills, Rene Ray, Robert Newton, Charles Oliver, Bruce Seton, Julian Vedey, Allan Jeayes, Frank Atkinson. **Credits:** Produced by William K. Howard. Directed by William Cameron Menzies. Original story by Graham Greene.

Plot: John Mills is a Soho song and dance man, whose brother, Robert Newton, has been stabbed and murdered by race track fixers he had double crossed—and Rene Ray is a small town girl arriving in London for the first time who is aided by Newton just before he dies and who is accused of his murder. She locates Mills, following a plea uttered by the dying man, and between them

. . . NEWSREEL SYNOPSES . . .

(*Released Saturday, August* 2)

MOVIETONE (Vol. 29, No. 96)—British royalty visits fleet; Boy Scouts off for jamboree in France; Lincoln papers opened; Belgian regent in Congo; Forrestal becomes Secretary of National Defense; Eric Johnston back from Europe; Lew Lehr and Diaper Derby; Icetime frolics in New York; Water Ski tourney at Lake Macatawa, Mich.

NEWS OF THE DAY (Vol. 18, No. 294)—Lincoln's "secret" papers; President mourns mother's death; Forrestal becomes Secretary of National Defense; Boy Scouts off for jamboree in France; Eric Johnston back from Europe; Congo dancers perform for Belgian prince; Utah Centennial (Salt Lake City only); Diaper Derby; Cover Up wins Gold Cup at Hollywood Park, Calif.; Water Ski tourney at Lake Macatawa, Mich.

PARAMOUNT (No. 97)—Boy Scouts off for jamboree; Nation mourns President's mother; Jet power hits the road; Unified command becomes reality; French train pilots in gliders; Eric Johnston back from Europe; Patterson leaves Washington; 11th Arlington Classic.

RKO PATHE (Vol. 18, No. 99)—Boy Scouts off for jamboree; Lincoln papers opened; Eric Johnston back from Europe; Princess Elizabeth and Lt. Philip Mountbatten on tour; Deers star in zoo; Forrestal becomes Secretary of National Defense; Water Ski tourney at Lake Macatawa, Mich.

UNIVERSAL (Vol. 20, No. 60)—Nation mourns President's mother; Forrestal becomes Secretary of National Defense; Lincoln papers opened; Boy Scouts off for jamboree; Eric Johnston back from Europe; Wheat harvest at Walla Walla, Wash.; New Jersey Diaper Derby; Wild West Rodeo at Cheyenne, Wyo.

(*Released Wednesday, July* 30)

MOVIETONE (Vol. 29, No. 95)—Flood in Canton area of China; Jewish immigrants taken off at Haifa; Kenneth C. Royall becomes new U. S. Secretary of War; Emperor Hirohito inspects Sagami Dam; Army Air Forces test 20-man life raft; Australian Air Force displays accuracy in bombing; Massed gymnastics exhibition in Switzerland; Shark fishing off Cape Lookout; Bathing beauties in North Carolina snowball fight.

NEWS OF THE DAY (Vol. 18, No. 293)—Drama of Palestine; China flood; New Secretary of War; Jet engines tested; Operation on ice in North Carolina; The Tip Topper Girls take over Hollywood; 20,000 Swiss athletes celebrate Gymnastic Day; Polo school at Purchase, N. Y.

PARAMOUNT (No. 96)—Japan rebuilds; Tall story —six-foot gals hit Hollywood; New crisis in Palestine; Detroit says "Welcome Stranger"; World's strangest glue; Floods add to China's woes.

RKO PATHE (Vol. 18, No. 98)—Floods in China; Royall, Bruce fill new posts; Mme. Peron in Paris; Japanese Emperor visits new Sagami Dam; Australian cowboys round up kangaroos.

ALL-AMERICAN (Vol. 5, No. 249)—Baby prize in Illinois; Baltimore nail champion; Playground party in Kansas City; Swimming soldiers at Ft. Benning, Ga.; Electrcal contractor at Kansas City; Boxing bouts in Chicago.

UNIVERSAL (Vol. 20, No. 59)—Chinese farmlands flooded; Martial law in Palestine; Royall new Secretary of War; Tall girl contest on coast; Emperor Hirohito inspects new Sagami Dam; Stock car race in Atlanta; Model airplane show in Virginia; Polo school in New York.

TELENEWS (Vol. 1, No. 14)—Wartime radar harnessed for civilian use; Russians preserve death camp in Austria; DeGaulle returns to public life; Alsatians hold Fire Festival; Belgian billiard champion performs without cue; French boy tested for pilot's license, while another takes first parachute jump.

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they locate and subdue the murder gang just as the police arrive.

Comment: The photography is so poor in this picture that some of the scenes that might have been extraordinarily interesting are marred by "rain." The plot itself is just another one of those things that lead the principal players through one adventure after another (all making up the one large adventure) to the clearing up of false accusations of murder and the eventual romance between Mills and the beauteous Miss Ray. At no time is suspense built to the extent that audiences participate in it. And when fisticuffs occur, as they often do, apparently none of the fighters hits hard enough to fight his way out of a paper bag. As a whole the film is just mildly entertaining and will fit best in the supporting role on double-feature programs.

Desert Fury

(Technicolor)

Paramount Drama 98 mins.

AUDIENCE SLANT: (Adult) Excellently produced and directed, here is absorbing entertainment for most adult moviegoers. The magnificent Technicolor photography and the performances by John Hodiak, Lizabeth Scott and Burt Lancaster will more than satisfy audiences.

BOX-OFFICE SLANT: With the draw of the star-names and the word-of-mouth praise, this should rapidly become one of the top box-office money-makers.

Cast: John Hodiak, Lizabeth Scott, Burt Lancaster, Wendell Corey, Mary Astor, Kristine Miller, William Harrigan, James Flavin, Jane Novak, Ana Camargo. **Credits:** A Hal B. Wallis Production. Directed by Lewis Allen. Screenplay by Robert Rossen. From the novel by Ramona Stewart. Photography, Charles Lang and Edward Cronjager.

Plot: The rebellious daughter of the boss of a desert town refuses to heed her mother's orders and the warning of the deputy sheriff who loves her, and runs away with a big-time gambler. She barely escapes the fate of his first wife, killed in a mysterious auto accident, when she flees from him after he shoots his pal, and she witnesses his own tragic end as his car crashes through a bridge.

Comment: Excellently produced and directed, with a cast whose top names are known in most situations, "Desert Fury" is a dramatic offering that will attract considerable attention. In quality, it is comparable to any of the proven box-office winners, since it has all the essential ingredients usually found in good, suspenseful fare. As absorbing story, magnificent Technicolor photography and splendidly-etched performances are attributes that will bring about considerable word-of-mouth praise, with the result that its returns should be outstanding wherever shown. The entire production is a credit to Hal Wallis, who again proves he understands what the public wants by his choice of subject-matter and his well-chosen cast. John Hodiak is exceptionally good in the leading role of a crooked gambler and Lizabeth Scott is capable and attractive as the girl who falls for him. The dependable Mary Astor turns in a fine job with her delineation of the woman gambler and Wendell Corey is outstanding as Hodiak's pal. In a switch from the bad to the good guy, Burt Lancaster's interpretation of the police officer's role proves that he is an able performer who can handle any type of assignment. With his skillful direction, Lewis Allen has turned out a picture that most folks will find absorbing entertainment.

The Genius and the Nightingale

Superfilm Drama (Operatic) 100 mins.

AUDIENCE SLANT: (Family) This Italian-made picture lags perceptibly and will interest mainly lovers of opera. The operatic numbers are good, but the technical departments are mediocre.

BOX-OFFICE SLANT: Should do satisfactorily in the "art" house or foreign-films spot.

Cast: Maria Cebotari, Rossano Brazzi, Renato Cialente, Loris Gizzi, Roberto Bruni, Sylvia de Bettini. **Credits:** Director, Guido Brignone. Musical score, Renzo Rossellini. Music by Rossini and Bellini, with excerpts from the operas, "William Tell," "Sonnambula," "Norma," "Semiramide," and "L'Italiana in Algeri."

Plot: Concerning the life of Maria Malibran, famous Italian opera singer of the early 19th century, it tells how the lady went from love to love while singing her way to fame and fortune. Maria finally dies, just a year to the day after Bellini, the composer, passed away. Maria's lover, a great violinist, realizes that it is Bellini who really belonged to her.

Comment: To the average American moviegoer this Italian-made picture will seem long and tedious, overly dramatic and slow-moving. Of course, its primary appeal will be for opera lovers, because there is ample material for such devotees to digest. Therefore, despite the film's drawbacks, it should have a market with "art" theatres and those houses that play foreign output. Worthy of special mention is Rossano Brazzi, who is a particularly handsome actor, and capable of being angled for extra-romantic appeal.

Deep Valley

Warner Bros. Drama 105 mins.

AUDIENCE SLANT: (Adult) Though "Deep Valley" is a depressing tale of a hate-wrecked farm home, its love story is powerful enough to attract and entertain the average drama-lover. Primarily a woman's picture, a factor that should enhance its popularity.

BOX-OFFICE SLANT: The name draw of Ida Lupino and Dane Clark should bring them in. From then on it will depend on smart showmanship designed to attract the feminine element.

Cast: Ida Lupino, Dane Clark, Wayne Morris, Fay Bainter, Henry Hull, Willard Robertson. **Credits:** Directed by Jean Negulesco. Screenplay by Salka Viertel and Stephen Morehouse Avery. From the novel by Dan Totheroh. Photography, Ted McCord. Produced by Henry Blanke.

Plot: An inhibited girl who lives with her surly father and bedridden mother in the California mountains, falls in love with a convict working in a road gang. When he escapes from the gang, she leads him to her secret retreat in a hidden valley. As the posse closes in on them, she hides him in her father's barn, but he is wounded trying to escape. She trails him, and he dies in her arms.

Comment: This is as rugged a drama as one would want to see. There is no glamor, no Hollywood artificiality used in the telling of the story. It is a depressing tale of a home wrecked by hate, of a young girl's rejuvenation through love. Though this is no picture for the average patron who turns to the theatre for pure escapist fare, it nonetheless has the pull of a powerful love story to attract the attention of those who would not otherwise seek such "heavy" drama for entertainment. Primarily, it is a woman's picture, for it concerns the lives of the two women involved. Portrayals are outstanding, with Henry Hull's interpretation of a surly, dispirited farmer on a par with the exceptional job Fay Bainter does in the role of the mother of the wretched household. One finds it difficult to put into words the ability with which Ida Lupino plays the part of the stammering, inhibited daughter. It must suffice to say that it is probably one of the best performances she has ever essayed in her varied career. Dane Clark does a splendid job as the convict whom she loves and Wayne Morris is quite satisfactory as the other man. Direction credit goes to Jean Negulesco; production was handled by Henry Blanke.

New Theatres

Oklahoma City—O. F. F. Sullivan and R. E. Conrad have opened their new NW Drive-In theatre here. It contains the latest RCA equipment with a speaker for every car. Rodger Latture has been named manager of the theatre.

St. Louis—Ceasar Berust and H. Wandel have broken ground for a new 500-seat quonset theatre at Sullivan, Mo.

Pittsburgh—The new 850-car Parkstown Drive-in, near New Castle has opened with Exhibitor R. B. Herrick of Meadeville planning to open his Butler Drive-in next month and proposing to construct a third between Oil City and Franklin.

Vancouver—The new 450-seat Woods Theatre at Malardville, B. C., opened July 26 with latest booth equipment and chairs.

Longview, Tex.—Col. M. T. Flanagan announced that $100,000 would be spent to rebuild the Rita Theatre, destroyed by fire.

Tuscaloosa, Ala.—Plans to build a 650-seat theatre near the campus of the University were announced this week by the Alabama Theatres, Inc.

Van Johnson Vehicle

Van Johnson and Ava Gardner will be starred by MGM in a romantic drama temporarily titled "Wanted," from an original story by Charles Martin. Richard Thorpe will direct and George Haight produce.

'Fountainhead' Added

"The Fountainhead," from the best-selling novel by Ayn Rand, has been added to the Warner production schedule of Henry Blanke, who has just finished "The Treasure of the Sierra Madre," starring Humphrey Bogart.

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Hollywood Extends Location Activities to Foreign Nations

Hollywood — that international "ambassador of goodwill" who, through its motion pictures, reveals the American way of life to millions of foreigners — is now extending its film-making activities to foreign locales. Indicative of this trend is RKO Radio, whose "Berlin Express" is being filmed in European sites of the story under Jacques Tourneur's direction, with Merle Oberon and Robert Ryan in the leading roles. Hollywood quality photography is being insured by sending three cameras to cover backgrounds and open shots; French sound equipment is being used.

Meanwhile, at home, RKO signed Suzi Crandall, the former "Miss Chicago," for "Your Red Wagon," and one of the largest location units in the studio's history was scheduled to leave August 1 for San Francisco for two weeks' shooting on "I Remember Mama." Last week saw the start of "Wild Horse Mesa," a Zane Grey western starring Tim Holt with Nan Leslie. Wallace Grissell is directing for Producer Herman Schlom.

Paramount has "So Evil My Love" going in England, and Billy Wilder plans to leave shortly for Europe to start another production there. Bob Hope, back from a five-week tour of Latin America, started his part in "The Paleface."

Still another foreign setup is Eagle-Lion's "Northwest Stampede," which experienced tough luck last week at Calgary, Canada. A freak hail storm destroyed outdoor sets when stones an inch in diameter ripped the temporary structures to shreds. In Hollywood, E-L's "T-Man" returned from Eastern city locations to spend 18 days in Los Angeles, filming actual sites near that city.

Ace Productions, a new concern, started "Headin' for Heaven," its first effort for PRC release, at Motion Picture Center Studios, with Stuart Erwin and Glenda Farrell in top roles. Jack Schwarz is associate producer.

Five stunt men—including a father-son team —were signed by Producer Grant Whytock for Columbia's "The Black Arrow." The studio announced a new departure in sound recording that will overcome the interference of planes passing over sound stages; sound mixer George Cooper worked out the innovation for "The Mating of Millie."

Warners' contribution to the foreign parade is "To the Victor," for which Tom D'Andrea and Doug Kennedy were added. The pair will join the Dennis Morgan-Viveca Lindfors starrer when Director Delmer Daves leads the locationing company back from Paris and the Normandy coast in August.

Producer Lindsley Parsons, Director Phil Karlson and Star Roddy McDowall headed a company from Hollywood July 29 for Bridgeport, Calif., for two weeks of locationing on "Rocky," which will be released through Monogram.

Character actress Florence Bates was signed for "River Lady," Universal-International film. Harry Davenport was added to Republic's "The Fabulous Texan," and Margaret Hamilton was signed for a featured role in the Charles K. Feldman Group-Lewis Milestone production of John Steinbeck's "The Red Pony."

At MGM, Jimmy Durante recorded Taking Miss Mary to the Ball for "On an Island With You," while George Stoll conducted the studio orchestra, with vocal assists from Ricardo Montalban, Xavier Cugat, Cyd Charisse, Dick Simmons, Betty Riley and chorus. Vince Barnett joined MGM's "The High Wall."

John Ford and company are in Monument Valley, Ariz., filming Argosy's "War Party," in an isolated location 22 miles from the nearest town or telephone. Aviator Paul Mantz is providing aerial liaison for the picture, produced by Merian C. Cooper. Originally announced for United Artists release, distribution now seems uncertain. Screen Guild started "The Prairie" on July 30, with Frank Wisbar producing and directing.

NOW BEFORE THE CAMERAS

COLUMBIA. The Mating of Millie; The Sign of the Ram; The Black Arrow (Edward Small); Tex Granger (Sam Katzman Serial).

WARNER BROS. Silver River; Ever the Beginning (U. S. Pictures); Mary Hagen; Romance in High C (Curtiz, in Technicolor); To the Victor.

UNITED ARTISTS. The Time of Your Life (Cagney); Sleep, My Love (Triangle).

EAGLE-LION. Northwest Stampede (Al Rogell, in Cinecolor); T-Man.

20TH CENTURY-FOX. The Snake Pit; Nightmare Alley; Gentleman's Agreement; Daisy Kenyon; Green Grass of Wyoming (Technicolor).

REPUBLIC. The Red Pony (Feldman Group Prods-Lewis Milestone, in Technicolor); The Fabulous Texan; The Gay Ranchero (Trucolor); G-Men Never Forget (Serial).

RKO RADIO. Miracle of the Bells (Lasky-MacEwen); Tarzan and the Mermaids (Sol Lesser); I Remember Mama; That's Life (Goldwyn, in Technicolor); Roughshod; Your Red Wagon; Stations West; Wild Horse Mesa; Berlin Express.

PARAMOUNT. So Evil My Love (Paramount British Prods, Ltd.); My Own True Love; Night Has a Thousand Eyes; The Paleface (Technicolor).

MGM. The Kissing Bandit (Technicolor); On an Island With You (Technicolor); Killer McCoy; The High Wall; Virtuous.

SRO. Portrait of Jennie.

ARGOSY. War Party.

ALSON. The Tender Years.

UNIVERSAL-INTERNATIONAL. Tap Roots (Wanger, in Technicolor); A Double Life (Kanin); The Naked City (Hellinger); The Senator Was Indiscreet (Interjohn); Mortal Coils; River Lady (Technicolor).

PRC. Headin' for Heaven (Ace Prods); The El Lobo Mystery.

MONOGRAM. Rocky (Lindsley Parsons).

SCREEN GUILD. The Prairie (Wisbar).

Documentary Titled

"Design for Death" has been selected as the final title for RKO Radio's documentary feature, "Hirohito's Children," assembled from confiscated Japanese film under the direction of Richard Fleischer. Kent Smith and Hans Conried are the narrators, and the film was produced by Fleischer and Theron Warth under the executive supervision of Sid Rogell.

'Bloomer Girl' Producer

Joseph Sistrom has been set by Universal-International as producer of "Bloomer Girl," the Sig Herzig, Fred Saidy, Harold Arlen, E. Y. Harburg musical slated for early summer production of 1948. The picture will be filmed in Technicolor.

Set Mark Twain Story

"Best Man Wins," an adaptation of Mark Twain's celebrated "Jumping Frog of Calaveras County," has been added to the production slate of Ted Richmond and Robert Cohn at Columbia. Edward Huebsch is preparing the screenplay.

Boretz Original Bought

"The Girl from Jones Beach," an original comedy by Allen Boretz, has been acquired by Warner Bros. and placed on the schedule of Alex Gottlieb. I. A. L. Diamond has been assigned to prepare the screenplay.

Buys Wolfe Novel

Seymour Nebenzal has acquired the motion picture rights to Thomas Wolfe's famous novel "Look Homeward Angel." Arthur Ripley has been signed to direct the literary work, which was first published in 1929. Rudy Monter will act as co-producer.

Key Role for Cotten

Joseph Cotten will portray the key role of a newspaperman in RKO Radio's "The Harder They Fall," screen version of the forthcoming Budd Schulberg novel to be produced and directed by Edward Dmytryk.

Purchase for Joan

"The Gay Goddess," an original by Lewis Meltzer and Oscar Saul, has been purchased by Universal-International for Producer Joan Harrison to develop. No star or production date has been set.

Van Upp's 7-Year Pact

Columbia has signed Virginia Van Upp to a new seven-year writer-producer contract, two years before the termination of her current agreement with the company.

MGM Signs Stanwyck

Barabara Stanwyck has been signed by MGM for the title role in "B. F.'s Daughter."

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GOLD SEAL 2 UNIT TICKET MACHINES, rebuilt, $157.50; Hand operated, $79.50; Strong Junior lamphouses, perfect, $135.00 pair; RCA sound system $525.00; Genuine Simplex rear shutter mechanisms, spiral gears, rebuilt like new, $340.00; Powers $115.00. Write us your requirements. Star Cinema Supply Company, 459 West 46th Street, New York 19, N. Y.

SACRIFICING SURPLUS SOUND PROJECTOR OUTFITS—New Zeiss Ikon 35-mm., $275.00; Used 16-mm. RCA $149.50; Bell & Howell, Ampro, Victor, DeVry, $195.00 up; Like new Amproarc HI $1295.00; 35-mm. Holms LI Arc equipments, $1295.00; DeVry HI Theatre equipments, $2495.00; Rebuilt Super Simplex outfits with RCA Sound, $3850.00. S.O.S. Cinema Supply Corp., 449 West 42nd Street, New York 18.

RCA BRENKERT PROJECTOR MECHANISMS, $495.00; Neumade Rewind Tables, 30" high, $19.95; Benwood-Linze Twin HI Rectifier 65 amperes, rebuilt, $345.00; Motiograph K Projector Mechanisms with changeover, rebuilt $695.00; Century rebuilt $595.00; Super Simplex rebuilt, $650.00; Ticket Machines, 2 unit manual, $99.50; 3 unit, $135.00. S.O.S. Cinema Supply Corp., 449 West 42nd Street, New York 18.

3 HOLMES 35-MM. PROJECTORS, Mazda lamps, 2,000 ft. reels, 2 metal bases, sound, complete with speaker, monitor speaker and connections. Good condition, $775. City Hall, Morganfield, Ky.

FACTORY REBUILT HOLMES, NAVY TYPE, COMPLETE, $950.00 pair; DeVry XDC, like new, $1950.00 pair; 2 unit hand operated ticket machines, rebuilt, $79.50; Simplex mechanisms, rear shutters, spiral gears, rebuilt, $330.00; Powers, $109.50. STAR CINEMA SUPPLY COMPANY, 459 W. 46th Street, New York City 19.

FOR SALE—ONE PAIR STRONG LOW INTENSITY LAMPS with converter complete in good operating condition. $200.00. Dixie Theatre, 1309 S. Rampart St., New Orleans, La.

London Observations

(*Continued from Page* 24)

pub where I lunched on Sunday was Rita Hayworth. I feel that she was a little upset about the almost vitriolic press, but I assured her that it was not her but the pompous reception which annoyed the boys. The employment of detectives and the smuggling of her in at a side door while thousands of fans waited to see her arrive for the world premiere of "Down to Earth" have not improved matters. It is a shame, as she is such a nice girl.

The reviews were not wildly enthusiastic, though the picture has opened to good business. Incidentally best notices achieved by any American pictures recently are those for Paramount's "Dear Ruth" and U-I's "The Web."

* * *

Korda is re-shuffling his publicity department and adding Ingram Fraser from J. Walter Thompson & Co. and David Golding to handle the American press. Golding, formerly of *Film Daily*, came to London as Sam Goldwyn's special publicist and has done a fine job on "Best Years." An ideal choice, he his currently vacationing in New York.

FEATURE Booking GUIDE

TITLE INDEX

Listed in the following index are titles of features (exclusive of western series releases) with name of the distributor following the title. For data as to running time, stars, etc., refer to title under distributor company listings.

A

Title	Company
Abie's Irish Rose	UA
A Boy, a Girl, and a Dog	FC
A Dairy for Timothy	Misc.
A Double Life	U-I
Adventure for Two	Misc.
Adventures of Don Coyotes	UA
Adventures of Casanova	EL
Adventuress, The	EL
Affairs of Geraldine	Rep.
A Lady Surrenders	Univ.
Albuquerque	Para.
Alexander's Ragtime Band	20th-Fox
Alias A Gentleman	MGM
A Likely Story	RKO
Alias Mr. Twilight	Col.
Always Together	WB
A Man About the House	Brit.
A Miracle Can Happen	UA
Angel and the Badman	Rep.
Angel and Sinner	Misc.
Angel on My Shoulder	UA
Apache Rose	Rep.
Arch of Triumph	Ent.
Arnelo Affair	MGM
Atlantis	UA
A Yank in Rome	Misc.

B

Bachelor and the Bobby-Soxer	RKO
Bachelor's Daughters	UA
Backlash	20th-Fox
Banjo	RKO
Barber of Seville	Misc.
Battle for Music	Misc.
Beast With Five Fingers	WB
Beat the Band	RKO
Beauty and the Bandit	Mono.
Bedelia	EL
Before Him All Rome Trembled	Misc.
Beginning or the End	MGM
Bellman, The	Misc.
Bells of San Angelo	Rep.
Berlin Express	RKO
Bells of San Fernando	SGP
Best Years of Our Lives	RKO
Betty Co-Ed	Col.
Beware of Pity	Brit.
Beyond Tomorrow	Astor
Big Clock, The	Para.
Big Town	Para.
Big Town After Dark	Para.
Big Town Scandal	Para.
Bill and Coo	Rep.
Birds and the Bees, The	MGM
Birth of a Star	Astor
Bishop's Wife, The	RKO
Black Angel	Univ.
Black Arrow, The	Col.
Black Bart, Highwayman	Univ.
Black Beauty	20th-Fox
Black Gold	Allied
Blackmail	Rep.
Blaze of Noon	Para.
Blind Spot	Col.
Blonde Alibi	Univ.
Blonde Savage	PRC
Blondie Knows Best	Col.
Blondie in the Dough	Col.
Blondie's Big Moment	Col.
Blondie's Holiday	Col.
Blue Skies	Para.
Body and Soul	UA
Bohemian Girl	FC
Boomerang	20th-Fox
Boston Blackie and the Law	Col.
Born to Kill	RKO
Bowery, The	20th-Fox
Boys' Ranch	MGM
Brasher Doubloon	20th-Fox
Brief Encounter	Univ.
Bringing Up Father	Mono.
Broadway Limited	Favorite
Brute Force	Univ.
Brute Man	PRC
Buck Privates Come Home	Univ.
Buffalo Bill Rides Again	SGP
Bulldog Drummond at Bay	Col.
Bulldog Drummond Strikes Back	Col.
Burning Cross, The	SGP
Bury Me, Dead	PRC
Bush Pilot	SGP

Features and western series pictures are listed alphabetically by title under name of distributor. (Consult TITLE INDEX *for distributor of pictures known only by title.) Numerals at left of titles indicate* PRODUCTION *or* BLOCK NUMBER, *(SP in this column indicates Special release sold separately), those at extreme right give publication date of Advance Data: a; or Box-Office Slant: b. Asterisk following title indicates color photography with adjoining letter giving name of type of color thus: *T: Technicolor, *C: Cinecolor, *M: Magnacolor, *U: Trucolor, *V: Vitacolor. Audience Classification is indicated by letters following titles; A—Adult; F—Family. Letters and combinations thereof in parenthesis indicate type of story in accordance with following key:*

(B) Biographical	(C) Comedy
(D) Drama	(Doc) Documentary
(G) Gangster	(M) Musical
(H) Horror	(W) Western
(My) Mystery	(Wa) War

ALLIED ARTISTS

Prod. No.			Run Time Mins.	Rel. Date	See Issue of
	CURRENT				
1	It Happened on Fifth Avenue (C)F	Gale Storm-Don DeFore	115	4/19/47	b2/8/47
	COMING				
2	Black Gold *C (D)F	A. Quinn-K. deMille-E. Knox	92	9/6/47	b6/28/47
3	Gangster, The	Belita-B. Sullivan-J. Lorring		11/22/47	
	Hunted, The	Belita-P. Foster			
	Song of My Heart	Frank Sundstrom-Audrey Long		Nov. '47	a4/26/47

ASTOR PICTURES

Sp.	Birth of a Star	Danny Kaye	38		New Release
	Cheers for Miss Bishop	Martha Scott, Wm. Gargan	56		Reissue
	Courageous Dr. Christian	Jean Hersholt	69		Reissue
	Flying Deuces, The	Stan Laurel-Oliver Hardy		10/10/46	Reissue
	Her Enlisted Man (CD)	Barbara Stanwyck-Robt. Young	70		Reissued
	Hollywood Bound	Betty Grable	51		Reissue
	Jimmy Steps Out	J. Stewart-P. Goddard	89		Release
	Let 'em Have It (G)	Bruce Cabot-Virginia Bruce	70		Reissued
	Little Men	Oakie-Francis-Bancroft	83		Release
	Road to Hollywood	Bing Crosby	56		Reissue
	Second Chorus	Fred Astaire-Paulette Goddard		11/18/46	Re-release
	Silver Devil (D)F	H. Gibson-Stephin Fetchit	62		Remake
	Sky Devils (C-D)	Spencer Tracy	88		Reissued
	Stairway to a Star	Cornel Wilde	60		New Release
	Swiss Family Robinson	Marshall-Best	74		Reissue
	The Noose	Brown-Drake	78		Reissue
	Thunder in the City	Edw. G. Robinson	81		Reissued
	White Stallion	Dean-Maynard	57		New Release

COLUMBIA

	CURRENT 1946-'47				
828	Alias Mr. Twilight (D)A	Michael Duane-Trudy Marshall	69	12/19/46	b12/28/46
824	Betty Co-Ed (C)F	J. Porter-W. Mason-S. Mills	71	11/28/46	b11/23/46
825	Blind Spot (My)A	Chester Morris-Constance Dowling	73	2/6/47	a11/2/46
807	Blondie's Big Moment (C)F	P. Singleton-A. Lake-A. Louise	69	1/9/47	b12/14/46
808	Blondie's Holiday (C)F	Arthur Lake-Penny Singleton	67	4/10/47	b3/1/47
806	Blondie Knows Best (C)F	Penny Singleton-Arthur Lake	70	10/17/46	b9/21/46
822	Boston Blackie and the Law (My)F	Chester Morris-Trudy Marshall	69	12/12/46	b11/16/46
820	Bulldog Drummond at Bay (My)A	Ron Randell-Anita Louise	70	5/15/47	b4/19/47
826	Cigarette Girl (C)A	L. Brooks-J. Lloyd-J. Barton	67	2/13/47	b2/15/47
	Corpse, Came C.O.D., The	G. Brent-J. Blondell-A. Jergens	68	5/31/47	
816	Crime Doctor's Man Hunt (My)F	Warner Baxter-Ellen Drew	60	10/24/46	b9/21/46
830	Dead Reckoning (D)A	Humphrey Bogart-Lizabeth Scott	99	Feb. '47	b1/4/47
812	For the Love of Rusty (C-D)F	T. Donaldson-T. Powers-A. Doran	68	5/1/47	b7/5/47
834	Framed (D)A	Glenn Ford-Janis Carter	82	April '47	b3/8/47
836	Guilt of Janet Ames, The (D)A	Rosalind Russell-Melvyn Douglas	83	April '47	b3/8/47
883	Johnny O'Clock (D)A	Dick Powell-Evelyn Keyes	86	Mar. '47	b1/4/47
831	Jolson Story, The *T (D-M)F	L. Parks-E. Keyes-W. Demarest	128	Jan. '47	b9/21/46
809	King of the Wild Horses (D)F	Preston Foster-Gail Patrick	79	3/27/47	b3/29/47
815	Little Miss Broadway	Jean Porter-John Sheldon	69	6/19/47	
823	Lone Wolf in Mexico (My)A	Gerald Mohr-Eric Blore-Sheila Ryan	70	1/16/47	b12/28/46
814	Millie's Daughter (D)F	Gladys George-Paul Campbell	71	3/20/47	b2/15/47
817	Millerson Case, The (M)F	W. Baxter-N. Saunders	72	5/29/47	b5/24/47
832	Mr. District Attorney (My)A	Dennis O'Keefe-M. Chapman	81	Feb. '47	b12/28/46
829	Return of Monte Cristo (D)F	L. Hayward-G. Macready-U. O'Connor	91	Dec. '46	b11/23/46
818	Secret of the Whistler (My)A	Richard Dix-Leslie Brooks	65	11/7/46	b11/2/46
804	Singin' in the Corn (C-M)F	Judy Canova-Allen Jenkins	66	12/26/46	b11/16/46
805	So Dark the Night (D)A	Stephen Geray-Micheline Cheirel	71	10/10/46	b9/14/46
811	Sport of Kings	Gloria Henry-Paul Campbell	68	6/26/47	
819	The Thirteenth Hour (My)A	Richard Dix-Karen Morley	65	3/6/47	b2/15/47
	COMING				
	Blondie in the Dough	P. Singleton-A. Lake-L. Simms			
	Bulldog Drummond Strikes Back (My)	Ron Randell-Gloria Henry			a7/26/47
	Crime Doctor's Gamble	Warner Baxter-Micheline Cheirel			
	Devil Ship	Richard Lane-Louise Campbell			
	Down to Earth *T	Rita Hayworth-Larry Parks			a7/13/46
	Gunfighters, The *C (W)F	Randolph Scott-Dorothy Hart	87		b6/14/47
	Her Husband's Affairs (C)A	F. Tone-L. Ball-E. E. Horton	86		b7/26/47
	I Love Trouble	F. Tone-J. Blair-J. Carter			
	It Had to Be You (C-D)	Ginger Rogers-Cornel Wilde			a7/5/47
	Keeper of the Bees (D)	Gloria Henry-Michael Duane	68	7/10/47	a6/7/47
	Key Witness	John Beal-Trudy Marshall			a6/28/47
	Lady from Shanghai, The	Rita Hayworth-Orson Welles			a4/12/47
	Last of the Redmen	J. Hall-M. O'Shea-E. Ankers	77	Aug. '47	
	Lone Wolf in London	Gerald Mohr-Nancy Saunders			
	Man from Colorado, The (D)	Glen Ford-Ellen Drew-Wm. Holden			a5/24/47
	Mating of Millie, The	G. Ford-E. Keyes			
	Pacific Adventure	Ron Randell-Muriel Steinbeck	80	July '47	
	Prince of Thieves	Jon Hall-Patricia Morrison-A. Jergens			
	Relentless *T	R. Young-M. Chapman-W. Parker			a1/11/47
	Sign of the Ram, The	Susan Peters-Alexander Knox			
	Smoky River Serenade	P. Campbell-R. Terry-Hoosier Hot Shots		8/21/47	
	Son of Rusty, The	T. Donaldson-T. Powers-A. Doran		8/7/47	a6/21/47
	Sport of Kings (D)	Gloria Henry-Paul Campbell			a7/12/47
	Strawberry Roan *C (W)	Gene Autry-Gloria Henry			a7/26/47
	Sweet Genevieve	Jean Porter-Jimmy Lydon			

COLUMBIA (Continued)

Prod. No.			Run Time Mins.	Rel. Date	See Issue of
	COMING				
	Swordsman, The	Larry Parks-Ellen Drew-G. Macready			a1/4/47
	The Last Round-Up	Gene Autry-Jean Heather			
	To The Ends of The Earth (D)	Dick Powell-Maylia			a7/19/47
	Two Blondes and a Redhead (C-D)	Jean Porter-Jimmy Lloyd			a6/14/47
	When a Girl's Beautiful	A. Jergens-M. Platt-S. Dunne			
	Westerns (Current)				
867	Law of the Canyon (W-M)F	Charles Starrett-Smiley Burnette	55	4/24/47	b6/28/47
866	Lone Hand Texan, The (W-M)F	Charles Starrett-Smiley Burnette	54	3/6/47	b3/1/47
852	Over the Sante Fe Trail (W-M)F	Ken Curtis-Jenifer Holt	63	2/13/47	b2/15/47
868	Prairie Raiders (W-M)F	Charles Starrett-Smiley Burnette	55	5/29/47	b7/19/47
865	South of the Chisholm Trail (W)F	Charles Starrett-Smiley Burnette	58	1/30/47	b2/1/47
853	Swing the Western Way	J. Leonard-M. Dugan-Hoosier Hot Shots	66	6/26/47	
864	West of Dodge City	Charles Starrett-Smiley Burnette	57	3/27/47	
	Westerns (Coming)				
	Buckaroo From Powder River	Charles Starrett-Smiley Burnette			
	Last Days of Boot Hill (W)	Charles Starrett-Smiley Burnette			a7/19/47
	Phantom Valley	Charles Starrett-Smiley Burnette			
	Riders of the Lone Star	Charles Starrett-Smiley Burnette		8/14/47	
	Six Gun Law (W)	C. Starrett-S. Burnette			
	Smoky River Serenade	P. Campbell-F. Terry-Hoosier Hotshots		Aug. '47	
	Stranger From Ponca City	Charles Starrett-Smiley Burnette	56	7/3/47	

EAGLE-LION

	CURRENT				
	Adventuress, The (Reviewed in London under title "I See A Dark Stranger")	Deborah Kerr-Trevor Howard	100	3/17/47	7/13/46
	Bedelia (D)A	Margaret Lockwood-Ian Hunter	81	2/1/47	b6/3/46
	It's a Joke Son (C)F	Kenny Delmar-Una Merkel	64	1/25/47	b1/25/47
	Lost Honeymoon (C)A	Franchot Tone-A. Richards-T. Conway	71	3/29/47	b3/15/47
	Repeat Performance (D)A	Joan Leslie-L. Hayward-F. Basehart	93	5/30/47	b5/24/47
	COMING				
	Adventures of Casanova	A. deCordova-L. Bremer- T. Bey			
	Caravan	Stewart Granger-Jean Kent		7/26/47	
	Green for Danger My)A	Sally Gray-Trevor Howard	91	Rank	b12/14/46
	Love from a Stranger (D)	J. Hodiak-S. Sidney-A. Richards			a7/12/47
	Man From Texas (My-D)	J. Johnston-J. Craig-L. Bari			a7/19/47
	Out of the Blue (C-D)	G. Brent-V. Mayo-T. Bey			a7/12/47
	Red Stallion *C (D)F	T. Donaldson-R. Paige-J. Dowell	82	8/16/47	b7/26/47
	Northwest Stampede *C	J. Leslie-J. Craig-J. Oakie			
	T-Man	Dennis O'Keefe			

FAVORITE FILMS CORP.

	Broadway Limited	Dennis O'Keefe-V. McLaglen	74	1/1/47	Reissue
	Captain Caution (D)A	V. Mature-A. Ladd-L. Carrillo	86	8/1/46	Reissue
	Captain Fury (D)A	B. Aherne-V. McLaglen-P. Lukas	88	8/1/46	Reissue
	Daring Desperadoes	I. Lupino-L. Carrillo-N. Martini		May '47	Reissue
	Housekeeper's Daughter (C)A	J. Bennett-V. Mature-A. Menjou	79	10/1/46	Reissue
	Of Mice and Men (D)A	B. Meredith-Betty Field-L. Chaney, Jr.	105	12/1/46	Reissue
	One Million B. C. (D)A	V. Mature-C. Landis-L. Chaney, Jr.	79	10/1/46	Reissue
	Road Show	C. Landis-J. Hubbard-A. Menjou	86	Mar. '47	Reissue
	Sea Bandits	D. Morgan-Steffi Duna		May '47	Reissue
	There Goes My Heart	Frederic March-Virginia Bruce	82	Mar. '47	Reissue
	Topper Takes Trip	C. Bennett-R. Young-A. Mowbray	79	Feb. '47	Reissue
	Topper Returns	O'Keefe-Landis-Blondell-Young	87	Feb. '47	Reissue

FILM CLASSICS

	CURRENT				
	A Boy, a Girl, and a Dog (D)F	Jerry Hunter-Sharyn Moffett	88		b8/3/46
	Devil to Pay	R. Colman-L. Young-M. Loy	74		
	Dodsworth (D)A	Walter Huston-Mary Astor	101	8/1/46	
	Jungle Book	Sabu	105		
	North Star	Anne Baxter-Dana Andrews	109		
	Palmy Days	Eddie Cantor-George Raft	80		
	Return of the Scarlet Pimpernel	B. Barnes-J. Mason-S. Stewart	81		
	Scarlet Pimpernel, The	Merle Oberon-Leslie Howard	98		
	Stella Dallas	J. Boles-R. Stanwyck-A. Shirley	107		
	The Patient Vanishes (My)A	James Mason-Mary Clark-M. Vyner	78		b5/31/47
	The Thief of Bagdad	Sabu-Conrad Veidt-June Duprez	109		
	Unholy Garden	R. Colman-Fay Wray	77		
	Westerner, The	G. Cooper-D. Davenport-W. Brennan	102		
	Woman Chases Man	Miriam Hopkins-Joel McCrea	70		

METRO-GOLDWYN-MAYER

Prod. No.			Run Time Mins.	Rel. Date	See Issue of
	CURRENT				
716	Beginning Or the End, The (D)F	B. Donlevy-R. Walker-G. Tearle	112	Mar. '47	b2/22/47
	Dark Delusion (D)F	L. Barrymore-J. Craig-L. Bremer	90	June '47	b4/12/47
	Fiesta *T (D-M)F	Esther Williams-John Carroll	101	July '47	b5/17/47
702	Gallant Bess *C (D)F	Marshall Thompson-Jim Davis	99	Jan. '47	b9/7/46
723	Great Waltz, The (M)F	L. Rainer-F. Gravet-M. Korjus	110	July '47	Reissue
721	High Barbaree (D)F	Van Johnson-June Allyson	91		b3/15/47
701	Holiday in Mexico *T (M)F	W. Pidgeon-I. Massey-J. Powell	127	Sept.	b7/27/46
	Hucksters, The (C-D)A	C. Gable-D. Kerr-A. Menjou	115	July '47	b6/28/47
	It Happened at the Inn	Fernand Ledoux-Maurice Rollin	103	April '47	b9/21/46
718	It Happened in Brooklyn (C-M)F	F. Sinatra-K. Grayson	103		b3/8/47
712	Lady in the Lake (My)A	Robert Montgomery-Audrey Totter	103	Jan. '47	b11/30/46
719	Little Mister Jim (C)F	James Craig-Frances Gifford	92	April '47	b6/8/46
	Living in a Big Way (C-D)F	Gene Kelly-Marie MacDonald	104	June '47	b5/31/47
714	Love Laughs at Andy Hardy (C)F	M. Rooney-B. Granville-D. Ford	93	Feb.	b12/7/46
711	Mighty McGurk, The (C)F	Wallace Beery-Aline McMahon	85	Jan. '47	b11/23/46
715	My Brother Talks to Horses (C-D)F	Butch Jenkins-Peter Lawford	93	Jan. '47	b11/30/46
704	No Leave, No Love (CM)F	V. Johnson-P Kirkwood-K. Wynn	119	Oct.	b8/31/46
705	Rage in Heaven	Ingrid Bergman-Robert Montgomery	84	Oct.	Reissue
720	Sea of Grass (D)A	K. Hepburn-S. Tracy-M. Douglas	131	April	b2/15/47
709	Secret Heart, The (D)A	C. Colbert-W. Pidgeon-J. Allyson	97	Dec.	b11/30/46
708	Show-Off, The (C)F	R. Skelton-Marilyn Maxwell	83	Dec.	b8/17/46
710	Till the Clouds Roll By *T (M)F	J. Garland-R. Walker-F. Sinatra	135	Jan. '47	b11/15/46
722	Undercover Maisie (C)A	Ann Sothern-Barry Nelson	90	May	b3/8/47
707	Undercurrent (D)A	K. Hepburn-A. Taylor	115	Nov.	b10/5/46
717	Yearling, The *T (D)F	G. Peck-J. Wyman-C. Jarman	128	May	b11/30/46
	COMING				
	Alias A Gentleman	Wallace Beery-Gladys George			
	Arnelo Affair, The (D)A	John Hodiak-Frances Gifford	87		b2/15/47
	Birds and the Bees, The *T	J. MacDonald-J. Iturbi-J. Powell			a3/1/47

Title	Company
C	
Calcutta	Para.
Calendar Girl	Rep.
California	Para.
Canyon Passage	Univ.
Captain from Castile	20th-Fox
Captain Caution	Favorite
Captain Fury	Favorite
Captains Courageous	MGM
Captive Heart	Univ.
Caravan	EL
Carmen	Misc.
Carnegie Hall	UA
Carnival	Brit.
Carnival in Costa Rica	20th-Fox
Case of the Baby Sitter	SGP
Cass Timberlane	MGM
Cat Creeps	Univ.
Centennial Summer	20th-Fox
Chase, The	UA
Cheers for Miss Bishop	Astor
Cheyenne	WB
Child of Divorce	RKO
Cigarette Girl	Col.
Citizen Saint	Misc.
Clandestine	Misc.
Claudia and David	20th-Fox
Cockeyed Miracle	MGM
Code of the West	RKO
Colonel Chabert	Misc.
Copacabana	UA
Corpse Came C. O. D., The	Col.
Corsican Brothers	PRC
Courage of Lassie	MGM
Courageous Dr. Christian	Astor
Courtneys of Curzon Street	Brit.
Crack Up	RKO
Crime Doctor's Gamble	Col.
Crime Doctor's Man Hunt	Col.
Criminal Court	RKO
Crimson Key, The	20th-Fox
Crossfire	RKO
Cross My Heart	Para.
Cry Wolf	WB
Cuban Pete	Univ.
Curly	UA
Cynthia	MGM
D	
Daisy Kenyon	20th-Fox
Dancing With Crime	Brit.
Danger Woman	Univ.
Dangerous Millions	20th-Fox
Dangerous Money	Mono.
Dangerous Venture	UA
Dangerous Years	20th-Fox
Dark Delusion	MGM
Dark Horse	Univ.
Dark Mirror	Univ.
Dark Passage	WB
Dark Road, The	SG
Daring Desperadoes	Favorite
Dead Don't Dream, The	UA
Dead Reckoning	Col.
Dear Murderer	Brit.
Dear Ruth	Para.
Deception	WB
Deep Valley	WB
Desert Fury	Para.
Desire Me	MGM
Destry Rides Again	Univ.
Desperate	RKO
Devil Ship	Col.
Devil's Hand	Misc.
Devil on Wheels	PRC
Devils Playground	UA
Devil Thumbs a Ride	RKO
Devil to Pay	FC
Dick Tracy Meets Gruesome	RKO
Dick Tracy's Dilemma	RKO
Dick Tracy Versus Cueball	RKO
Dillinger	Mono.
Dishonored Lady	UA
Dodsworth	FC
Don Ricardo Returns	PRC
Down to Earth	Col.
Dragnet	SG
Dream Girl	Para.
Driftwood	Rep.
Duel in the Sun	Selznick
E	
Easy Come, Easy Go	Para.
Easy to Wed	MGM
Egg and I	Univ.
Emperor Waltz, The	Para.
Escape Me Never	WB
Ever the Beginning	WB
Exile, The	Univ.
Exposed	Rep.
F	
Fabulous Dorseys	UA
Fabulous Joe	UA
Fabulous Suzanne	Rep.
Fabulous Texan, The	Rep.
Faithful in My Fashion	MGM
Falcon's Adventure	RKO
Fall Guy	Mono.
Fangs of the Wild	Astor
Fanny By Gaslight	UA
Farmer's Daughter	RKO
Fear in the Night	Para.
Fiesta	MGM
Fighting Father Dunne	RKO
Flame, The	Rep.
Flying Dueces	Astor
Fool's Gold	UA
Forever Amber	20th-Fox
Foxes of Harrow, The	20th-Fox
Framed	Col.
Francis the First	Misc.
Frieda	Brit.

Title	Company
Front Page Scandal	Mono.
Fun and Fancy Free	RKO
Fun on a Weekend	UA
Fugitive	RKO
G	
Gallant Bess	MGM
Gangster, The	Allied
Gas House Kids	PRC
Gas House Kids in Hollywood	PRC
Gay Ranchero, The	Rep.
Gas House Kids Go West	PRC
Genius at Work	RKO
Gentlemen's Agreement	20th-Fox
Ghost and Mrs. Muir	20th-Fox
Ghost Goes Wild	Rep.
Ginger	Mono.
Girl and the Devil, The	Misc.
Give My Regards to Broadway	20th-Fox
God's Country	SGP
Golden Earrings	Para.
Good News	MGM
Great Expectations	Univ.
Great Waltz	MGM
Green Dolphin Street	MGM
Green Fingers	Brit.
Green for Danger	E-L
Green Grass of Wyoming	20th-Fox
Green Years	MGM
Guilt of Janet Ames	Col.
Guilty	Mono.
Gunfighters	Col.
H	
Hard Boiled Mahoney	Mono.
Hat Box Mystery	SG
Headin' for Heaven	PRC
Heartaches	PRC
Heart of Arizona	SGP
Heaven Only Knows	UA
Heldorado	Rep.
Henry the Fifth	UA
Her Adventurous Night	Univ.
Her Enlisted Man	Astor
Her Husband's Affairs	Col.
Here Comes Trouble	UA
High Barbaree	MGM
High Conquest	Mono.
High School Hero	Mono.
High Tide	Mono.
High Wall, The	MGM
Hit Parade of 1947	Rep.
Holiday in Mexico	MGM
Hollywood Barn Dance	SG
Hollywood Bound	Astor
Home in Oklahoma	Rep.
Homestretch	20th-Fox
Home Sweet Homicide	20th-Fox
Honeymoon	RKO
Hoppy's Holiday	UA
Housekeeper's Daughter	Favorite
Hucksters, The	MGM
Hue and Cry	Brit.
Humoresque	WB
Hungry Hill	Brit.
Hunted, The	Allied
I	
I Cover Big Town	Para.
If I'm Lucky	20th-Fox
If Winter Comes	MGM
If You Knew Susie	RKO
I Know Where I'm Going	Univ.
I Love Trouble	Col.
Imperfect Lady	Para.
In Old Sacramento	Rep.
Indian Summer	RKO
Intermezzo	Selznick
International Lady	PRC
Intrigue	UA
Invisible Wall, The	20th-Fox
I Remember Mama	RKO
I Stole a Million	Univ.
It Had to Be You	Col.
It Happened at the Inn	MGM
It Happened in Brooklyn	MGM
It Happened on Fifth Avenue	Allied
It's a Joke, Son	EL
It's a Wonderful Life	RKO
I'll Be Yours	Univ.
Ivan the Terrible	Misc.
I've Always Loved You	Rep.
Ivy	Univ.
I Walk Alone	Para.
I Wonder Who's Kissing Her Now	20th-Fox
J	
Jewels of Brandenburg	20th-Fox
Jimmy Steps Out	Astor
Johnny Frenchman	Univ.
Johnny O'Clock	Col.
Jolson Story	Col.
Journey Together	Misc.
Jungle Book	FC
Jungle Flight	Para.
K	
Keeper of the Bees	Col.
Key Witness	Col.
Kid Millions	FC
Killer at Large	PRC
Killer-Dill	SGP
Killer McCoy	MGM
Kilroy Was Here	Mono.
King of the Wild Horses	Col.
King's Jester, The	Misc.
Kings Row	WB
Kiss of Death	20th-Fox
Kit Carson	PRC
L	
Ladies Man	Para.
Lady from Shanghai, The	Col.
Lady in the Lake	MGM

METRO-GOLDWYN-MAYER (Continued)

Prod. No.		Run Time	Rel. Date	See Issue of
	COMING			
	Captains Courageous — Spencer Tracy-Mickey Rooney			Reissue
	Cass Timberlane — Spencer Tracy-Lana Turner			
	Cynthia (C-D)F — E. Taylor-G. Murphy-M. Astor	98	July '47	b5/17/47
	Desire Me — G. Garson-Richard Hart			a9/7/46
	Good News — J. Allyson-P. Lawford-J. McCracken			
	Green Dolphin Street — Lana Turner-Van Heflin			a2/1/47
	High Wall, The — R. Taylor-A. Totter-H. Marshall			
	If Winter Comes — W. Pidgeon-D. Kerr-A. Lansbury			
	Killer McCoy — M. Rooney-E. Taylor-B. Donlevy			
	Merton of the Movies (C)F — Red Skelton-Virginia O'Brien	82		b7/19/47
	On an Island With You *T — E. Williams-P. Lawford			
	Piccadilly Incident (D)A — Anne Neagle-Michael Wilding	100		b8/31/46
	Pirate, The *T — J. Garland-G. Kelly-W. Slezak			a7/5/47
729	Romance of Rosy Ridge, The (D)F — V. Johnson-T. Mitchell-J. Leigh	105	Aug. '47	b7/5/47
	Song of Love (DM)A — K. Hepburn-P. Henreid-R. Walker	119		b7/26/47
	Song of the Thin Man (My)F — William Powell-Myrna Loy	86		b7/26/47
	Summer Holiday *T — Mickey Rooney-Gloria DeHaven			a9/7/46
	Tenth Avenue Angel — M. O'Brien-G. Murphy-P. Thaxter			a9/21/46
	The Kissing Bandit *T — Frank Sinatra-Kathryn Grayson			
	This Time For Keeps *T — E. Williams-L. Melchior			a9/7/46
	Unfinished Dance, The *T — Cyd Charisse-Margaret O'Brien			a9/7/46
	Virtuous — V. Johnson-J. Allyson			

MONOGRAM

CURRENT 1945-1946

531	Beauty and the Bandit (A-D)F — Gilbert Roland-Ramsay Ames	71	11/9/46	b1/18/47
517	High School Hero (C)F — F. Stewart-June Preisser	69	9/7/46	b8/24/46

CURRENT 1946-'47

604	Bringing Up Father (C)F — Joe Yule-Renie Riano	68	11/23/46	b10/19/46
603	Dangerous Money (My)F — Sidney Toler-Victor Sen Yung	66	10/12/46	b10/12/46
613	Fall Guy (My)A — Cliff Penn-Teala Loring	64	3/15/47	b3/8/47
609	Ginger — Frank Albertson-Barbara Reed	67	1/4/47	a9/28/46
614	Guilty, The (My)A — Bonita Granville-Don Castle	71	3/22/47	b3/22/47
616	Hard Boiled Mahoney — L. Gorcey-Bowery Boys	63	5/10/47	a3/22/47
620	High Conquest (D)A — A. Lee-G. Roland-W. Douglas	83	6/21/47	b3/15/47
608	Mr. Hex (CD)F — L. Gorcey-H. Hall	63	12/7/46	b12/14/46
617	Queen of the Yukon — Charles Bickford-Irene Rich		5/31/47	Reissue
610	Riding the California Trail — Gilbert Roland-Teala Loring	61	1/11/47	a10/26/46
618	Sarge Goes to College (C)F — A. Hale, Jr.-F. Stewart-J. Preisser	63	5/17/47	b5/10/47
699	Suspense (D)A — Belita-Barry Sullivan-E. Pallette	101	6/5/46	b3/20/46
606	Sweetheart of Sigma Chi (M)F — Elyse Knox-P. Regan-P. Brito	75	12/21/46	b11/30/46
607	Trap, The (My)F — Sidney Toler-Victor Sen Yung	69	11/30/46	b1/11/47
611	Vacation Days (D-M)F — F. Stewart-J. Preisser	66	1/25/47	b4/5/47
615	Violence (D)A — Nancy Coleman-M. O'Shea	72	4/12/47	b4/12/47
619	Wolf Call — John Carroll-Movita	62	6/7/47	Reissue

COMING

	Dillinger — Lawrence Tierney-Anne Jeffreys	70	7/5/47	Reissue
	High Tide — Lee Tracy-D. Castle-A. Shaw		9/13/47	a5/31/47
621	Kilroy Was Here (C)F — J. Cooper-J. Coogan-W. McKay	68	7/19/47	b7/5/47
	Louisiana — Jimmie Davis-Margaret Lindsay		11/15/47	a5/31/47
	Mutiny in the Big House — Charles Bickford-Barton McLane	89	7/5/47	Reissue
622	News Hounds (C)F — Leo Gorcey-H. Hall-B. Jordan	68	8/9/47	b6/21/47
623	Robin Hood of Monterey — Gilbert Roland-Evelyn Brent		8/2/47	
	That Guy Palooka — Joe Kirkwood, Jr.-Elyse Knox		9/20/47	
666	Thunderbolt *T — Documentary		7/26/47	

Westerns (Current)

677	Code of the Saddle — J. M. Brown-R. Hatton	53	6/25/47	
671	Land of the Lawless (W)F — J. M. Brown-R. Hatton-J. Harrison	59	4/15/47	b5/31/47
672	Law Comes to Gunsight, The — J. M. Brown-R. Hatton	56	5/24/47	
564	Raiders of the South (W-M)F — J. H. Brown-Raymond Hatton	85	1/18/47	b2/22/47
683	Rainbow Over the Rockies (W-M)F — J. Wakely-"Lasses" White	56	2/6/47	b3/1/47
612	Silver Stallion — David Sharpe-Leroy Mason	59	12/14/46	Reissue
684	Six Gun Serenade — Jimmy Wakely-"Lasses" White	55	4/5/47	
682	Song of the Wasteland — J. Wakely-"Lasses" White	58	6/31/47	
681	Song of the Sierras (M-W)F — J. Wakely-"Lasses" White	56	12/28/46	b1/25/47
676	Trailing Danger — J. M. Brown-R. Hatton	58	3/29/47	
675	Valley of Fear (W)F — J. M. Brown-R. Hatton	57	2/15/47	b4/19/47

Westerns (Coming)

	Dusty Trail — J. M. Brown-R. Hatton-V. Belmont			
	Flashing Guns — J. Brown-R. Hatton		8/16/47	
	Song of the Winchester — J. Wakely-D. Taylor-B. Jones		8/23/47	

PARAMOUNT

CURRENT 1946-'47

Prod. No.				
4622	Big Town — Philip Reed-Hillary Brooke	60	5/23/47	a2/9/47
4611	Blaze of Noon (D)A — A. Baxter-W. Holden-S. Tufts	90	5/2/47	b3/8/47
4602	Blue Skies *T (M)F — Bing Crosby-F. Astaire	104	12/27/46	b9/23/46
4612	Calcutta (My)A — A. Ladd-G. Russell-W. Bendix	83	5/10/47	b3/19/47
4606	California *T (WD) — Ray Milliand-B. Stanwyck	93	2/21/47	b12/21/47
4603	Cross My Heart (C-M)F — Betty Hutton-Sonny Tufts	83	1/10/47	b11/23/46
4623	Danger Street (My)A — J. Withers-R. Lowery	66	6/20/47	b3/1/47
4616	Dear Ruth (C)A — J. Caulfield-W. Holden-E. Arnold	75	7/18/47	b5/31/47
4607	Easy Come, Easy Go (C)F — D. Lynn-S. Tufts-Virginia Field	78	3/7/47	b2/8/47
4621	Fear in The Night (D)A — DeForest Kelley-Kay Scott	72	4/18/47	b2/22/47
4610	Imperfect Lady (D)A — R. Milland-T. Wright-V. Field	97	4/25/47	b3/15/47
4605	Ladies Man (C-M)F — Eddie Bracken-Virginia Field	90	2/7/47	b1/11/47
4609	My Favorite Brunette (C)F — B. Hope-D. Lamour	87	4/4/47	b2/22/47
4604	Perfect Marriage, The (C-D)A — L. Young-D. Niven-V. Field	87	1/24/47	b11/23/46
4615	Perils of Pauline *T (C-S)F — B. Hutton-J. Lund	92	7/4/47	b5/31/47
4620	Seven Were Saved — Richard Denning-Catharine Craig	73	3/28/47	a5/25/46
4608	Suddenly It's Spring (C)A — F. MacMurray-P. Goddard	87	3/21/47	b2/15/47
4614	Trouble With Women, The (C)A — T. Wright-B. Donlevy-R. Milland	80	6/27/47	b5/24/47
4601	Two Years Before the Mast (D)A — Donlevy-Ladd-Bendix	98	11/22/46	b8/24/46

PARAMOUNT (Continued)

	COMING	Run Time Mins.	Rel. Date	See Issue of
	Albuquerque — Randolph Scott-Barbara Britton			a2/15/47
	Big Clock, The (M) — R. Milland-M. O'Sullivan-C. Laughton			a5/17/47
	Big Town After Dark — Philip Reed-Hillary Brooke			
	Big Town Scandal — Phillip Reed-Hillary Brooke			
4617	Desert Fury *T — Lizabeth Scott-John Hodiak	95	8/15/47	
	Dream Girl (C-D) — B. Hutton-M. Carey-V. Field			a6/7/47
	Emperor Waltz, The *T — Bing Crosby-Joan Fontaine			a7/13/46
	Golden Earrings — Marlene Dietrich-Ray Milland			a9/28/46
4624	I Cover Big Town (My)A — P. Reed-H. Brooke	63	7/25/47	b3/1/47
	I Walk Alone — B. Lancaster-Kirk Douglas			a3/1/47
4625	Jungle Flight (D)F — Robert Lowery-Ann Savage	60	8/22/47	b3/1/47
	My Own True Love — Phyllis Calvert-M. Douglas			
	Night Has a Thousand Eyes, The — E. G. Robinson-J. Lund			
	Pale Face — Bob Hope-Jane Russell			
	Road to Rio — B. Crosby-B. Hope-D. Lamour			a2/1/47
	Saigon — Alan Ladd-Veronica Lake-Douglas Dick			a1/4/47
	Shaggy *C — B. Joyce-G. Nokes-R. Shayne			
	Unconquered *T — Gary Cooper-Paulette Goddard			a9/28/46
4618	Variety Girl (C-M)F — Mary Hatcher-DeForest Kelley	93	8/29/47	b7/19/47
4613	Welcome Stranger (CD)F — B. Crosby-B. Fitzgerald	106		b5/3/47
	Where There's Life — B. Hope-S. Hasso-W. Bendix			a5/25/46
	Whispering Smith *T — A. Ladd-R. Preston-B. Marshall			a6/14/47
	Wild Harvest — A. Ladd-D. Lamour-R. Preston			a11/2/46

PRC

CURRENT 1946-'47

714	Brute Man, The (H)A — Tom Neal-Jane Adams	60	10/1/46	b10/26/46
733	Corsican Brothers — D. Fairbanks, Jr.-Tamiroff-Warrick	111	6/21/47	Reissue
701	Devil On Wheels, The (D)F — Noreen Nash-D. Hickman-Jan Ford	67	3/2/47	b1/25/46
	Don Ricardo Returns — Isabelita-Fred Coby		11/5/46	a9/21/46
711	Gas House Kids Go West (C)F — C. Williams-J. Shelton-A. Switzer	62	7/12/47	b7/26/47
704	Heartaches (My)A — H. Ryan-C. Wills	71	6/28/47	b7/5/47
734	International Lady — G. Brent-I. Massey-B. Rathbone	102	5/24/47	Reissue
717	Killer At Large (My)A — Anabel Shaw-Robert Lowery	63	5/31/47	b6/14/47
731	Kit Carson — D. Andrews-L. Bart-J. Hall	97	3/22/47	
	Lady Chaser — Ann Savage-Robert Lowery	60	11/25/46	
732	Last of the Mohicans — R. Scott-B. Barnes-H. Wilcoxen	94	3/22/47	Reissue
610	Lighthouse — J. Lang-D. Castle-J. Litel	64	1/10/47	a10/19/46
708	Philo Vance Returns (My)F — W. Wright-T. Austin-R. Ames	64	6/14/47	b4/26/47
707	Philo Vance's Gamble (My)A — Alan Curtis-Terry Austin	60	4/12/47	b4/26/47
	Philo Vance Secret Mission — Alan Curtis-Sheila Ryan		3/20/47	
	Return of Rin-Tin-Tin *V — D. Woods-B. Blake-C. Drake		2/20/47	
703	Stepchild (D)A — B. Joyce-D. Woods	70	6/7/47	b6/14/47
715	Three on a Ticket (My)F — Hugh Beaumont-Cheryl Walker	64	4/5/47	b4/5/47
SP72	Untamed Fury (D)A — Mikel Conrad-Gaylord Pendleton	64	3/22/47	b3/29/47

COMING

	Blonde Savage — L. Erickson-G. Sherwood			
	Bury Me Dead (My) — M. Daniels-G. McClure-C. O'Donnell			a6/7/47
	Gas House Kids in Hollywood — Alfalfa Switzer-Gas House Kids			
	Headin' for Heaven — Stuart Erwin-Glenda Farrell			
	Linda Be Good — E. Knox-J. Hubbard-M. Wilson			
	Man Wanted — Anabel Shaw-Robert Lowery			
	Philo Vance's Peril — W. Wright-L. Balasco-R. Ames			b1/25/47
	Silent Voice — Sheila Ryan-Edward Norris			a4/26/47
716	Too Many Winners (M-My) — Hugh Beaumont-Trudy Marshall	60	5/24/47	b6/7/47
	Woman Betrayed — J. Ireland-S. Ryan-H. Beaumont			a6/21/47

Westerns (Current)

752	Border Feud (W)F — Lash LaRue-Fuzzy St. John	55	5/10/47	b5/24/47
766	Code of the Plains — Buster Crabbe-Fuzzy St. John	36	4/26/47	Reissue
761	Frontier Fighters — B. Crabbe-Fuzzy St. John	39	4/26/47	Reissue
751	Law of the Lash (W)F — Lash LaRue-Fuzzy St. John	54	2/28/47	b3/1/47
765	Panhandle Trail — Buster Crabbe-Fuzzy St. John	40	4/26/47	Reissue
	Prairie Rustlers (W)F — Buster Crabbe-Al St. John	54	11/7/45	b8/10/46
763	Raiders of Red Rock — Buster Crabbe-Fuzzy St. John	38	4/26/47	
745	Range Beyond the Blue (W-M)F — Eddie Dean-Roscoe Ates	55	3/17/47	
764	Shootin' Irons — Tex O'Brien-Jim Newhill	40	4/26/47	Reissue
762	Thundergap Outlaws — Tex O'Brien-Jim Newhill	40	4/26/47	Reissue
744	Wild Country (W)F — Eddie Dean-Roscoe Ates	59	1/17/47	b2/1/47
706	Wild West *C (W)F — Eddie Dean-Roscoe Ates	73	12/1/46	b11/30/46

Westerns (Coming)

	Black Hills — Eddie Dean-Roscoe Ates			
	Check Your Guns — E. Dean-R. Ates-N. Gates			
	El Lobo Mystery, The — Lash LaRue-Fuzzy St. John-N. Gates			
754	Ghost Town Renegades — **Lash LaRue-Fuzzy St. John-J. Holt**	58	7/26/47	
	Gun Fighter — Lash LaRue-Al St. John-Mary Scott			a12/18/46
	Gun Law — Lash LaRue-Fuzzy St. John			
753	Pioneer Justice (W)F — Lash LaRue-Fuzzy St. John-J. Holt	55	6/28/47	b7/5/47
	Return of the Lash — Lash LaRue-Al St. John			
	Shadow Valley — Eddie Dean-Roscoe Ates			

RKO-RADIO

Prod. No.	CURRENT 1946-'47	Trade Shown		
724	A Likely Story (C)F — Bill Williams-Barbara Hale	88	May	b4/19/47
1	Bachelor and the Bobby-Soxer (C)F — G. Grant-M. Loy-S. Temple	95		b6/7/47
725	Banjo (C-D)F — S. Moffet-J. White-W. Reed	67	May	b4/19/47
718	Beat the Band (M)F — Frances Langford-Gene Krupa	67	Feb.	b3/1/47
751	Best Years of Our Lives, The (D)A — D. Andrews-M. Loy-F. March	172	Dec.	b11/23/46
722	Born to Kill (D)A — C. Trevor-L. Tierney-W. Slezak	91	April	b4/19/47
708	Child of Divorce (D)A — Sharyn Moffett-Regis Toomey	62	Oct.	b10/19/46
720	Code of the West (W)F — J. Warren-J. Laurenz	57	Feb.	b2/22/47
627	Crack-Up (D)A — P. O'Brien-C. Trevor-H. Marshall	93	June	b6/15/46
709	Criminal Court (My)A — T. Conway-M. O'Driscoll	62	Aug.	b8/10/46
1	Crossfire (D)A — R. Young-R. Mitchum-G. Grahame	85		b6/28/47
728	Desperate (G)A — Steve Brodie-Audrey Long	73		b5/17/47

Title	*Company*
Lady Chaser	PRC
Last of the Mohicans	PRC
Last of the Redmen	Col.
Late George Apley	20th-Fox
Laughing Lady	Brit.
Laugh, Pagliacci	Misc.
Let 'Em Have It	Astor
Les Miserables	20th-Fox
Life With Father	WB
Lighthouse	PRC
Linda Be Good	PRC
Little Iodine	UA
Little Men	Astor
Little Miss Broadway	Col.
Little Mister Jim	MGM
Living in a Big Way	MGM
Locket, The	RKO
Lone Wolf in London	Col.
Lone Wolf in Mexico	Col.
Long Night	RKO
Lost Honeymoon	EL
Lost Moment's, The	Univ.
Louisiana	Mono.
Love and Learn	WB
Love from a Stranger	EL
Love Laughs at Andy Hardy	MGM
Love of Joanna Godden, The	Brit.
Love on the Dole	Misc.
Lured	UA

M

Macbeth	Rep.
Macomber Affair	UA
Mad Wednesday	UA
Magic Bow	Univ.
Magic Town	RKO
Magnificent Doll	Univ.
Magnificent Obsession	Univ.
Magnificent Rogue	Rep.
Man About Town	RKO
Man from Colorado, The	Col.
Man from Texas	E-L
Man Wanted	PRC
Man Within, The	Brit.
Marauders, The	UA
Margie	20th-Fox
Mary Hagen	WB
Mating of Millie	Col.
Meet Me at Dawn	20th-Fox
Memory of Love	RKO
Men of Two Worlds	Brit.
Merton of the Movies	MGM
Michigan Kid	Univ.
Mighty McGurk, The	MGM
Millerson Case, The	Col.
Millie's Daughter	Col.
Miracle of Monte Cassino	Misc.
Miracle of the Bells	RKO
Miracle on 34th St.	20th-Fox
Mr. Ace	UA
Mr. District Attorney	Col.
Mr. Hex	Mono.
Monsieur Verdoux	UA
Mortal Coils	U-I
Moss Rose	20th-Fox
Mourning Becomes Electra	RKO
Mother Wore Tights	20th-Fox
Mutiny in the Big House	Mono.
My Brother Talks to Horses	MGM
My Dog Shep	SGP
My Darling Clementine	20th-Fox
My Favorite Brunette	Para.
My Heart Goes Crazy	Univ.
My Own True Love	Para.
My Wild Irish Rose	WB

N

Naked City	Univ.
Never Say Goodbye	WB
New Orleans	UA
Newshounds	Mono.
Nicholas Nickelby	Brit.
Nightmare Alley	20th-Fox
Night Has a Thousand Eyes	Para.
Night Unto Night	WB
Nobody Lives Forever	WB
Nocturne	RKO
No Leave, No Love	MGM
Nora Prentiss	WB
North Star	FC
Northwest Outpost	Rep.
Northwest Stampede	E-L
Notorious Gentleman	Univ.
Notorious Lone Wolf	Col.

O

Odd Man Out	Univ.
Of Mice and Men	Favorite
Oh Say Can You Sing	Univ.
On an Island With You	MGM
One Hundred Men And A Girl	Univ.
One Million B.C.	Favorite
One Romantic Night	Astor
On the Old Spanish Trail	Rep.
Other Love	UA
Out California Way	Rep.
Out of the Blue	EL
Out of the Past	RKO

P

Pacific Adventure	Colo.
Pale Face	Para.
Palmy Days	FC
Paradine Case	Selznick
Perfect Marriage	Para.
Perils of Pauline	Para.
Phantom Valley	Col.
Philo Vance's Gamble	PRC
Philo Vance Returns	PRC
Philo Vance's Peril	PRC
Philo Vance's Secret Mission	PRC
Piccadilly Incident	MGM

Title	Company
Pilgrim Lady	Rep.
Pirates, The	MGM
Pirates of Monterey	Univ.
Plainsman and the Lady	Rep.
Portrait of Jennie	SRO
Possessed	WB
Prairie, The	SG
Pretender, The	Rep.
Prince of Thieves	Col.
Prison Story	RKO
Private Affairs of Bel Ami	UA
Pursued	WB
Q	
Queen for the Night	Misc.
Queen of the Amazons	SGP
Queen of the Yukon	Mono.
Queen's Necklace, The	Misc.
R	
Rage in Heaven	MGM
Ramrod	UA
Razor's Edge	20th-Fox
Red House	UA
Red Pony, The	Rep.
Red Stallion	EL
Relentless	Col.
Renegade Girl	SGP
Repeat Performance	EL
Resistance	Misc.
Return of Monte Cristo	Col.
Return of Rin-Tin-Tin	PRC
Return of the Badmen	RKO
Return of the Scarlet Pimpernel	FC
Ride the Pink Horse	Univ.
Riding the California Trail	Mono.
Riff-Raff	RKO
River Lady	U-I
Road to Rio	Para.
Road Show	Favorite
Road To Hollywood	Astor
Robin Hood of Monterey	Mono.
Romance in High C	WB
Romance of Rosy Ridge, The	MGM
Root of All Evil	Brit.
Roses Are Red	20th-Fox
Roughshod	RKO
Rupert of Hentzau	SRO
Runaround	Univ.
S	
Saigon	Para.
San Demetrio, London	2th-Fox
San Quentin	RKO
St. Francis of Assisi	Misc.
Sarge Goes to College	Mono.
Scared to Death	SGP
Scarface	Astor
Scarlet Pimpernel, The	FC
School for Danger	Misc.
School for Secrets	Brit.
Scudda Hoo, Scudda Hay	20th-Fox
Sea Bandits	Favorite
Sea Hawk, The	WB
Sea of Grass	MGM
Sea Wolf, The	WB
Searching Wind	Para.
Second Chance	20th-Fox
Second Chorus	Astor
Secret Beyond the Door, The	U-I
Secret Heart, The	MGM
Secret Life of Walter Mitty	RKO
Secrets of the Whistler	Col.
Senator Was Indiscreet	U-I
Seven Keys to Baldpate	RKO
Seven Were Saved	Para.
Shadow of a Woman	WB
Shadows Over Chinatown	Mono.
Shaggy	Para.
Shocking Miss Pilgrim	20th-Fox
Show-Off	MGM
Shoot to Kill	Screen Guild
Shop Girls of Paris	Misc.
Silent Voice	PRC
Silver Devil	Astor
Silver River	WB
Sinbad the Sailor	RKO
Singapore	Univ.
Singin' In the Corn	Col.
Sign of the Ram, The	Col.
Sky Devils	Astor
Slave Girl	Univ.
Sleep, My Love	UA
Smash-Up	Univ.
Snake Pit, The	20th-Fox
So Dark the Night	Col.
So in Love	SRO
Something in the Wind	Univ
Son of Rusty	Col.
Song of Love	MGM
Song of My Heart	Allied
Song of Scheherazade	Univ.
Song of the South	RKO
Song of the Thin Man	MGM
So Well Remembered	RKO
Spoilers of the North	Rep.
Sport of Kings	Col.
Springtime in the Sierras	Rep.
Stairway to Heaven	Univ.
Stallion Road	WB
Stampede	UA
Stations West	RKO
Stella Dallas	FC
Step-Child	PRC
Stork Bites Man	UA
Strange Journey	20th-Fox
Strange Woman	UA
Stranger, The	RKO
Strawberry Roan	Col.
Suddenly It's Spring	Para.
Susie Steps Out	UA
Summer Holiday	MGM
Sun Valley Serenade	20th-Fox
Suspense	Mono.
Swell Guy	Univ.

RKO-RADIO (Continued)

CURRENT 1946-'47

Prod. No.			Run Time Mins.	Trade Shown	See Issue of
719	Devil Thumbs a Ride, The (D)A	Lawrence Tierney-N. Leslie	62	Feb.	b3/1/47
729	Dick Tracy's Dilemma (M)A	Ralph Byrd-Kay Christopher	60	June	b5/17/47
714	Dick Tracy vs. Cueball (D)F	Morgan Conway-Anne Jeffreys	62	Dec.	b11/9/46
715	Falcon's Adventure (D)F	Tom Conway-Madge Meredith	61	Dec.	b12/14/46
716	Farmer's Daughter, The (C-D)A	L. Young-J. Cotten-E. Barrymore	97	Feb.	b2/22/47
710	Genius at Work (C)F	A. Carney-W. Brown-A. Jeffreys	61	July	b8/3/46
721	Honeymoon (C)F	S. Temple-F. Tone-G. Madison	74	June	b5/19/47
781	It's a Wonderful Life (D)	J. Stewart-D. Reed-L. Barrymore	128	Dec.	b12/21/46
711	Locket, The (D)	Laraine Day-B. Aherne	86	Dec.	b12/21/46
Sp.	Long Night, The (D)A	Henry Fonda-Barbara Bel Geddes	96	May	b5/31/47
706	Nocturne (D)A	George Raft-Lynn Bari	85	Oct.	b10/19/46
761	Notorious (My-D)A	Cary Grant-Ingrid Bergman	101	July	b7/27/46
712	San Quentin (D)A	L. Tierney-M. Carr-B. MacLane	66	Dec.	b12/7/46
762	Sinbad the Sailor T (F)F	D. Fairbanks. Jr.-M. O'Hara	117	Jan.	b1/18/47
791	Song of the South *T (D-M)F	Luana Patten-Bobby Driscoll	95	Nov.	b11/2/47
723	Tarzan and the Huntress (D)F	J. Weissmuller-B. Joyce	70	April	a3/22/47
726	They Won't Believe Me (D)A	Robert Young-Susan Hayward	95		b5/17/47
730	Thunder Mountain (W)F	T. Holt-R. Martin-M. Hyer	60		b5/17/47
717	Trail Street (W)F	R. Scott-R. Ryan-A. Jeffreys	83	Mar.	b2/1/47
713	Vacation in Reno (C)F	Jack Haley-Anne Jeffreys	60	Oct.	b10/12/46
727	Woman on the Beach, The (D)A	J. Bennett-R. Ryan-C. Bickford	71		m5/17/47

COMING

	Berlin Express	M. Oberon-R. Ryan-P. Lukas			
Sp.	Bishop's Wife, The (D)	G. Grant-T. Wright-D. Niven			a7/5/47
	Dick Tracy Meets Gruesome	R. Byrd-B. Karloff-A. Gwynne			
	Fighting Father Dunne	P. O'Brien-M. Dell-D. Hickman			
Sp.	Fun and Fancy Free	E. Bergen-D. Shore			
	Fugitive, The (D)	Henry Fonda-Dolores Del Rio			a7/26/47
	If You Knew Susie (C)	Eddie Cantor-J. Davis-A. Joslyn			a7/19/47
	Indian Summer (D)	A. Knox-A. Sothern-G. Tobias			a7/5/47
	I Remember Mama	I. Dunne-B. Bel Geddes-O. Homolka			
Sp.	Magic Town	James Stewart-Jane Wyman			
	Man About Town	Maurice Chevalier			
	Memory of Love	D. Andrews-M. Oberon-E. Barrymore			
Sp.	Mourning Becomes Electra	R. Russell-K. Paxinou-R. Massey			
	Out of the Past	Robert Mitchum-Jane Greer			a2/1/47
	Return of the Badmen	Randolph Scott-Jacqueline White			
1	Riff-Raff (My)A	Pat O'Brien-Anne Jeffries	80		b6/7/47
	Roughshod	R. Sterling-C. Jarman-G. Grahame			
	Secret Life of Walter Mitty *T (C)F	D. Kaye-V. Mayo-F. Bainter	108		b7/19/47
1	Seven Keys to Baldpate (M)A	Phillip Terry-Jacqueline White	68		b6/7/47
	So Well Remembered	M. Scott-J. Mills			
	Stations West	D. Powell-J. Greer-A. Moorehead			
	Tarzan and the Mermaids	J. Weissmuler-B. Joyce			
	Tycoon *T	John Wayne-Laraine Day			a7/12/47
1	Under the Tonto Rim (W)F	T. Holt-N. Leslie-R. Martin	61		b6/7/47
	War Party	Shirley Temple-John Agar			
	Wild Horse Mesa	Tim Holt-Nan Leslie			

REPUBLIC

Current 1945-46

Prod. No.			Run Time Mins.	Trade Shown	See Issue of
543	Heldorado (WM)F	Roy Rogers-Dale Evans-"Gabby" Hayes.	70	12/15/46	b12/23/46
5542	Home in Oklahoma (W-M)F	R. Rogers-G. Hayes-D. Evans	72	11/8/46	b11/2/46
5503	Out California Way *U (WM)F	Monte Hale-Adrian Booth	67	12/5/46	b12/14/46
532	Plainsman and the Lady (W)F	W. Elliott-V. Ralston-G. Patrick	82	11/15/46	b11/9/46
533	That Brennan Girl (D)A	James Dunn-Mona Freeman	95	12/23/46	b11/16/46

CURRENT 1946-'47

603	Affairs of Geraldine (C-D)F	Jane Withers-Jimmy Lydon	68	11/18/46	b10/26/46
608	Angel and the Badman (W)F	J. Wayne-G. Russell-I. Rich	100	2/15/46	b2/15/46
641	Apache Rose *U (W-M)F	Roy Rogers-Dale Evans	75	2/15/46	b3/22/47
642	Belles of San Angelo *U (W)	R. Rogers-D. Evans	71	5/15/47	b5/24/47
607	Calendar Girl (M)F	J. Frazee-W. Marshall	88	1/31/47	b2/8/47
604	Fabulous Suzanne (C)	Barbara Britton-Rudy Vallee	71	12/15/46	b12/21/46
605	Ghost Goes Wild, The (C)F	James Ellison-Anne Gwynne	66	3/8/47	b4/5/47
610	Hit Parade of 1947 (M)	E. Albert-C. Moore-J. Edwards	90	3/22/47	b5/3/47
601	I've Always Loved You *T (DM)F	Catherine McLeod-Philip Dorn	117	12/2/46	b8/31/46
606	Magnificent Rogue, The (C-D)A	L. Robert-W. Douglas	74	2/15/47	b11/23/46
615	Northwest Outpost (O)F	Nelson Eddy-Ilona Massey	91	6/25/47	b5/10/47
602	Pilgrim Lady, The (C-D)A	Warren Douglas-Lynne Roberts	67	1/22/46	b1/25/47
612	Spoilers of the North (D)A	Paul Kelly-Evelyn Ankers	66	4/24/47	b5/10/47
609	That's My Gal *U (M)A	L. Roberts-D. Barry	66	5/15/47	b5/31/47
613	That's My Man (D)A	D. Ameche-C. McLeod	99	6/1/47	b5/12/47
616	Web of Danger (D)F	A. Mara-B. Kennedy	58	6/10/47	b6/21/47
614	Winter Wonderland (C-R)A	L. Roberts-C. Drake	71	5/17/47	b5/31/47
618	Wyoming (W)F	W. Elliott-V. Ralston	84	8/1/47	b7/26/47
611	Yankee Fakir (C)F	D. Frawley-J. Woodbury-C. Bevans	71	4/1/47	b4/12/47

COMING

	Bill and Coo	George Burton's Birds			
617	Blackmail	W. Marshall-A. Mara-S. Bachelor	67	7/24/47	
	Driftwood	Wood-Brennan-Warrick-Jagger			
	Exposed	Adele Mara-Robert Scott			
	Flame, The	John Carroll-Vera Ralston			
	Macbeth	Orson Welles-J. Nolan			
	On the Old Spanish Trail *U	R. Rogers-T. Guizar-J. Frazee			
620	Pretender, The	A. Dekker-L. Stirling-C. Drake	69	8/16/47	
	Red Pony, The *T	M. Loy-R. Mitchum-L. Calhern			
	Fabulous Texan, The	W. Elliott-J. Carroll-C. McLeod			
646	Springtime in the Sierras *U (W)F	R. Rogers-J. Frazee-A. Devine	75	7/15/47	b7/26/47
619	The Trespasser (My)A	J. Martin-W. Douglas	71	7/3/47	b7/12/47

Westerns (Current)

553	Cherokee Flash (W)F	Sunset Carson-Linda Stirling	55	12/13/46	a3/2/46
664	Homesteaders of Paradise Valley (W)F	Allan Lane-Bobby Blake	58	4/1/47	b4/12/47
554	Last Frontier Uprising *U (W-M)F	Monte Hale-Adrian Booth	65	2/1/47	b4/12/47
665	Oregon Trail Scouts (W)F	Allan Lane-Bobby Blake	58	5/15/47	b5/24/47
558	Rio Grande Raiders	Sunset Carson-Linda Stirling	56	9/9/46	
684	Saddle Pals (W)F	G. Autry-L. Roberts	72	6/15/47	b6/21/47
661	Santa Fe Uprising (W)F	Allan Lane-Bobby Blake	57	11/15/46	b4/25/47

REPUBLIC (Continued)

Prod. No.			Run Time Mins.	Rel. Date	See Issue of
681	Sioux City Sue (W)F	Gene Autry-Lynne Roberts	69	11/21/46	b11/30/46
662	Stagecoach to Denver (W)F	Allan Lane-Bobby Blake	56	12/23/46	b1/4/47
682	Trail to San Antone (W)F	Gene Autry-Peggy Stewart	57	4/1/47	b4/18/47
683	Twilight on the Rio Grande (W)F	G. Autry-S. Holloway-Cass County Boys	71	4/1/47	b4/19/47
663	Vigilantes of Boomtown (W)F	Allan Lane-Bobby Blake	56	2/15/47	m2/15/47

Westerns (Coming)

	Along the Oregon Trail *U	Monte Hale-Adrian Booth			
667	Marshal of Cripple Creek	Allan Lane-Bobby Blake	58	8/15/47	
685	Robin Hood of Texas	Gene Autry-Lynne Roberts-Adele Mara	71	7/15/47	
666	Rustlers of Devil's Canyon (W)F	Allan Lane-Bobby Blake	58	7/1/47	b7/12/47
	Under Colorado Skies *U	M. Hale-A. Booth			
	Wild Frontier, The	Allan "Rocky" Lane-Jack Holt			

SCREEN GUILD PRODUCTIONS

CURRENT

HC12	Bar 20 Justice	Wm. Boyd-R. Hayden-G. Hayes	65	7/19/47	Reissue
4614	Bells of San Fernando (D)F	Donald Woods-Gloria Warren	69	4/5/47	b4/5/47
4613	Buffalo Bill Rides Again (W)F	Richard Arlen-Jennifer Holt	66	4/19/47	b4/5/47
4616	Bush Pilot	R. Hudson-J. LaRue-A. Willis	60	6/7/47	
HC10	Cassidy of Bar 20	Wm. Boyd-H. Clark-R. Hayden	59	5/10/47	Reissue
HC11	Heart of Arizona	Wm. Boyd-G. Hayes-R. Hayden	68	6/14/47	Reissue
4701	Hollywood Barn Dance (C-D)F	E. Tubb-L. Talbott-H. Boyce	72	6/21/47	b6/7/47
4609	My Dog Shep	Flame (dog)-Tom Neal	60	12/1/46	
4610	North of the Border	R. Hayden-I. Cooper	46	10/1/46	a8/24/46
HC09	Partners of the Plains	Wm. Boyd-H. Clark-R. Hayden	71	4/26/47	Reissue
4611	Queen of the Amazons (D)A	Patricia Morison-Robert Lowery	62	1/15/47	b3/29/47
4612	Renegade Girl (D)F	Alan Curtis-Ann Savage-Jack Holt	65	12/25/46	b3/29/47
HC07	Rustlers Valley	Wm. Boyd-G. Hayes-R. Hayden	60	3/15/47	Reissue
4608	Scared to Death *C	B. Lugosi-J. Compton	65	5/3/47	
4615	Shoot to Kill (D)A	R. Wade-E. MacDonald-S. Walters	60	5/17/47	b4/12/47
HC08	Texas Trail	Wm. Boyd-R. Hayden-G. Hayes	59	4/12/47	Reissue

COMING

4704	Burning Cross, The	Hank Daniels-Virginia Patton	77	9/1/47	
4618	Case of the Baby Sitter, The	Tom Neal-A. Jenkins-P. Blake	40	7/26/47	
	Dark Road, The	John Shelton-Ann Doran			
4703	Dragnet (My)A	M. Brian-H. Wilcoxon	71	8/16/47	b7/12/47
4617	Hat Box Mystery, The (My)	T. Neal-A. Jenkins-V. Sale	40	7/12/47	a7/5/47
4701	Hollywood Barn Dance (C-D)F	E. Tubb-L. Talbott-H. Boyce	65	6/21/47	b6/7/47
4702	Killer Dill (C-D)A	S. Erwin-A. Gwynne-F. Albertson	71	8/2/47	b5/17/47
	Prairie, The	Alan Baxter-Lenore Aubert			

SELZNICK RELEASING ORGANIZATION

CURRENT

	Duel in the Sun *T (WD)A	J. Jones-G. Peck-J. Cotten	138	4/17/47	b1/4/47

COMING

	Intermezzo	I. Bergman-L. Howard			Reissue
	Paradine Case, The	G. Peck-A. Todd-C. Laughton			
	Portrait of Jennie	J. Jones-J. Cotten			
	Rupert of Hentzau	Louis Jourdan-Valli			
	So in Love	Shirley Temple			

20TH-FOX

CURRENT 1946-'47

620	Behind Green Lights (D)A	Carole Landis-William Gargan	67½	Feb.	b1/19/46
642	Bowery, The	Wallace Beery-Jackie Cooper	84	Oct.	Re-release
648	Dangerous Millions (D)F	Kent Taylor-Dona Drake	69	Dec.	b12/7/46
640	Home Sweet Homicide (MyC)F	P. Ann Garner-R. Scott	90	Oct.	b7/20/46
646	Margie *T (C-D)F	Jeanne Crain-Alan Young	93	Nov.	b10/19/46
645	My Darling Clementine (W-D)F	H. Fonda-L. Darnell-V. Mature	97	Nov.	b10/12/46
641	Sun Valley Serenade	Sonja Henie-John Payne	86	Sept.	Re-release
639	Three Little Girls in Blue *T (M)F	Hayer-Blaine-G. Montgomery	90	Oct.	b9/7/46
649	Wake Up and Dream *T (M)F	John Payne-June Haver	92	Dec.	b11/30/46
644	Wanted for Murder (D)A	Eric Portman-Dulcie Gray	91	Nov.	b4/13/46

CURRENT 1947-'48

709	Alexander's Ragtime Band	T. Power-A. Faye-D. Ameche	106	Mar.	Re-release
711	Backlash (My)A	R. Travis-J. Rogers-L. Blake	66	Mar.	b3/22/47
706	Boomerang (D)A	Dana Andrews-Jane Wyatt	88	Feb.	b1/25/47
707	Brasher Doubloon, The (My)A	G. Montgomery-Nancy Guild	72	Feb.	b2/8/47
710	Carnival in Costa Rica *T (M)F	D. Haymes-C. Holm-C. Romero	96	April	b3/29/47
715	Ghost and Mrs. Muir, The (D)A	G. Tierney-R. Harrison-G. Sanders	104	May	b5/24/47
713	Homestretch, The *T (D)A	Maureen O'Hara-Cornel Wilde	99	May	b4/26/47
723	I Wonder Who's Kissing Her Now *T (M)F	June Haver-Mark Stevens	104	Aug.	b6/14/47
716	Jewels of Brandenburg (D)A	Richard Travis-Micheline Cheirel	64	May	b4/12/47
712	Late George Apley, The (D)A	Ronald Colman-Peggy Cummins	98	April	b2/3/47
704	Les Miserables	Fredric March-Chas. Laughton	109	Jan.	Re-release
718	Miracle on 34th St. (C)F	J. Payne-M. O'Hara	96	June	b5/10/47
717	Moss Rose (M-D)A	V. Mature-P. Cummings-E. Barrymore	82	June	b5/24/47
701	Razor's Edge, The (D)A	T. Power-G. Tierney-J. Payne	146	Jan.	b11/23/46
714	San Demetrio, London (D)A	W. Fitzgerald-A. Young-R. Michael	76	April	b4/4/47
703	Shocking Miss Pilgrim *T	Betty Grable-Dick Haymes	85	Jan.	b1/4/47
705	Stanley & Livingstone	Spencer Tracy-Richard Green	101	Jan.	Re-release
708	Strange Journey (D)F	Paul Kelly-Osa Massen	67	Feb.	b9/14/46
702	13 Rue Madeleine (D)	James Cagney-Annabella	95	Jan.	b12/21/46
719	Western Union	Robert Young-Randolph Scott	95	June	Re-release

COMING

	Captain from Castile *T	T. Power-J. Peters-C. Romero			a7/26/47
722	Crimson Key, The (My)F	Kent Taylor-Doris Dowling	76	July	b7/5/47
	Daisy Kenyon	J. Crawford-D. Andrews-H. Fonda			
	Dangerous Years	William Halop-Ann E. Todd			
	Forever Amber *T	L. Darnell-C. Wilde-G. Sanders			
	Foxes of Harrow, The	R. Harrison-M. O'Hara-R. Haydn			
	Gentleman's Agreement (D)	G. Peck-D. McGuire-J. Garfield			a7/26/47
	Give My Regards to Broadway *T	N. Guild-D. Daily-C. Winninger			a5/17/47
	Green Grass of Wyoming *T (C-D)	P. Cummins-R. Arthur-C. Coburn			a7/19/47
	Invisible Wall, The	Don Castle-Virginia Christine			
725	Kiss of Death	Victor Mature-Brian Donlevy		Sept. '47	
721	Meet Me At Dawn (C-D)F	William Eythe-Hazel Court	99	July	
724	Mother Wore Tights *T	B. Grable-D. Dailey		Sept.	a11/16/46
	Nightmare Alley	T. Power-J. Blondell-Helen Walker			
	Roses Are Red	Don Castle-Peggy Knudsen			
	Scudda Hoo, Scudda Hay *T	J. Haver-L. McCallister-A. Revere			a5/17/47
726	Second Chance (D)A	K. Taylor-Louise Currie-D. Hoey	62	Sept. '47	b7/26/47
	Tender Years, The	Joe E. Brown-R. Ryan-J. Hutchinson			

Title	Company
Sweet Genevieve	Col.
Sweetheart of Sigma Chi	Mono.
Swiss Family Robinson	Astor
Swordsman	Col.
T	
Take My Life	Brit.
Tap Roots	Univ.
Tarzan and the Huntress	RKO
Tarzan and the Mermaids	RKO
Temptation	Univ.
Temptation Harbour	Brit.
Tender Years, The	20th-Fox
Tenth Avenue Angel	MGM
Texas Trail	SGP
That Brennan Girl	Rep.
That Guy Palooka	Mono.
That's My Gal	Rep.
That's My Man	Rep.
That Way with Women	WB
The Brothers	Brit.
The Kissing Bandit	MGM
The Man I Love	WB
There Goes My Heart	Favorite
The Last Round-Up	Col.
The Patient Vanishes	FC
The Time, the Place & the Girl	WB
They Made Me a Killer	Para.
They Passed This Way	UA
They Won't Believe Me	RKO
Thief of Bagdad	FC
Thieves' Holiday	UA
13 Rue Madeleine	20th-Fox
Thirteenth Hour	Col.
This Happy Breed	Univ.
This Time for Keeps	MGM
Three Little Girls in Blue	20th-Fox
Three on a Ticket	PRC
Thunderbolt	Mono.
Thunder in the City	Astor
Thunder in the Hills	Misc.
Thunder Mountain	RKO
Till the Clouds Roll By	MGM
Time of Your Life	UA
Time Out of Mind	Univ.
T-Man	E-L
Tom Brown's Schooldays	Astor
Too Many Winners	PRC
Topper Returns	Favorite
Topper Takes a Trip	Favorite
Torment	Misc.
To the Ends of the Earth	Col.
Trail Street	RKO
Trap, The	Mono.
Treasure of the Sierra Madre	WB
Trespasser, The	Rep.
Trouble With Women	Para.
Two Anonymous Letters	Misc.
Two Blondes and a Redhead	Col.
Two Guys From Texas	WB
Two Mrs. Carrols	WB
Two Years Before the Mast	Para.
Tycoon	RKO
U	
Unconquered	Para.
Undercover Maisie	MGM
Undercurrent	MGM
Under the Tonto Rim	RKO
Unexpected Guest	UA
Un faithful	WB
Unfinished Dance	MGM
Unholy Garden	FC
Unsuspected, The	Warner Bros.
Untamed Fury	PRC
Upturned Glass, The	Brit.
V	
Vacation Days	Mono.
Vacation in Reno	RKO
Variety Girl	Para.
Vendetta	UA
Verdict	WB
Vigiliantes Return	Univ.
Violence	Mono.
Virtuous	MGM
Voice of the Turtle	WB
Vow, The	Misc.
W	
Wake Up and Dream	20th-Fox
Wallflower	Warner Bros.
Wanted for Murder	20th-Fox
War Party	RKO
Web, The	Univ.
Web of Danger	Rep.
Welcome Stranger	Para.
Welldigger's Daughter	Misc.
Westerner, The	FC
Western Union	20th-Fox
When a Girl's Beautiful	Col.
Where There's Life	Para.
While the Sun Shines	Brit.
Whiplash	WB
Whispering Smith	Para.
White Cradle Inn	Brit.
Who Killed Doc Robin	UA
Wicked Lady	Univ.
Wild Bill Hickok Rides	WB
Wild Harvest	Para.
Wild West	PRC
Winter Wonderland	Rep.
Wistful Widow of Wagon Gap	U-I
Wolf Call	Mono.
Woman Betrayed	PRC
Woman Chases Man	FC
Woman in White	WB
Woman on the Beach	RKO
Wyoming	Rep.
Y	
Yankee Fakir	Rep.
Yearling, The	MGM
Years Between	Univ.
You Can't Cheat an Honest Man	Univ
Your Red Wagon	RKO

TITLE CHANGES

"Assigned to Treasury" (Col.) now TO THE ENDS OF THE EARTH

"As You Desire Me" (MGM) now DESIRE ME

"Imagination" (U-I) now A DOUBLE LIFE

"Need for Each Other" (WB) now ALWAYS TOGETHER

NEW PICTURES STARTED LAST WEEK

MONOGRAM

Dusty Trail—Principals: Johnny Mack Brown, Raymond Hatton, Virginia Belmont. Director, Lambert Hillyer.

PARAMOUNT

Pale Face—Principals: Bob Hope, Jane Russell. Director, Norman Z. McLeod.

PRC

El Lobo Mystery, The—Principals: Lash LaRue, Fuzzy St. John, Nancy Gates. Director, Ray Taylor.

Headin' for Heaven—Principals: Stuart Erwin, Glenda Farrell. Director, Lewis D. Collins.

RKO

Berlin Express—Principals: Merle Oberon, Robert Ryan, Paul Lukas. Director, Jacques Tourneur.

Stations West—Principals: Dick Powell, Jane Greer, Agnes Moorehead. Director, Sidney Lanfield.

War Party—Principals: Shirley Temple, John Agar. Director, John Ford.

Wild Horse Mesa—Principals: Tim Holt, Nan Leslie, Richard Martin. Director, Wallace Grissell.

SCREEN GUILD

Prairie, The—Principals: Alan Baxter, Lenore Aubert. Director, Frank Wisbar.

20th CENTURY-FOX

Dangerous Years—Principals: William Halop, Anne E. Todd. Director, Arthur Pierson.

Tender Years, The—Principals: Joe E. Brown, Richard Ryan, Josephine Hutchinson. Director, Harold Schuster.

MISCELLANEOUS

On Parade—Principals: Glenn Davis, Felix Blanchard, Tom Harmon. Director, Ralph Murphy.

ADVANCE DATA
On Forthcoming Product

DAISY KENYON (20th-Fox) *Drama. Principals*: Joan Crawford, Dana Andrews, Henry Fonda. *Director*, Otto Preminger. *Plot*: Breaking off her affair with a married man, a girl marries another. But the wronged wife sues for divorce, naming her as co-respondent. The trial gets underway and all the grim details are revealed. Afterwards, the divorced man pleads with her to bow out of her marriage and start life over with him, but her love for him is dead and she turns to her own husband.

THE MATING OF MILLIE (Col.) *Drama. Principals*: Evelyn Keyes, Glenn Ford, Willard Parker. *Director*, Henry Levin. *Plot*: The desire of a woman to get a husband so that she can adopt a little orphan boy, results in a mixup between three men. She tries to snag the president of the foundling home but when he does propose, she turns him down, knowing she's really in love with the ex-bus driver who has helped concoct her scheme.

UNITED ARTISTS

Prod. No.	CURRENT 1946-'47		Run Time	Rel. Date	See Issue of
	Abie's Irish Rose (C)F	Joanne Dru-Michael Chekhov	96	12/27/46	b11/30/46
	Adventures of Don Coyote *C (W)F	F. Rafferty-M. Cramer	66	5/9/47	m5/3/47
	Carnegie Hall (D-M)A	M. Hunt-W. Prince-M. O'Driscoll	134		b3/1/47
	Chase, The (D)A	Robert Cummings-Michele Morgan	85	11/22/46	b10/19/46
	Copacabana (M-C)F	C. Miranda-A. Russell-G. Marx	92	5/30/47	b5/24/47
	Dangerous Venture (W)F	A. Clyde-W. Boyd-B. Alexander	59	5/23/47	a2/22/47
	Devil's Playground, The (W)F	William Boyd-Andy Clyde	65	11/15/46	b9/21/46
	Dishonored Lady (D)A	H. Lamarr-D. O'Keefe-J. Loder	89	5/19/47	b4/26/47
	Fabulous Dorseys, The (M)F	T. Dorsey-J. Dorsey-J. Blair	87	2/21/47	b3/1/47
	Fool's Gold (W)F	William Boyd-Andy Clyde	65	1/31/47	b10/12/46
	Fun on a Weekend (C)A	Priscilla Lane-Eddie Bracken	93	5/15/47	b4/12/47
	Little Iodine (C)F	J. Ann Marlowe-Marc Cramer	57	10/11/46	b9/14/46
	Macomber Affair, The (D)A	Gregory Peck-Joan Bennett	90	3/21/47	b1/25/47
	New Orleans (D-M)A	A. deCordova-D. Patrick	90	4/16/47	b5/3/47
	Private Affairs of Bel Ami, The (D)A	George Sanders-Angela Lansbury	115	3/7/47	b3/1/47
	Ramrod (W-D)A	J. McCrea-V. Lake-D. DeFore	94	5/2/47	b3/1/47
	Red House, The (My)A	Ed. G. Robinson-L. McCallister	98	2/7/47	b2/8/47
	Sin of Harold Diddlebock, The	H. Lloyd-R. Washburn-J. Conlin	89	4/4/47	a2/9/46
	Stork Bites Man	Jackie Cooper-Gene Roberts	74	6/21/47	a2/15/47
	Strange Woman, The (D)A	H. Lamarr-G. Sanders-L. Hayward	100	10/25/46	b11/2/46
	Susie Steps Out (C-D)F	David Bruce-Cleatus Caldwell	65	12/13/46	b11/23/46
	Unexpected Guest, The (W)F	Wm. Boyd-Andy Clyde	60	3/28/47	b12/14/46

COMING

	Atlantis	Maria Montez-Jean Pierre Aumont			a4/5/47
	A Miracle Can Happen	James Stewart-Henry Fonda			
	Arch of Triumph (D)	I. Bergman-C. Boyer			a5/3/47
	Body and Soul	John Garfield-Lillie Palmer			
	Christmas Eve	G. Raft-G. Brent-R. Scott-J. Blondell			a3/29/47
	Curly *C	Frances Rafferty-Larry Olsen			a5/25/46
	Dead Don't Dream, The (W)	W. Boyd-A. Clyde			
	Fabulous Joe	Walter Abel-Margot Grahame			
	Fanny By Gaslight	James Mason-Phyllis Calvert			
	Heaven Only Knows	Robert Cummings-Brian Donlevy			a1/4/47
	Henry the Fifth (D)F *T	L. Olivier-R. Asherson	134		b4/27/46
	Here Comes Trouble	William Tracy-Patti Morgan			a8/24/46
	Hoppy's Holiday (W)F	W. Boyd-Mary Ware	60	7/18/47	b5/10/47
	Intrigue	G. Raft-J. Havoc-D. Seymour			
	Lured (My)A	G. Sanders-L. Ball	102	Sept. '47	b7/19/47
	Mad Wednesday (D)F	H. Lloyd-R. Washburn-J. Conlin	89	4/8/47	b2/22/47
	Marauders, The (W)F	W. Boyd-R. Brooks-A. Clyde	63		b7/19/47
	Monsieur Verdoux (C-D)A	Charles Chaplin-Martha Raye	123		b4/19/47
	Other Love, The (D)A	B. Stanwyck-David Nivin	96	7/11/47	b4/5/47
	Sleep, My Love	C. Colbert-R. Cummings-D. Ameche			
	Stampede	John Wayne-Walter Brennan			
	Time of Your Life	J. Cagney-Wm. Bendix-J. Cagney			
	Vendetta (D)	Hillary Brooke-Faith Domergue			a5/10/47
	Without Honor	William Boyd-Andy Clyde			
	Who Killed Doc Robin?	E. Janssen-L. Olsen-D. Belding			a5/31/47

UNIVERSAL

CURRENT

	Brief Encounter (D)A	Celia Johnson-Trevor Howard	86		b5/3/47
620	Brute Force (D)A	B. Lancaster-H. Cronyn-C. Bickford	98	Aug. '47	b6/21/47
612	Buck Privates Come Home (C)F	Bud Abbott-Lou Costello	77	April	b3/15/47
	Captive Heart, The (D)A	Michael Redgrave-Mervyn Johns	87		b4/13/47
601	Dark Mirror, The (My)A	O. DeHavilland-Lew Ayres	85	Oct.	b10/15/46
2791	Destry Rides Again	M. Dietrich-J. Stewart	94	Mar.	Reissue
613	Egg and I, The (C)F	Claudette Colbert-Fred MacMurray	108		b3/23/47
619	Great Expectations (D)F	J. Mills-Valerie Hobson	116	July	b12/21/46
607	I'll Be Yours (C-M)F	D. Durbin-T. Drake-W. Bendix	93	Jan.	b1/25/47
2794	I Stole a Million	G. Raft-C. Trevor-D. Foran	78	April	Reissue
616	Ivy (D)A	Joan Fontaine-Patric Knowles	99	June	b6/14/47
	Johnny Frenchman	Francoise Rosay-Patricia Roc	104		
602	Magnificent Doll (D)F	G. Rogers-D. Niven-B. Meredith	94	Nov.	b11/23/46
2795	Magnificent Obsession	Irene Dunne-Robert Taylor	101	May	Reissue
610	Michigan Kid *C (W)F	John Hall-Rita Johnson	69	Mar.	b2/15/47
1066	Notorious Gentleman, The (D)A	Rex Harrison-Lilli Palmer	106	Nov.	b2/16/46
617	Odd Man Out (D)A	James Mason-Robert Newton	116	June	b2/14/47
2796	One Hundred Men and a Girl	Deanna Durbin-L. Stokowski	84	May	Reissue
608	Song of Scheherazade *T (M)F	Y. DeCarlo-B. Donlevy-J. P. Aumont	106	Mar.	b2/1/47
	Slave Girl *T (C-R)A	Yvonne deCarlo-George Brent	80		b7/19/47
609	Smash-Up, The Story of a Woman (D)A	S. Hayward-L. Bowman-E. Albert	102	Mar.	b2/8/47
611	Stairway to Heaven *T (D)A	David Niven-R. Massey	103	Mar.	b11/16/46
606	Swell Guy (D)A	Sonny Tufts-Ann Blyth	86	Jan.	b12/14/46
604	Temptation (D)A	M. Oberon-G. Brent-C. Korvin	98	Dec.	b12/14/46
	This Happy Breed *T (D)A	Robert Newton-Celia Johnson	110		b4/19/47
614	Time Out of Mind (D)A	P. Calvert-R. Hutton-E. Raines	88	May	b3/22/47
2793	You Can't Cheat an Honest Man	W. C. Fields-Edgar Bergen	73	April	Reissue
618	Vigilantes Return *C	Jon Hall-Margaret Lindsay	67	July	a7/13/46
615	Web, The (M)	V. Prince-E. Raines	87	June	b5/24/47
2792	When the Daltons Rode	R. Scott-K. Francis-B. Donlevy	81	Mar.	Reissue
605	Wicked Lady, The (D)A	M. Lockwood-J. Mason-P. Roc	98	Jan.	b1/12/47

COMING

	A Double Life	Ronald Colman-Signo Hasse			
	A Lady Surrenders (D)A	Margaret Lockwood-Stewart Granger	113		b10/12/46
	Black Bart, Highwayman *T	Y. De Carlo-D. Duryea			
	Black Narcissus *T (D)F	D. Kerr-Sabu	100		b5/3/47
	Exile, The	D. Fairbanks, Jr.-M. Montez-P. Croset			a6/28/47
	I Know Where I'm Going (D)F	W. Hiller-R. Livesy-P. Brown	91		b1/5/46
	Lost Moment, The	S. Hayward-R. Cummings-J. Loring			
	Magic Bow, The (D-M)F	Stewart Granger-Phyllis Calvert	106		b9/28/46
	My Heart Goes Crazy *T (M)F	Sid Field-Greta Gynt	120		b9/7/46
	Naked City, The (D)	B. Fitzgerald-D. Hart			
	Oh Say Can You Sing	Sheila Ryan-Fred Brady			a5/25/46
	Pirates of Monterey *T	Maria Montez-Rod Cameron-P. Reed			a5/25/46
	Ride the Pink Horse	R. Montgomery-W. Hendrix			
	Secret Beyond the Door (D)	J. Bennett-M. Redgrave-A. Revere			a5/17/47
	Senator Was Indiscreet, The	W. Powell-E. Raines			
	Singapore (D)	F. MacMurray-A. Gardner-P. Dorn			a6/7/47

UNIVERSAL (Continued)

Prod. No.		COMING	Run Time Mins.	Rel. Date	See Issue of
622	Something in the Wind (M)A	D. Durbin-J. Dall-D. O'Connor	89		b7/26/47
	Tap Roots	Van Heflin-Susan Hayward			
	Wistful Widow of Wagon Gap (C)	B. Abbott-L. Costello-M. Main			a7/12/47
	Years Between, The	M. Redgrave-V. Hobson-F. Robson			

WARNER BROS.

		CURRENT 1946-'47			
613	Beast With Five Fingers, The (H)	Robert Alda-Andrea King	88	2/8/47	b12/21/46
622	Cheyenne (W-D)F	Dennis Morgan-Jane Wyman	100	6/14/47	b4/26/47
625	Cry Wolf (My)A	Errol Flynn-Barbara Stanwyck	83	7/6/47	b7/5/47
605	Deception (D)A	B. Davis-P. Henreid-C. Rains	112	10/26/46	b10/19/46
612	Humoresque (D)A	J. Crawford-J. Garfield-O. Levant	126	1/25/47	b12/23/46
608	Kings Row	A. Sheridan-R. Cummings-R. Reagan	127	12/7/46	Reissue
620	Love and Learn (C-M)A	J. Carson-R. Hutton-M. Vickers-J. Paige	83	5/3/47	b3/29/47
606	Never Say Goodbye (C)F	Errol Flynn-Eleanor Parker	96	11/9/46	b10/26/46
614	Nora Prentiss (D)A	A. Sheridan-K. Smith-R. Alda	113	2/22/47	b2/8/47
604	Nobody Lives Forever (D)A	J. Garfield-G. Fitzgerald	100	10/12/46	b9/28/46
624	Possessed (D)A	J. Crawford-Van Heflin-R. Massey	108	7/28/47	b5/31/47
615	Pursued	Teresa Wright-Robert Mitchum	101	3/2/47	
616	The Sea Hawk	Errol Flynn-Claude Rains	109	4/26/47	Reissue
619	The Sea Wolf	E. G. Robinson-I. Lupino-J. Garfield	87	4/25/47	Reissue
602	Shadow of a Woman (D)A	Andrea King-Helmut Dantine	78	9/14/46	b8/17/46
617	Stallion Road (D)A	R. Reagan-A. Smith-Z. Scott	97	4/12/47	b3/2/47
616	That Way With Women (C)F	S. Greenstreet-M. Vickers-D. Clark	85	3/29/47	b2/15/47
611	The Man I Love (D)A	Ida Lupino-Robert Alda	97	1/11/47	b12/28/46
610	The Time, the Place and the Girl *T (CM)F	D. Morgan-J. Carson-J. Wyman	108	12/28/46	b12/14/46
621	Two Mrs. Carrolls, The (D)A	H. Bogart-B. Stanwyck-A. Smith	99	5/24/47	b4/5/47
723	Unfaithful, The (D)A	A. Sheridan-Z. Scott-L. Ayers	110	7/5/47	b5/31/47
607	Verdict, The (D)A	S. Greenstreet-P. Lorre-J. Lorring	86	11/23/46	b11/9/46
609	Wild Bill Hickok Rides	C. Bennett-B. Cabot-W. William	72	12/7/46	Reissue
		COMING			
	Always Together	J. Reynolds-R. Hutton			
	Dark Passage (D)	H. Bogart-L. Bacall-B. Bennett			a5/17/47
	Deep Valley	Dane Clark-Ida Lupino-Wayne Morris			a4/5/47
	Escape Me Never	E. Flynn-I. Lupino-G. Young			a3/8/46
	Ever the Beginning	L. Palmer-S. Wanamaker-A. Tamiroff			
	Life With Father *T	I. Dunne-W. Powell-E. Taylor			a9/14/46
	Mary Hagen	S. Temple-R. Reagan-R. Calhoun			
	My Wild Irish Rose *T	D. Morgan-A. King-A. Dahl			
	Night Unto Night (D)	Ronald Reagan-Viveca Lindfors			a5/10/47
	Romance in High C *T	Jack Carson-Doris Day-Janis Paige			
	Silver River	E. Flynn-A. Sheridan-T. Mitchell			
	Treasure of the Sierra Madre	H. Bogart-W. Huston-T. Holt			
	Two Guys From Texas *T	J. Carson-D. Morgan-D. Malone			
	Unsuspected, The (D)	C. Rains-J. Caulfield-A. Totter			a6/14/47
	Voice of the Turtle, The (C-D)	R. Reagan-E. Parker-E. Arden			a7/5/47
	Wallflower (C-D)	Robert Hutton-Joyce Reynolds			a7/12/47
	Whiplash	D. Clark-A. Smith-S. Z. Sakall			
	Woman in White, The	A. Smith-E. Parker-S. Greenstreet			a4/26/47

BRITISH PRODUCT (U. S. Distribution Not Set)

	A Man About the House (D)A	Margaret Johnson-Dulcie Gray	97	Lon. Films	b6/28/47
	Beware of Pity (D)A	Lilli Palmer-Albert Lieven	105	Rank	b6/29/46
	Carnival (D)A	Sally Gray-Michael Wilding	93	Rank	b10/26/46
	Courtneys of Curzon St. (D-M)	Anna Neagle-Michael Wilding	120	London	b4/19/47
	Dancing With Crime (D)A	Richard Attenborough-Shelia Sim	82	Para.	b6/28/47
	Dear Murderer (D)A	E. Portman-G. Gynt-D. Price	94	Rank	b6/7/47
	Frieda (D)A	Mai Zetterling-David Farrar	98	Rank	b6/28/47
	Green Fingers (D)A	Robert Beaty-Carol Raye	85	ABPC	b10/26/46
	Hue and Cry (D)F	Alastair Sim-Valerie White	82	Rank	b2/22/47
	Hungry Hill (D)A	Margaret Lockwood-Dennis Price	109	Rank	b1/18/47
	Laughing Lady *T (M)F	Anne Zeigler-Webster Booth	90	ABPC	b10/26/46
	Loves of Joanna Godden, The (D)A	G. Withers-J. Macallum	85		b6/21/47
	The Man Within *T (D)A	Michael Redgrave-Jean Kent	85	Rank	b4/12/47
	Men of Two Worlds *T (D)A	Phyllis Calvert-Eric Portman	109	Rank	b7/27/46
	Nicholas Nickelby (D)F	Cedric Hardwicke-Sally Howes	105	Rank	b3/22/47
	Root of All Evil (D)A	Phyllis Calvert-Michael Rennie	110	Rank	b2/22/47
	School for Secrets (D)F	Ralph Richardson-Pamela Matthews	108	Rank	b11/16/46
	Take My Life (D)F	Hugh Williams-Greta Gynt	79	Rank	b5/17/47
	Temptation Harbour (D)A	Robert Newton-Simone Simon	110	ABPC	b3/29/47
	The Brothers (D)A	Patricia Roc-Will Fyffe-M. Reed	98	Rank	b5/24/47
	Upturned Glass, The (D)A	J. Mason-Rosamond John	86	Univ. Int.	b6/28/47
	While the Sun Shines (C)A	Barbara White-Ronald Howard	89	ABPC	b2/8/47
	White Cradle Inn (D)F	M. Carroll-I. Hunter-M. Rennie	83	London	b3/29/47

MISCELLANEOUS

	A Dairy for Timothy (Doc)F	Documentary	40	Eng. Films	b12/28/46
	Angel and Sinner (D)A	Micheline Preslie-Louis Salou	86	A.F.E.	b3/1/47
	A Yank in Rome (D)F	Valentina Cortese-Leo Dale	97	Film Rights	b3/22/47
	Barber of Seville (Opera)	F. Tagliavini-T. Gobbi	110	Excelsior	b4/19/47
	Before Him All Rome Trembled (D-M)A	Anna Magnani-Gina Sinimberghi	105	Superfilm	b3/1/47
	Bellman, The (D)A	Lucien Coedel-Fernand Ledoux	95	Mage	b4/5/47
	Carmen (D)A	Viviane Romance-Jean Marais	101	Superfilm	b12/7/46
	Citizen Saint (B)F	J. Prouty-L. MacMartin	65	Elliott	b5/3/47
	Clandestine (D)A	Constant Remy-Suzy Carrier	89	W. Hem.	b1/18/47
	Colonel Chabert (D)A	Raimu-M. Bell	93	Siritzky	b6/21/47
	Devil's Hand, The (D)A	Pierre Fresnay-Josseline Gael	80		b11/16/46
	Francis the First (C)A	Ferandel-Mona Goya	90	Vog Films	b1/25/47
	Girl and the Devil, The (D)A	Gunn Wallgren-Strig Jarrell	87	Scandia	b5/17/27
	Ivan the Terrible (D)A	N. Cherkassov-L. Tselikovskaya	96	Artkino	b3/15/47
	King's Jester, The (D-M)A	M. Simon-R. Brazzi	94	Superfilm	b6/21/47
	Laugh, Pagliacci (D-M)F	Alida Valli-Beniamino Gigli	82	Continental	b5/10/47
	Miracle of Monte Cassino (R-B)F	Fosco Giachetti-Nino Pavese	90	Simpex	b5/31/47
	On Parade	G. Davis-F. Blanchard-T. Harmon			
	Queen for a Night (O)A	Gurlie Lemon Bernhard-G. Bjoerling	89	Saga Films	b1/4/47
	Queen's Necklace, The (D)A	Viviane Romance-Marion Dorian	105	Siritzky	b5/10/47
	Roosevelt Story, The (Doc)F		80	Tola	b7/5/47
	St. Francis of Assisi (D)F	Jose Luis Jimenez-Alicia DePhillips	119	Simpex	b4/5/47
	School for Danger (Doc)F	Capt. H. Ree-J. Nearne	60	Eng. Films	b2/22/47
	Sepia Cinderella (C-M)A	B. Daniels-S. Guyse-Tondaleyo	58	Herald	b7/26/47
	Shop Girls of Paris (D)A	M. Simon-A. Prejean	90	Mage	b6/21/47
	Swing, Cowboy, Swing (W-M)F	C. Shrun-D. Weston-A. Lee	57	Westernair	b9/7/46
	They Made Me a Fugitive (D)A	Sally Gray-Trevor Howard		Alliance	b7/12/47
	Thunder in the Hills (D)A	J. Prucha-J. Kacer-V. Nasova	78	Gen. Film	b5/10/47
	Torment (D)A	Alf Kjellin-Mai Jetterling	95	Oxford	b4/19/47
	Two Anonymous Letters (D)A	**C. Calamai-A. Checchi**	**83**	**Film Rights**	**b5/3/47**
	Vow, The (D)A	**M. Gelovani**	**103**	**Artkino**	**b6/21/47**
	Welldigger's Daughter, The (C)A	**Raimu-Fernandel**	**122**	**Siritzky**	**b10/5/46**

ADVANCE DATA

(Continued from Preceding Page)

BLACK BART, HIGHWAYMAN (U - I) *Technicolor. Principals:* Yvonne De Carlo, Dan Duryea, Jeffrey Lynn. *Director,* George Sherman. *Plot:* This is the story of Black Bart, a highwayman who made life miserable for the Wells-Fargo Express and banking company interests in Northern California in the 1870s. He and his partner in larceny meet their death when they are trapped in a burning house and shot down by the sheriff's posse.

BLONDE SAVAGE (PRC) *Drama. Principals:* Leif Erickson, Gale Sherwood, Veda Ann Borg. *Director,* S. K. Seeley. *Plot:* Two aviators are hired by the rich owner of diamond mines to locate a native village from which warriors are harassing the mine workers. Engine trouble forces the fliers down in the village and they find the natives led by a white girl who is the daughter of a man whom the mine-owner killed years ago. With the help of authorities, the murderer is brought to justice.

NATIONAL REVIEWING COMMITTEES' CLASSIFICATIONS

CROSSFIRE (RKO)
MATURE—National Board of Review.
CLASS A—SEC. II—National Legion of Decency.
ADULT—General Federation of Women Clubs.

HUCKSTEERS, THE (MGM)
MATURE—National Board of Review.
CLASS A—SEC. II—National Legion of Decency.
MATURE FAMILY—General Federation of Women's Clubs.

SWING THE WESTERN WAY (Colo.)
FAMILY—National Board of Review.
CLASS A—SEC. I—National Legion of Decency.

The authorities quoted in this column are as follows:

GENERAL FEDERATION OF WOMEN'S CLUBS. The motion picture committee is headed by Mrs. Arretus F. Burt, chairman, of St. Louis. Two reviewing committees are maintained—Mrs. Mary Lilly, New York, Eastern Committee chairman; Mrs. John Sterns Thayer, Los Angeles, Western Committee chairman. Designations used: FAMILY—8 years and up; MATURE FAMILY—14 years and up; ADULTS—Senior High School Students and Adults; **—indicates picture is rated as "Exceptional."

NATIONAL BOARD OF REVIEW: Founded in 1909 "to represent the interest of the motion picture public." The reviewing committee consists of some 300 men and women of all ages, "representing a cross-section of public taste." Designations used: FAMILY—14 years of age and up (recommendations for age groups under 14 are by Schools M. P. Committee of the National Board); MATURE—18 years old up; *—indicates picture "especially worth seeing."

NATIONAL LEGION OF DECENCY: Committee of International Federation of Catholic Alumnae reviews pictures and publishes its classifications for guidance of members of the Legion—composed of those members of the Catholic Church who join the Legion. Designations used: Class A—Section I — Unobjectionable for General Patronage; Class A—Section II—Unobjectionable for Adults; Class B—Objectionable in Part; Class C—Condemned.

SHORT Booking GUIDE

Short subjects are listed by series under headings of companies distributing them. Numerals in parenthesis following series title indicate number of releases in that group announced for, or sold for, the season. Numerals at left of titles is production or release number. Films reviewed are indicated by reviewers' ratings following titles. Third column gives running time of the subject and final column refers to date on which review of the subject was published.

COLUMBIA 1946-'47

ALL-STAR COMEDIES (10)

8431	Society Mugs ..... Fair	16	..12/28/46
8432	So's Your Antenna..... Juvenile	17	..11/16/46
8433	Slapplly Married ..... Nonsense	16½	..12/ 7/46
8434	Moron Than Off..... Fair	18	.. 2/ 8/47
8435	Andy Plays Hookey.... Fair	18	.. 3/15/47
8436	Meet Mr. Mischief..... Good	17½	.. 5/10/47
8437	Scooper Dooper ..... Funny	18	.. 5/10/47
8438	The Good Bad Egg.....	17	.....
8439	Bride and Gloom.....	16	.....
8440	Two Jills and a Jack.....	18	.....

ASSORTED 2-REEL COMEDIES (6)

8421	Pardon My Terror.....	16½	.....
8422	Honeymoon Blues ..... Dull	17	..11/16/46
8423	Reno-vated	17	.....
8424	Hot Heir ..... Funny	18	.. 4/ 5/47
8425	Cupid Goes Nuts.....		.....
8426	Nervous Shakedown	15½	.....
8427	Training For Trouble.....	15½	.....

THREE STOOGES COMEDIES (10)

8401	G. I. Wanna Home.....	15½	.....
8402	Rhythm and Weep..... Fair	17½	..11/ 2/46
8403	Three Little Pirates.... Funny	18	..3/15/47
8404	Half-Wit's Holiday .... Funny	17½	.. 3/29/47
8405	Fright Night ..... Funny	17	.. 5/10/47
8406	Out West ..... Funny	17½	.. 5/10/47
8407	Hold That Lion.....	16½	.....

COLOR RHAPSODIES—Technicolor (10)

8501	Lose Lobo ..... Cute	6	..12/ 7/46
8502	Cockatoos for Two.....	6	.....
8503	Big House Blues.....	7	.....
8504	Mother Huba-Huba-Hubbard	6	.....
8505	Up'n Atom	6	.....

COLOR PHANTASIES (12)

8701	Fowl Brawl ..... Funny	6	.. 4/ 5/47
8702	The Uncultured Vulture.. Funny	5½	.. 5/10/47
8703	Wacky Quacky	6	.....
8704	Leave Us Chase It.....	6½	.....
8705	Tooth or Consequences.....	6½	.....

COMMUNITY SINGS (10)

8651	No. 1 (Leibert) The Gypsy	9½	.....
8652	No. 2 (Bakers) It's a Pity to Say Goodnight. Entertaining ..	10	..11/ 2/46
8653	No. 3 (Leibert) Surrender ..... Good	9½	..11/16/46
8654	No. 4 (Baker) Pretending	9½	.....
8655	No. 5 (Liebert) Rumors Are Flying ..... Singable	10	.. 3/15/47
8656	No. 6 (Baker) Ole Buttermilk Sky ..... Good	10	.. 5/10/47
8657	No. 7 (Leibert) The Coffee Song & Open the Door Richard ..... Good	9½	.. 5/10/47
8658	No. 8 (Baker) I'll Close My Eyes	10½	.....
8659	No. 9 (Leibert) For Sentimental Reasons	10½	.....
8660	No. 10 Managua, Nicaragua		.....

THRILLS OF MUSIC (8)

8951	Jerry Wald & Orch.....	10	.....
8952	Machito & Orch..... Good	10½	..11/16/46
8953	Les Elgart & Orch..... Fair	10	.. 1/25/47
8954	Ray McKinley & Orch.....	9½	.....
8955	Shorty Sherock & Orch... Good	8½	.. 5/ 3/47
8956	Buddy Morrow & Orch.....	9½	.....
8957	George Towne & Orch.....	10	.....
8958	Ray Anthony & Orch.....	10½	.....

SCREEN SNAPSHOTS (12)

8851	No. 1 (Radio Characters).....	10	.....
8852	No. 2 (Looking Down on Hollywood ..... Good	10	..11/16/46
8853	No. 3 (Rodeo) ..... Very Good	10	.. 2/ 8/47
8854	No. 4 (Skolsky Party).....	9½	.....
8855	No. 5 (Movie Columnists) ..... Interesting	9	.. 3/15/47
8856	No. 6 (Behind the Mike) ..... Fair	9	.. 3/29/47
8857	No. 7 (Holiday in Las Vegas)	10	.....
8858	No. 8 My Pal Ringeye (Smiley Burnette)	10	.....

SCREEN SNAPSHOTS (Series 26) 1 Reel

8859	Famous Hollywood Mothers	10	.....
8860	So This Is 'Ollywood.....	9	.....

SPORTS REELS (12)

8801	Army Football Champions. Excellent	11	..11/ 2/46
8802	Ten Pin Magic ..... Fair	10	..11/16/46
8803	Hi-Li ..... Interesting	9½	..12/28/46
8804	Best in Show (Dogs).....	9	.....
8805	Polo ..... Interesting	9	.. 5/10/47
8806	Cue Tricks	9	.....
8807	Tennis Wizards	9	.....

COLUMBIA (Continued)

8808	Goofy Golf	9	.....
8809	Grappling Groaners	9	.....
8810	Volley-Oop!	8	.....

SERIALS

8120	Son of the Guardsmen..... 15 Chaps.	26	.10/26/46
8140	Jack Armstrong ..... 15 Chap.	26-25..	3/ 1/47
8160	The Vigilante ..... Exploitable	20-25..	7/19/47

METRO-GOLDWYN-MAYER 1946-'47

MGM TECHNICOLOR CARTOONS (16)

W-831	Henpecked Hoboes		.....
W-834	Hound Hunters	7	.....
W-836	Red Hot Rangers.....	8	.. 5/31/47

TOM & JERRY (Technicolor) CARTOONS

W-832	Cat Fishin'	8	.....
W-833	Part Time Pal.....	8	.....
W-835	Cat Concerto ..... Excellent	7	.. 5/10/47

PETE SMITH SPECIALTIES (10)

S-851	Football Thrills of 1945.....	10	.....
S-852	Sure Cures ..... Excellent	10	..10/ 5/46
S-853	I Love My Husband But.....		.....
S-854	Playing By Ear.....		.....
S-855	Athletiquiz		.....
S-856	Diamond Demon ..... Amazing	10	.. 3/ 1/46
S-857	Early Sports Quiz.....	9	.....
S-858	I Love My Wife But.....	9	.....
S-859	Neighbor Pests		.....

TWO REEL SPECIALS (4)

A-801	Luckiest Guy in the World		.....

PASSING PARADE (6)

K-871	A Really Important Person		.....

TRAVELTALKS

T-811	Glimpses of California.....		.....
T-812	Calling on Costa Rica.....	10	.....
T-813	Around the World in California	9	.....5/17/47

MGM SPECIALS

A-802	Give Us The Earth.....		.....6/21/47

PARAMOUNT 1946-'47

NOVELTOONS—Technicolor (65)

P6-1	Spree for All ..... Good Start	7	..10/26/46
P6-2	The Stupidstitious Cat.... Funny	7	.. 5/10/47
P6-3	The Enchanted Square... Very Good	10	.. 5/10/47
P6-4	Madhattan Island		.....
P6-5	Much Ado About Mutton.....		.....
P6-6	The Wee Men.....		.....
P6-7	The Mild West.....		.....
P6-8	Naughty But Mice.....		.....

PACEMAKERS (6)

K6-1	Brooklyn I Love You.... Superb	10	..10/26/46
K6-2	Love in Tune..... Different	9½	..11/16/46
K6-3	Radio, Take It Away.... Swell Satire ...	11	.. 3/ 1/47
K6-4	Try and Catch Me.....	9	.....
K6-5	Brains Can Be Beautiful.....	10	.....
K6-6	Everybody Talks About It.....		.....

POPULAR SCIENCE—Magnacolor (6)

J6-1	No. 1 ..... Average	11	..11/16/46
J6-2	The Sponge Divers..... Fair	11	.. 1/25/46
J6-3	Air-Borne Pastures ..... Good	11	.. 2/ 8/47
J6-4	Marine Miracles ..... Fascinating ...	10	.. 5/ 3/47
J6-5	Moon Rockets	10	.....
J6-6	20th Century Vikings.....		.....

SPORTLIGHTS (10)

R6-1	Race Horses Are Born... Good	9	..10/26/46
R6-2	Dive-Hi Champs ..... Good	10	..11/16/46
R6-3	Queen of the Court..... Very Good	10	.. 1/25/46
R6-4	Like Father—Like Son... Interesting	10	.. 1/25/46
R6-5	Jumping Jacks ..... Excellent	9½	.. 3/15/47
R6-6	Selling the Sun..... Excellent	10	.. 2/ 8/47
R6-7	Under White Sails.....	9	.....
R6-8	Iced Lightning ..... Good	10	.. 5/10/47
R6-9	Making the Varsity..... Interesting	10	.. 7/26/47
R6-10	Diamond Gals		.....
R7-1	Riding the Waves.....		.....
R7-2	Running the Hounds.....		.....

UNUSUAL OCCUPATIONS—Magnacolor (6)

L6-1	No. 1 ..... Average	10	..11/16/46
L6-2	Swedish Glass Makers.... Interesting	10	.. 2/ 5/47
L6-3	G.I. Hobbies	11	.....
L6-4	Stunt Girl ..... Good	11	.. 7/19/47
L6-5	Artic Artisan		.....

SPEAKING OF ANIMALS (6)

Y6-1	Stork Crazy ..... Very Good	10	.. 1/25/47
Y6-2	Pooch Parade ..... Good	10	.. 1/25/47

PARAMOUNT (Continued)

Y6-3	Country Life	9	.....
Y6-4	They're Not So Dumb.....	8	.....
Y6-5	In Love ..... Very Funny	10	.. 7/26/47
Y6-6	As Our Friends.....		.....

MUSICAL PARADES (6)

FF6-1	Sweet and Low.....	18	.....
FF6-2	Champaigne for Two.....	20	.....
FF6-3	Smooth Sailing		.....
FF6-4	Paris in the Spring.....		.....

GEORGE PAL PUPPETOONS—Technicolor (6)

U6-1	Wilbur the Lion..... Excellent	10	.. 5/ 3/47
U6-2	Tubby the Tuba.....	10	.....

POPEYE (6)

E6-1	Abusement Park	7	.....
E6-2	I'll Be Ski-ing Ya.....	8	.....
E6-3	Popeye and the Pirates.....		.....
E6-4	Royal Four Flusher.....		.....

TWO REEL SPECIAL

87	Two Decades of History.....	22½	.....

LITTLE LULU

D6-1	Loose in the Caboose..... Funny	8	.. 5/10/47
D6-2	Cad and Caddie.....		.....
D6-3	A Bout With a Trout.....		.....

RKO RADIO 1946-'47

EDGAR KENNEDY (6)

73401	I'll Build It Myself..... Hilarious	15	..10/26/46
73402	Do Or Diet..... Good	18	.. 3/15/47
73403	Social Terrers	18	.....
73404	Heading for Trouble.....	18	.....

FLICKER FLASHBACKS (8)

74201	No. 1 ..... Excellent	8	..10/26/46
74202	No. 2 ..... Good	9	..11/16/46
74203	No. 3	8	.....
74204	No. 4	10	.....
74205	No. 5 ..... Good	8	.. 5/10/47
74206	No. 6	9	.....
74207	No. 7	9	.....

RAY WHITLEY MUSICALS (4)

73501	Bar Buckaroo	16	.....
73502	Cupid Rides the Range.....	18	.....
73503	Bandits and Ballads.....	17	.....
73504	A Buckaroo Broadcast.....	18	.....

SPORTSCOPES (13)

74301	Skating Lady ..... Smooth	8	..10/26/46
74302	Hail Notre Dame.....	8	.....
74303	Bowling Fever ..... Fair	8	..12/28/46
74304	Kentucky Basketeers .... Excellent	8	.. 1/25/46
74305	College Climbers	8	.....
74306	Ski Champion ..... Excellent	8	.. 3/15/47
74307	Ice Skippers	8	.....
74308	Wild Turkey	8	.....
74309	Racing Sleuth	8	.....
74310	Summer Tale	8	.....
74311	Ski Belles	8	.....

THIS IS AMERICA (13)

73101	Beauty for Sale..... Interesting	17	..12/ 7/46
73102	Germany Today ..... Informative ...	16	.. 1/25/46
73103	A Nation Is Born.....	20	.....
73104	Campus Boom ..... Timely	16	.. 3/15/47
73105	San Francisco—Pacific Gateway ..... Excellent	18	.. 3/22/47
73106	Forgotten Island	18	.....
73107	Big Party	17	.....
73108	I Am An Alcoholic.....	18	.....
73109	Passport to Nowhere..... Stirring	19	.. 7/12/47

MUSICAL FEATURETTES (4)

73201	Melody Time ..... Very Good	18	.. 1/25/47
73202	Follow That Music.....	18	.....
73203	Let's Make Rhythm.....	20	.....

SPECIAL

73901	Football Highlights of 1946	26	.....

LEON ERROL

73701	Borrowed Blonde ..... Fair	15	.. 3/29/47
73702	Wife Tames Wolf..... Fair	17	.. 5/10/47
73703	In Room 303.....	17	.....
73704	Hired Husband	19	.....

WALT DISNEY

64116	Rescue Dog ..... Hilarious	7	.. 5/10/47
64117	Straight Shooters	6	.....
64118	Sleepy Time Donald.....	7	.....
74101	Figaro and Frankie.....	7	.....
74102	Clown of the Jungle.....	6	.....
74103	Donald's Dilemma ..... Very Funny	7	.. 7/19/47

20th CENTURY-FOX 1946-'47

MOVIETONE ADVENTURES (12)

7201	Fantasy of Siam ..... Excellent	8	.. 2/ 8/47
7202	Royalty of the Range.... Interesting	9	.. 3/29/47
7203	Harvest of the Sea..... Interesting	9	.. 3/29/47
	(Color)		
7251	Sons of Courage.....	8	.....
7252	Jamaica ..... Excellent	8	..10/26/46

20th CENTURY-FOX (Continued)

7253	Historic Capetown ..... Excellent	8	..	9/21/46
7254	Girls and Gags.....	8	.....	
7255	The Cape of Good Hope.. Interesting	8	..	5/10/47
7256	Zululand ..... Interesting	8	..	3/29/47
7257	Gardens of the Sea.....			
7258	Romance of the Fjords.....			
7259	Sweden			

SPORTS REVIEWS—Technicolor (6)

7301	Football Fanfare .....Good	8	..	3/14/46
7302	Style of the Stars.....Good	10	..	3/29/47
7303	Tanbark Champion			
	(Technicolor)			
7351	Winter Holiday .....Good	8	..	9/21/46
7352	Summer Trails .....Beautiful	8	..	1/25/46
7353	Playtime's Journey	8	.....	

TERRYTOONS—Technicolor (20)

7501	Winning the West.....Good	7	..	9/14/46
7502	The Tortoise Wins Again.Good	7	..	8/17/46
7503	The Eltctronic Mouse Trap .....Very Good	7	..	2/ 8/47
7504	The Jail Break.....Fine	7	..	10/ 5/46
7505	The Snow Man.....	7	.....	
7506	The Housing Problem....Funny	7	..	9/21/46
7507	The Crockpot King.....Wonderful	7	..	1/25/46
7508	The Uninvited Pests.....	7	.....	
7509	Mighty Mouse and the Hep Cat .....Very Good	7	..	1/25/47
7510	Beanstalk Jack	7	.....	
7511	Crying Wolf	7	.....	
7512	McDougal's Rest Farm..Very Funny ...	7	..	3/28/47
7513	Dead End Cats.....	7	.....	
7514	Happy Go Lucky.....	7	.....	
7515	Mexican Baseball	7	.....	
7516	Aladdin's Lamp	7	.....	
7517	Cat Trouble	7	.....	
7518	Sky Is Falling.....	7	.....	
7519	The Intruder	7	.....	
7520	Mighty Mouse Meets Deadeye Dick	7	.....	

MARCH OF TIME (13)

1	Is Everybody Happy	18	.....	
2	World Food Problem....Excellent	17	..	10/ 5/44
3	The Soviets' Neighbor...Revealing	18	..	11/ 2/48
4	The American Cop.....Good	18	..	12/8/46
5	Nobody's Children .....Excellent	17	..	12/28/46
6	Germany—Handle With Care .....Excellent	19	..	2/ 8/47
7	Fashion Means Business.Excelent	17½	..	3/ 1/47
8	The Teachers' Crisis			
9	Storm Over Britain.....			
10	The Russians Nobody Knows			
11	Your Doctors—1947	19	.....	
12	New Trains for Old?....Good	18½	..	7/12/47

DRIBBLE PUSS PARADE

7901	Monkey-Tone News ....Amusing	9	..	2/ 8/47
7951	Fisherman's Nightmare .Entertaining ..	8	..	3/15/47

UNITED ARTISTS 1946-'47

DAFFY DITTIES

	Choo Choo Amigo.....Excellent	8	..	8/ 7/46
	The Lady Said No.....	8	.....	
	Pepito's Serenade	7½	.....	

MUSICOLORS (7)

	Toccata and Fugue.....Intriguing	10	..	10/28/46

WORLD TODAY

	Wonder Eye .....Interesting	10	..	7/12/47

UNIVERSAL 1946-'47

NAME BAND MUSICALS (13)

2301	Frontier Frolic .....Good	15	..	12/28/46
2302	Champaigne Music .....Good	15	..	1/25/47
2303	Tumbleweed Tempos ....Very Good	15	..	12/28/47
2304	Moonlight Melodies .....Excellent	15	..	12/28/46
2305	Tex Beneke & the Glenn Miller Orch.	15	.....	
2306	Melody Maestro	15	.....	
2307	Tommy Tucker Orch.....	15	.....	
2308	Charlie Barnet Orch.....	15	.....	
2309	Charlie Spivac Orch.....	15	..	7/26/47
2310	Jitterumba	15	.....	
2311	Record Party		.....	7/2/47

SING AND BE HAPPY (8)

2381	A Bit of Blarney.....Good	11	..	10/12/46
2382	The Singing Barbers.....	10	.....	
2383	Let's Sing a College Song.....	10	.....	
2384	Let's Sing a Western Song.....	10	.....	

TECHNICOLOR CARTUNES (13)

2321	Fair Weather Fiends....Funny	7	..	12/28/46
2322	The Wacky Weed..... Good	7	..	12/28/46
2323	Musical Moments	7	.....	
2324	Smoked Hams .....Good	7	..	5/10/47
2325	Coo-Coo Bird	7	.....	
2326	Overture to William Tell.....	7	.....	
2327	Well Oiled			

THE ANSWER MAN (8)

2391	No. 1 .....Interesting	10	..	10/26/46
2392	Nature's Atom Bomb....Interesting	10	..	12/28/46
2393	The Jungle Gangster.....Good	9	..	5/10/47
2394	Red Fury .....Interesting	8	..	5/10/47
2395	Storm Warning			

UNIVERSAL (Continued)

VARIETY VIEWS (8)

2341	Bear Facts	9	.....	
2342	Pelican Pranks			
2343	Wild West Chimp..... Funny	9	..	5/10/47
2344	Rhumba Holiday .....Good	9	..	5/10/47
2345	Patio Museum		.....	6/23/47
2346	Bronco Babes		.....	6/23/47

JUVENILE JURY SERIES (8)

2361	Juvenile Jury No. 1.....	10	.....	
2362	Juvenile Jury No. 2.....Poor	10	..	5/10/47
2363	Juvenile Jury No. 3.....		.....	5/26/47
2364	Juvenile Jury No. 4.....		.....	6/2/47

SERIALS (1)

Mysterious Mr. M.....

VITAPHONE-WARNER BROS. 1946-'47

BLUE RIBBON CARTOONS—Technicolor (18)

3301	Fox Pop	7	.....	
3302	Wacky Worm	7	.....	
3303	You're an Education.....	7	.....	
3304	Have You Got Any Castles	7	.....	
3305	Pigs is Pigs.....	7	.....	
3306	Cat's Tale	7	.....	
3307	Goofy Groceries	7	.....	
3308	Doggone Modern	7	.....	
3309	Sneezing Weasel	7	.....	
3310	Rhapsody in Rivets.....	7	.....	

FEATURETTES (6)

3102	Minstrel Days	20	.....	
3103	Alice in Movieland.....	20	.....	
3104	Dog in the Orchard.....	20	.....	
3105	Keystone Hotel	18	.....	
3106	Remember When	20	.....	

MELODY MASTERS (6)

3601	Desi Arnaz & Orch.....	18	.....	
3602	Melody of Youth.....Very Good	10	..	3/ 1/47
3603	Big Time Review.....Fair	10	..	3/29/47
3604	Stan Kenton & Orch.....Fair	10	..	4/ 5/47
3605	Vaudeville Revue	10	.....	
3606	Zero Girl	10	.....	

MERRIE MELODIES—Technicolor (20)

2701	Kitty Kornered .....All Right	7	..	7/28/46
2702	Hollywood Daffy .....Very Good	7	..	8/ 3/46
2703	Eager Beaver .....Very Good	7	..	8/14/46
2704	Great Piggy Bank Robbery .....Good	7	..	9/14/46
2705	Bacall to Arms.....Novel	7	..	9/14/46
2706	Of Thee I Sting.....Very Good	7	..	9/ 7/46
2707	Walky Talky Hawky....Excellent	7	..	9/ 7/46
2708	Fair and Wormer.....Fast	7	..	10/12/46
2709	Mousemerized Cat .....Fair	7	..	11/18/46
2710	Mouse Menace .....Good	7	..	12/28/46
2711	Roughly Squeaking	7	.....	
2712	One Meat Brawl.....Funny	7	..	5/ 3/47
2713	Goofy Gophers ..... Very Funny ...	7	..	5/10/47
2714	Gay Anties ..... Good	7	..	5/10/47
2715	Scent-imental Over You.....	7	.....	
2716	Birth of a Notion.....	7	.....	
2717	Tweetie Pie	7	.....	
2719	Hobo Bobo	7	.....	
2720	Along Came Daffy.....	7	.....	
3701	Inki at the Circus.....	7	.....	
3702	Growing Pains	7	.....	
3703	Pest in the House.....	7	.....	
3704	Foxy Duckling	7	.....	

BUGS BUNNY SPECIALS—Technicolor

2718	Rabbit Transit	7	.....	
2721	Hair Raising Hare.....	7	.....	
2722	Acrobatty Bunny	7	.....	
2723	Rackateer Rabbit	7	.....	
2724	Big Snooze	7	.....	
2725	Rhapsody Rabbit	7	.....	
2726	Hare Grows in Manhattan.....	7	.....	
3719	Easter Yeggs	7	.....	

SPORTS PARADE—Technicolor (13)

3501	King of the Everglades.....	10	.....	
3502	Lazy Hunter .....Good	10	..	11/16/46
3503	Battle of Champs.....Excellent	10	..	5/ 3/47
3504	American Sports Album..Interesting	10	..	4/ 5/47
3505	Let's Go Swimming.....Good	10	..	3/ 1/47
3606	Arrow Magic	10	.....	
3607	Harness Racing	10	.....	
3508	Flying Sportsman In Jamaica	10	.....	
3509	A Day at Hollywood Park.....	10	.....	
3510	Tennis Town	10	.....	
3511	Sportsman's Playground	10	.....	
3512	Carnival of Sports.....	10	.....	

TECHNICOLOR ADVENTURES (6)

3801	Star Spangled City.....Excellent	10	..	11/16/46
3802	Rubber River .....Fair	10	..	12/28/46
3803	Kingdom of the Wild.....	10	.....	
3804	Circus Horse	10	.....	
3505	Glamour Town	10	.....	
3806	Branding Irons	10	.....	

TECHNICOLOR SPECIALS (8)

3001	Cinderella's Feller	20	.....	
3002	The Last Bomb.....Tremendous ...	20	..	9/21/46
3003	A Boy and His Dog.....	20	.....	
3004	Saddle Up	16	.....	
3005	Song of a Nation.....	20	.....	
3006	Hollywood Wonderland	20	.....	
3007	Romance and Dance.....	20	.....	

VITAPHONE VARIETIES (6)

3401	So You Want to Keep Your Hair .....Fair	10	..	12/28/46
3402	So You Want to Play the Horses .....Funny	10	..	11/ 2/48
3403	So You Think You're a Nervous Wreck .....Fair	10	..	3/29/47
3404	So You're Going to be a Father	10	.....	
3405	So You Want to Be in Pictures	10	.....	
3406	So You're Going on Vacation	10	.....	

Shorts Reviews

Whistle in the Night *(Entertaining)*

RKO (73,110) This Is America 18 mins.

"Whistle in the Night" is an entertaining and informative pictorial essay on the railroads of America in the post-war era. It depicts the methods by which freight trains are made up, carried to a central area, how they are broken up and reassembled for final distribution to destination. Other interesting data compiled in the short explain what the railroads are attempting to do in the matter of new services to passengers, with new, ultra modern equipment. A model streamliner, full size, shows passengers enjoying all of the comforts of home as they are sped across country. Robert R. Young, dynamic railroad magnate, who recently called for the abolition of "rolling tenements" and for the installation of modern conveniences in passenger accommodations, is shown in a short sequence with models of some of the equipment he advocates.

Divorce—U.S.A. *(Timely)*

Telenews 14 mins.

Based on a Newsweek magazine report of the divorce problem in the United States, this subject seeks to show how the number of divorces has risen sharply as an aftermath of World War II. It does not seek to solve the problem but to place the facts before the American public in the hope that steps will be taken for correction. The producers are emphatic in pointing out that real situations, not those enacted by actors or actresses are presented. Thus a real "professional correspondent" is seen in a New York sequence, while another shows actual proceedings in Los Angeles Superior Court. There would be much to recommend the actual court scenes if the quality of sound were good, but under the circumstances the engineers have not successfully recorded the voices, with the result that much of the dialog is lost. Since what is being said is more important than what is being seen, it might have been better had the scene been reenacted, with proper recording conditions making the proceedings more understandable and thus more effective. Nevertheless, the film is definitely one that provides food for thought.

Birth of a Notion *(Amusing)*

W.B. (2716) Technicolor Cartoon 7 mins.

Daffy Duck can't see any reason for flying south for the winter if he can find a place to keep warm. So he decides to move into a house nearby. When he finds it is inhabited by a crazy scientist resembling Peter Lorre who needs a duck in one of his experiments, Daffy decides to join his friends for a quick trip southward.

Wacky Quacky *(Good)*

Col. (8703) Color Phantasy 6 mins.

This is the story of the hunter and the Duck, in which the Duck turns tables on the hunter, swipes his gun and chases him all over the landscape, with imaginative twists interpolated by the scripter and effectively carried out by the animators. Good color short.

Straight Shooters *(Funny)*

RKO (64,117) Disney-Donald Duck 6 mins.

Donald is the proprietor of a Technicolored shooting gallery and the three nephews are good enough shots to threaten Donald's entire stock of prizes. He tries to outwit them but they turn the tables on phenagling Donald.

100 DAY-AND-DATES FOR 'BIG RED!

To: Bryan Foy
Vice President in Charge of Production
Eagle-Lion Studios
Hollywood, Calif.

DEAR BRYAN: CONGRATULATIONS. YOUR "RED STALLION," WHICH I HAVE JUST SEEN, IS A GREAT AUDIENCE PICTURE. FOR SHEER EXCITEMENT I HAVE SELDOM SEEN ANYTHING TO MATCH THE FIGHT BETWEEN THE BEAR AND THE STALLION. AGAIN MY CONGRATULATIONS FOR A TOP JOB OF PICTURE MAKING.

Bob O'Donnell,
Interstate Theatre Circuit

"RED STALLION" IS ONE OF THE MOST EXCITING PICTURES I HAVE EVER SEEN. THE FIGHT BETWEEN THE BEAR AND THE HORSE TOPS ANYTHING IN ANY OUTDOOR PICTURE FOR THRILLS.

James Coston, Zone Manager for
Warner Bros. in the Mid-West

AFTER SCREENING "RED STALLION" LAST NIGHT, I FEEL I OUGHT TO WRITE AND CONGRATULATE YOU ON WHAT I THINK WILL BE ONE OF THE TOP GROSSING PICTURES FOR THE COMING SEASON.

THE BEAR-HORSE FIGHT IS *TERRIFIC!* DOUBLE CONGRATS ON THAT!

Ralph D. Goldberg,
R. D. Goldberg Theatres Corp.

The Greatest Action Thrill of Our Time... in COLOR... its way to you, riding the cre of sensational Day-and-Dat circuit bookings!



***NOW!* TOP CIRCUIT BOOKINGS IN THESE KEYS!** Los Angeles (4 theatres), San Francisco, Seattle, Portland, Chicago, Memphis, New Orleans, Milwaukee, Oklahoma City, Dallas, Ft. Worth, San Antonio, El Paso, Galveston, Houston—and scores more, large and small!

"RED STALLION"

An Eagle-Lion Films Production
FILMED IN
GLORIOUS CINECOLOR

Directed by Lesley Selander · Produced by Ben Stoloff
BRYAN FOY, in charge of production

"EAGLE-LION'S BEST!"
Say Trade Reviewers

"Exhibs should gallop home on 'Stallion' with more than spurs a-jingling!"—Variety . . . "Has 'Can't potentialities, impressive in Cinecolor!"—Film Daily . . . "Should pack them in!"—Boxoffice . . . "Highly ex able box office entry!"—Exhibitor . . . "Thoroughly pleasing!"—Motion Picture Daily . . . "Exploits angles spell box office!"—Independent . . . "Packed with action, romance, heart interest, suspense . . . above-ave grosses!"—Film Bulletin . . . "Will line them up at the box-office window!"—Daily Variety.

SHOWMEN'S TRADE REVIEW

THE SERVICE PAPER OF THE MOTION PICTURE INDUSTRY

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AUGUST 9, 1947

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CHARLES E. 'CHICK' LEWIS
Editor and Publisher



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75% Foreign Film Freeze is British Plan (Page 9

Box-Office Needs Pre-Selling, Say Showmen (Page 9

The Hollywood Reporter

Friday, July 18, 1947

TRADE VIEWS by W. R. WILKERSON

• GOOD PICTURES are the lifeblood of this industry, important not only to the companies that make them, but to every man and woman who draws a studio paycheck.

With the majority of companies launching their new product season in August, the quality of the new pictures is of greater significance to the industry than perhaps at any other time in its history. For this reason, we couldn't help being impressed by the enthusiasm we encountered in visiting the MGM lot for the first time in months. There was an unmistakable tingle that seemed to radiate from Louis B. Mayer's front office all the way back to Lot Three.

For one reason, "The Hucksters," starring Clark Gable, No. 1 release on "MGM's Biggest Hit Parade," is set for a record-breaking world-wide "premiere" in 1000 important theatres. This picture, in the majority of spots, follows "Fiesta," which has been piling up hefty grosses.

Everyone on the lot tells you about "Green Dolphin Street," starring Lana Turner, Van Heflin, Donna Reed and Richard Hart. You hear on every side the glories of "Song of Love," starring Katharine Hepburn, Paul Henreid and Robert Walker.

"The Romance of Rosy Ridge," starring Van Johnson has enjoyed preview raves, and Red Skelton's "Merton of the Movies" is hailed as a comedy sleeper; Bill Powell and Myrna Loy in "Song of the Thin Man" are credited with another laugh hit. Greer Garson, Robert Mitchum and Richard Hart in "Desire Me," had just been sneak previewed and those who saw it were offering such comparisons as "Mrs Parkington" and "Mrs. Miniver."

Spencer Tracy, Lana Turner and Zachary Scott in "Cass Timberlane"; Walter Pidgeon, Deborah Kerr and Angela Lansbury in "If Winter Comes"; Frank Sinatra and Kathryn Grayson in "The Kissing Bandit"; Judy Garland and Gene Kelly in "The Pirate"; Robert Taylor in "The High Wall"; June Allyson and Peter Lawford in "Good News"; "Summer Holiday," starring Mickey Rooney; "This Time For Keeps," starring Esther Williams; "Virtuous," with Van Johnson and June Allyson; "Birds and Bees," with Jeanette MacDonald, Jose Iturbi and Jane Powell, are just a few more recently and almost finished productions the MGM gang is raving about.

With twenty of the new season's pictures completed, with seven others before the cameras, and nine additional important productions scheduled to start within the next eight weeks, it looks like MGM has hit its full stride.

M-G-M does it all summer long!

"Hucksters" tremendous everywhere

Two of Road-show size!

Van's best yet!

Two swell comedies

Greer's greatest

Sure it's "M-G-M's Biggest Hit Parade" One after another


M·G·M
TOPS!
"Here's what it says
in a nutshell"



"The Bachelo
beats the re
opening wee
St. Mary's" a
Radio City M

RKO PRESENTS

CARY GRANT · MYRNA LOY

The Bachelor and the B

with RUDY VALLEE · RAY COLLINS · HAR

A DORE SCHARY PRODUCTION · Directed by IRVING R

RKO RADIO PICTURES

and the Bobby-Soxer"

ord-breaking

ks of "The Bells of

nd "Notorious" at

usic Hall!



Hollywood ON TOUR

By HEDDA HOPPER

Cedar City, Utah, July 28.—Ever since I started writing a column, I've been giving you news about Hollywood. When I left on this trek, I promised to let the people tell me what they thought of Hollywood and its pictures. So I introduced myself to John Rowberry, the motion picture exhibitor here. He said: **TWENTIETH CENTURY-FOX PICTURES BRING HIM THE BIGGEST RETURNS AT THE BOXOFFICE!**

NATURALLY!

.... and WHAT returns Mr. Rowberry and every exhibitor will get WHEN HE PLAYS.....

KISS OF DEATH
VICTOR MATURE
BRIAN DONLEVY • COLEEN GRAY

MOTHER WORE TIGHTS
TECHNICOLOR
BETTY GRABLE • DAN DAILEY

THE FOXES OF HARROW
REX HARRISON • MAUREEN O'HARA

NIGHTMARE ALLEY
TYRONE POWER • JOAN BLONDELL
COLEEN GRAY • HELEN WALKER

DAISY KENYON
JOAN CRAWFORD
DANA ANDREWS • HENRY FONDA

THE SNAKE PIT
OLIVIA DeHAVILLAND
MARK. STEVENS

FOREVER AMBER
TECHNICOLOR
LINDA DARNELL • CORNEL WILDE
RICHARD GREENE • GEORGE SANDERS

GENTLEMAN'S AGREEMENT
GREGORY PECK • DOROTHY McGUIRE
JOHN GARFIELD

CAPTAIN FROM CASTILE
TECHNICOLOR
TYRONE POWER
JEAN PETERS • CESAR ROMERO

...from 20th Century-Fox

THE EDITORIAL PAGE

Restore Confidence

Confidence in the industry's product, its leadership, yes, and even in the very companies they are working for, has dropped to its lowest level in over twenty-five years.

This has been brought about unnecessarily and entirely by reason of the severe economy measures several of the leading companies invoked long before box-office receipts showed any signs of falling off. The excuse was "looking ahead"; anticipating what they thought was going to happen before it happened.

It is commendable for any company's executives to trim ship before the storm hits. But to do so simply on the theory that it "probably will happen," was both wrong judgment and poor leadership.

The exhibition branch of this industry supplies the money that pays for all the freight from beginning to end in the making, marketing and selling of pictures. That branch of the industry is, therefore, vitally important to the industry as a whole and nothing must ever be permitted to weaken its confidence and faith in our great industry.

At this writing, however, a majority in the exhibition branch is jumpy, nervous and worried. And for good reason. Theatremen have always had unbounded faith in the great companies and executives who have directed the destinies of key units in the industry. Whether they agreed with some of the things those companies and executives did, is beside the point. They always felt those companies were sold one hundred per cent on the continuing progress and success for that industry.

Came the economy campaigns and theatremen saw the important field exploitation forces severely reduced; the "great" pictures they hoped for were not being advertised in the trade press; petty savings were being invoked as "economies" around many of the exchanges.

All in all, it added up to something closely resembling panic among the "gods" who formerly could do no wrong. They seemed to be losing faith and confidence not only in their own pictures but in the present or future of their industry. And before long that feeling began to spread.

The time to do an about face is already long overdue. Those same executives who started crying wolf had better change their tune and start to rebuild the confidence that helped make this industry what it is today . . . or was B.E. (Before Economy).

Companies with good product coming along will have to prove their own faith and confidence in that good product if they want theatremen to listen to high rentals and high percentages. And the only way we know of that they can accomplish this, is by way of re-engaging those field exploitation men and shouting their wares through their trade press advertising, the direct contact between production-distribution and the exhibitors.

The farce has been played out. The little savings achieved have, undoubtedly, cost the distributors a fortune in revenue. The sooner they get started back on the road that led to previous success, the sooner the industry, as a whole, will again be functioning as it should and the box-offices taking in the money that good pictures should bring.

It is not too late, thank goodness, to again convince the theatremen, independent and circuit alike, that this is a great industry and we have some mighty fine pictures for them to sell and exhibit in their communities.

It is not a one-man or one-company job. It is a task that every man and every company should tackle quickly and aggressively.

It is the only way to restore that lost confidence and faith. It will pay off handsomely.

▲ ▲ ▲

Trade Notes

The most sensible course—from any and every direction—has been taken by the United Artists Board of Directors in naming Grad Sears to the presidency of the company.

That appointment at once put back into balance the organizational spirit which must have teetered no little under the impact of various rumors, reports and guesses as to the person, or persons, who would take over the running of U.A.

Able, affable, a personality as well as a stand-out motion picture sales executive, Sears is a presidential choice the U.A. owners were mighty wise to make.

* * *

The industry will watch with very keen interest national application of the sales plan which 20th-Fox will inaugurate next Monday after experiment in the New Haven territory of a selling deal aimed to bring relief to the sub-subsequent runs and the "problem" situations. Sales Head Andy Smith and his company have every good wish for great success with an idea that has won widespread approval as a sincere effort to help the smaller independent theatre owners.

—CHICK LEWIS

WHAT'S NEWS
In the Film Industry This Week

EXHIBITION — Dissatisfaction over the prospect of a cut in national advertising to presell pictures was voiced from various sections of the nation this week by exhibitors. Consensus is that cuts in preselling will result in drops at the box-office. (P. 9.)

In Ohio, Fostoria, Bucyrus, Findlay, Tiffin, Van Wert, Fremont, Mansfield and Shelby were talking a city admission tax, planning to make it uniform so one town would not grab away the neighboring town's business. In Harrisburg, Penn., showmen, wiser from a 1945 experience when their efforts to have Sunday movies put on a referendum ballot failed, due to technicalities, have now hired lawyers to help them. In addition they're going after a petition which will contain the names of none but registered voters.

From St. Louis came word that the Ambassador and St. Louis Theatres' leases have been renewed by Fanchon and Marco through Dec. 3, 1947, and that the operating agreement with St. Louis Amusement to run them has also been extended.

In Minneapolis North Central Allied again authorized use of advertising in Washington newspapers to ask for a congressional inquiry into films but left action up to President Benny Berger. In St. Louis the Motion Picture Theatre Owners of St. Louis, Eastern Missouri, and Southern Illinois will meet Aug. 18 to discuss the merger move with American Theatres and MPTOA.

* * *

GENERAL—Great Britain moved this week to freeze 75 per cent of all foreign film rentals, allowing the distributor to take out a possible 25 per cent under the Attlee plan to shore the country's economy. While the full meaning of the Attlee plan as far as films are concerned was a bit confused, it became apparent early that such a freezing would hurt minor foreign companies doing business in England severely. It would also hurt British exhibitors should American product stop going into the country, a prospect not considered very likely since Britain's production industry can't supply present needs.

Meanwhile Universal - International announced that the British policy would necessitate closer understanding on the part of U. S. exhibitors and revamped sales policies, possibly including blanket releases in key cities and reduced clearances to get quicker playing time.

In Hollywood representatives of all producers—majors and minors—denied to the House Subcommittee on Education and Labor that there was any conspiracy between motion pictures and the American Federation of Musicians to block television. One witness told the committee that AFL President James C. Petrillo had threatened the industry with a strike unless it agreed not to use its soundtracks or pictures in which musicians were shown, over television.

RKO attorneys in Chicago this week moved to dismiss the percentage fraud suit against the Anderson circuit as the result of an out-of-court settlement.

In Ohio police were on record as "cracking down" on pictures which "degrade police officers" but apparently had no crackdown plans.

The Screen Extras Guild negotiated an agreement with the Association of Motion Picture Producers to extend its present contract to July 31, 1948. The contract was to expire Dec. 31, 1947 but the move was to protect security clauses as a result of the Taft-Hartley law. Similar extensions are being negotiated with other producers outside the AMPP.

* * *

DISTRIBUTION — Twentieth Century-Fox's rental plan for low-grossing houses will go into national effect Aug. 11, General Sales Manager Andrew Smith announced. Meanwhile a plan for percentage pictures was submitted to all distributors by the Pacific Coast Conference of Independent Theatre Owners.

MGM announced that "Green Dolphin Street" would be distributed as a special and listed five films for release during September and October.

United Artists will get three pictures every two months throughout the remainder of 1947, Production Vice-President George Bagnall told the directors, who also concluded a distribution deal in South America for five pictures to be produced in Argentina. UA will have an option on world distribution. Earlier, President Gradwell Sears explained that UA was getting up a fund to finance production in order to get a continuous flow of top product.

RKO Short Subject Sales Manager Harry Michalson was nominated for the presidency of RKO-Pathe, the company's short subject department, to replace Fred Ullman, who resigned to enter feature production.

Warner Bros. Vice - President Samuel Schneider is off to Europe on a trip of inspection. Universal-International has concluded a release deal with Burt Lancaster for "Kiss the Blood Off My Hands." In the home offices, Jerry Pickman of Eagle-Lion has given up his post of publicity manager to devote full time as assistant director of advertising, publicity, and exploitation, with Leo M. Brody moving into the publicity manager spot. Sid Gross, who used to be press agent at the Rivoli, quit to join Film Classics in its exploitation department, and the Screen Publicists Guild picketed the Roxy Theatre over the discharge of nine of its members by 20th Century-Fox.

Abroad, Eagle-Lion is ready to open its Latin American offices and the Dutch government yielded to the importuning of the United States and the Motion Picture Export Association by removing the limitation of 28 weeks total playing time placed on American films only. This does not increase the number of features allowed into Holland but does allow a picture to have extended runs.

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TRADE SLANTS
J. H. HOFFBERG
discusses
U. S. Potential for Foreign Films
as reported by
TOM KENNEDY

There are not more than 200 potential theatre bookings for foreign-language films in the U. S. today—and it takes a very outstanding picture to realize that number.

Thus the American market for these pictures is summed up by J. H. Hoffberg, who has been in the business 32 years and during that time has specialized almost exclusively in the distribution here of foreign - made film.


J. H. Hoffberg

"In practically every country in the world, no matter what the language spoken, the average American film will draw the patronage of almost half of the population," says Hoffberg. "A similar situation in this country would mean that the average foreign film could count on about 7,000 bookings, whereas the average such film is lucky to run up a total of 50 throughout the whole country.

"Complete misunderstanding of this fact is at the base of much of the resentment—which breeds the hostile legislation in those countries—against American films."

Further discussing the paucity of potential situations for a foreign-language film here, Hoffberg points out that in the densely populated New York territory there are only eight or ten theatres playing foreign-language pictures out of the total of 1,200 odd houses in the area.

According to this old-timer in the business of importing pictures, one of the greatest services men in high places can do the American film industry is to make foreign film producers understand this fundamental. It is natural that these men, looking at the grosses taken out of their country by American films should feel that there is some organized effort to restrict foreign pictures in the U. S.

It was the progress and enterprise of the American industry that gave it this great advantage, not the altruistic encouragement provided by film interests in their own lands for encouragement of the American above domestic product. But the misunderstanding is there and should be cleared up, Hoffberg insists.

As to the potential for an extension of interest in foreign pictures by American theatregoers, Hoffberg believes that a slow development is possible.

His formula:

The policy of showing foreign pictures is practical in at least one theatre in every U. S. city having a population above 50,000. The policy must be based upon the belief that these pictures must be given opportunity to win an appreciation, and therefore must be presented in limited form at the beginning. The policy must be consistent. Present one foreign language film as an added attraction to a Hollywood picture, doing this on one night a week—perhaps the night which is weakest from the standpoint of habitual drawing power.

Producers Deny Attempt To Block Television

Representatives of the motion picture producers, appearing before the House Subcommittee on Education and Labor in Hollywood Wednesday, denied that there existed a conspiracy between the producers and the American Federation of Musicians to prevent the development of television.

The suggestion had been made to the producers by the subcommittee that the contractual agreement they had with the AFM whereby they would not permit music off their sound tracks or pictures displaying musicians to be used on television was part of such a conspiracy. The producers told the investigators that the AFL had insisted upon this clause even though all the major producer chiefs had protested.

Isaac Chadwick, president of the Independent Motion Picture Producers Association, an organization of more than 30 independents, said that he had agreed to the clause even though it meant a considerable loss to his clients in possible television rentals.

Chadwick added, however, that when the first year of operation had cost his clients $50,000 loss, the AFL had modified its wage agreements.

Bulletin

Almost on the heels of the British announcement with regard to freezing 75 per cent of foreign film rentals, Universal International General Manager Bill Scully announced that exhibitors would have to accept the fact that the loss of profits in the British market would necessitate a revamping of sales in the United States. Stating that UI would have $18,000,000 in product available within the next six months, the revamping, he said, would possibly include blanket releases in key cities together with decreased clearance to provide quicker returns.

Attlee Proposes Rental 'Freeze'

Great Britain moved to shore her tottering economic structure this week as Prime Minister Attlee made a series of rigorous suggestions to the House of Commons among which was a plan that would freeze 75 per cent of the film rentals of foreign films in England and allow the distributors to take out 25 per cent. The Attlee plan has the backing of labor and industry.

In New York Motion Picture Association President Eric Johnston called a directors' meeting to consider this latest development in the British situation. Johnston reportedly had submitted several plans to the English as an alternate to an ad valorem tax on film, one of which was said to provide for the retention of 25 per cent of the rentals.

UA Revolving Fund to Insure Top Product, Declares Sears

Company Will Invest in Future Pictures; Has No Plans to Acquire Theatres

United Artists will raise a revolving fund of $5,000,000 to acquire interests in pictures the company will distribute ("in order to assure a flow of top-bracket product") but there is no "immediate" plan to produce all the product UA handles, Gradwell Sears, new president of the company, declared in New York Wednesday.

Sears also denied that UA planned to buy theatres in the United States as a policy.

The veteran film executive, who started as a projectionist and came up the ladder selling film, declared that the new United Artists management—as headed by himself, Executive Vice-President Arthur W. Kelly and Production Vice-President George Bagnall—was vested with greater autonomy than previous managements and he said that the prior system under which the board of directors assumed management functions had been dropped. He pointed out that his membership on the board gave him a vote, thus ending the 4-4 tie which had existed under the old setup.

"You had a house completely divided, that way," he said.

Queried as to whether any changes were contemplated in the sales organization, Sears said he could not answer that question flatly but added: "I don't anticipate any changes."



George Bagnall



Arthur W. Kelly

Sears said he believes his primary duties will be devoted to the sales organization, because a distribution company is chiefly concerned with sales and that his own experience and background make him "sure-footed in that direction."

Speaking of the revolving fund, he said it had been decided upon because "any picture that is worth distributing, we ought to have a piece of.

Not a Pool

"We're not getting together this money as a pool for every producer (within United Artists)," he continued, adding that it would be used as a "guide to product" and to insure a steady flow of quality product.

As planned, Sears said, a one-package deal producer who had a picture which suited United Artists' needs, could get the company to take a financial stake which might be as high as 75 per cent.

Asked if this policy would prevent the company from distributing pictures in which it had no financial interest, he replied:

"I would say offhand that if Selznick came along with a 'Gone With the Wind' we'd handle the picture. . . . We're interested in any independent producer who will guarantee a consistent flow of quality product.

"It is the intention to change the character of the company to that extent. For a number of years this has been a golf course for independent producers. They came to play a couple of rounds, paid green fees and left."

United Artists' producers, he explained, had organized a committee which would be recognized by management. Sears declared he and

(Continued on Page 10)

Exhibitors View Cut in Pre-Selling Advertising as Bad for Box-Office

Rumblings of dissatisfaction over prospects that distributors may cut consumer advertising to presell pictures, coupled with the fear that such cuts would meet with a drop at the box-office, were heard in various sections of the nation this week.

While exhibitors in the main were cautious in expressing opinions, the majority of those questioned indicated that they thought the job of building up an audience through national advertising was a vitally important one.

Outspoken in his opposition was Sid Lehman, head of Exhibitors Service, Inc., Los Angeles, which buys and books for 50 theatres in that area. Lehman believes that advertising and publicity curtailment is already showing harmful effects on the business.

Ninety per cent of the people must have their minds made up for them, he claims, and strong pre-selling is necessary to teach the ABC's about the film, such as who is in it and what the picture is about.

"Business is bad," Lehman declared. "Because of this, distributors should try harder to reach theatregoers by increasing their advertising budgets rather than curtailing them.

"People are more critical but they still have money to spend. 'Dear Ruth' proved the point. Such things as sustained radio campaigns and clever advance ads hypoed the business. Distributors are trying to save nickels and meanwhile are losing dollars," Lehman declared.

Other exhibitors were inclined to study the matter further before making any open comment.

In Harrisburg, exhibitors who refused to permit their names to be used, acknowledged that budget-saving might seriously hurt the box-office.

Harrisburg exhibitors have always gone in

(Continued on Page 10)

Fund To Assure UA Top Product Says Sears

(*Continued from Page 9*)

Kelly had appeared before the committee and that he had told them his presidential appointment was not a "panacea but at least had stabilized the situation and we expect to go forward from there."

Executive Vice-President Kelly, who started this week his three-year term in that post, declared that it would take him and Bagnall about 30 days to raise the revolving fund from the banks. Kelly will sail for England at the end of the month to see what can be done for United Artists there. The company to date has not received circuit playing time and Kelly said that J. Arthur Rank, while not guaranteeing 100 per cent circuit time, had given him "encouragement."

Sears, in answer to a question, said United Artists' business was off slightly during the past few weeks when compared to last year, part of which he attributed to the fact that last year "Spellbound" was in circulation and playing to heavy grosses.

The United Artists president started his interview with remarks critical of the trade press and also acknowledged that United Artists public relations might have been better and promised that the news of United Artists henceforth would be available through the company.

Man on the Cover

(*See Cover*)

Gradwell L. Sears, United Artists' latest president, entered the film business as a school boy, taking a job as projectionist in his home town (Hannibal, Mo.) theatre. Excepting for a period when he hauled freight for Wells-Fargo and studied at the University of Missouri, or for the time when he fought with the 35th and 77th Infantry Divisions in World War I, he's always been a film salesman. He took a job after the war let him out as a lieutenant with the World Film Company, moved to St. Louis and then back to Chicago in 1920 with First National. In 1929, he was southern and western division sales manager, from which post he resigned and later joined Warners as south and west sales manager, later becoming vice-president and general sales manager. In 1941 he joined United Artists as general sales manager and later was advanced to the sales vice-presidency. He's married and has two children.

Kelly

Arthur W. Kelly, as executive vice-president, is the second of the management triumvirate consisting of Sears and Production Vice-President George Bagnall, is a Welsh Irishman born in London who started as office boy for a vaudeville producing outfit and who by 20 was business manager of a number of top stars. One act he handled was Fred Karno's in which 17-year-old Charles Chaplin played a part. The friendship which developed then is constant today though for a time Kelly was away from showbusiness. During the war he served in the tank corps of both the English and United States armies and after that entered film business with First National. Later he was Chaplin's eastern representative and has held various posts with United Artists. In 1944 he left to join Eagle-Lion as president; in 1946 he was named president of Signet Films.

Extends Free Kid Show Policy

Continuing its policy of presenting free movies for children, the Chicago Natural History Museum has booked "The Adventures of Chico" for Aug. 7.

Stricken in Booth

The crowd was laughing at a passage in "The Hucksters" when Projectionist Charles A. Sturges of Loew's Theatre, Ontario, slumped on the floor besides his machine. Projectionist William McCaul, who worked with him, kept the projector going and called a doctor who found Sturges had died of a heart attack. A veteran operator, Sturges is survived by his widow and one son, a Royal Air Force officer.

Rank and Associates Lose One Round to Nathanson

One round was lost in the legal battle of J. Arthur Rank and associated companies against the Paul N. Nathanson interests when Mr. Justice J. Genest dismissed the appeal, with costs, of Eagle-Lion Films, Inc., J. Arthur Rank Organization, both of New York, and General Cinema Finance Corp., Ltd., of London against an order to allow service of writs against the defendants anywhere outside of Toronto. The order had been issued by Hon. Gordon D. Conant, Master in Chambers at Osgoode Hall, on the application of the plaintiffs —Empire Universal Films, Ltd., and its affiliate, United World Pictures of Canada, Ltd.

The plaintiffs alleged that the defendants had failed to fulfill a contract awarding Hollywood product for distribution by United World Pictures of Canada in the Dominion and asked for a court directive that the films involved were not to be distributed by any other company in Canada.

RKO Asks Dismissal of Its Anderson Percentage Suit

Attorney for RKO this week requested Judge Elwyn Shaw in Chicago to dismiss the percentage suit their client had against the Anderson circuit. This move to dismiss reportedly marks another out-of-court settlement by Anderson leaving only Paramount and Columbia's claims unsettled out of the eight majors which originally filed suit.

Attorneys for plaintiffs and defendants had reached an agreement to settle out of court when the circuit agreed to separate audits, and, reportedly, to paying the full amount showed by each audit.

MGM Release Schedule; 'Green Dolphin' a Special

MGM this week scheduled three releases for September, two for October and announced that its $200,000 prize winner, "Green Dolphin Street," would be distributed as a special on the 1947-48 schedule with special national as well as localized campaigns. The releases announced were:

September—"Song of the Thin Man," with William Powell and Myrna Loy; "The Unfinished Dance," with Margaret O'Brien; "The Arnelo Affair." October—"Song of Love," with Paul Henreid, Katharine Hepburn; "Merton of the Movies," with Red Skelton and Virginia O'Brien. Current releases are "The Hucksters" and "The Romance of Rosy Ridge."

St. Louis MPTO Meets Aug. 18

A meeting of the Motion Picture Theatre Owners of St. Louis, Eastern Missouri and Southern Illinois has been called for Aug. 18 by President Fred Wehrenberg. Chief topic scheduled is the merger between the American Theatres Association and the Motion Picture Theatre Owners of America.

Showmen Against Cuts In Pre-Sales Budgets

(*Continued from Page 9*)

for stunts and usually work well with the field exploitation men of the home office. The exhibitors add that their town is tough when it comes to entertainment and fear any cut in effort to get people into the theatre. While one or two major companies have cut down their advertising allotments, these exhibitors said, the local runs have not been materially affected to date, but this may be attributed to the fact that local advertising has been held at normal level and local exploitation is strong.

Wisconsin exhibitors were against any cuts in pre-selling activity, but to date had not noticed it in their territory. They praised local advertising and service firms for efficient work.

E. V. Seibel, advertising and publicity manager of the Minnesota Amusement Company said that he had noticed no cut in distributor advertising expenditures in the Minneapolis area. He was warm in his praise of the jobs done in the field by distributors and cited the campaign that 20th-Fox staged for "The Miracle on 34th Street," in his territory, particularly commending the job done in the Twin Cities of Minneapolis and St. Paul.

PCC Offers Sales Plan For Percentage Pictures

A sales plan for percentage pictures playing smaller theatres which would limit each distributor to three a year and would fix the rentals proportionately to grosses and the house's operating costs, was sent to major distributors this week by the Pacific Coast Conference of Independent Theatre Owners.

Claiming that playing time costs in smaller theatres on percentage pictures exceeded production and distribution costs, the PCCITO explains its plan as follows:

"On percentage pictures, not to exceed three per selling season, the distributor to be guaranteed 15 per cent of the gross up to the point where the gross reaches the theatre's overhead plus such 15 per cent film rental; then the theatre to receive an amount equal to the 15 per cent film rental guaranteed the distributor; thereafter the distributor and theatre to share dollar for dollar of the gross."

Edward E. Heller Dies Suddenly in Charlotte

Edward E. Heller, branch manager of the Kay Film Exchange in Charlotte, died suddenly in a Charlotte hospital Aug. 1. He was widely known in film circles throughout the south, having been connected with the business for over 25 years. Born in Columbia, S. C., he opened the first Pathe office in Charlotte, and served as its branch manager until the Pathe and RKO merger took place, at which time he joined Affiliated as branch manager and remained with them until 1940 when he became branch manager of the PRC Exchange.

John D. Redmond Dies

John D. Redmond, 42, division manager for RKO in Minneapolis, died of a heart attack Monday at his home. He is survived by his widow and a daughter.



Hur-ry, Hur-ry, Hur-ry!
Step Right Up, Gentlemen, and Book These Sensational Siamese Stars In A

"SOCKO, MAMMOTH MUSICAL SMASH"*

for PARAMOUNT Week

Aug. 31–Sept. 6

*(DIGESTED FROM THE TRADE MAG RAVES)

STRAIGHT FROM THE HEART OF SHOW BUSINESS COMES

VARIETY GIRL

Paramount's 35th-and-Greatest-Yea



One of The Most Remarkable Stills in History—from the big Carnival climax. Never before have so many stars appeared in a single motion picture scene.

The 40-Star Sensation that will launch Celebration, August 31 to November 29



Produced by
DANIEL DARE

Directed by
GEORGE MARSHALL

Original Screenplay by Edmund Hartmann, Frank Tashlin, Robert Welch and Monte Brice

And Featuring These Songs by Frank Loesser:

"TALLAHASSEE"
"YOUR HEART CALLING ME"
"HE CAN WALTZ"
"HARMONY"







With all these STAR selling angles







TO BRING YOU "PURE GOLD GROSSES IN ANY AND EVERY THEATRE!"—Boxoffice

3.



A fan's inside movie thrills as she meets the stars... behind the scenes of a great motion picture studio.

4.



Hollywood hot spots like The Brown Derby, Cocoanut Grove and Grauman's Chinese Theatre.

7.



Two new stars for your boxoffice. "Mary Hatcher plays with verve and charm and Olga San Juan is delightfully funny." *Hollywood Reporter*

8.



Surprise after surprise . . . and Ladd and Lamour are teamed in the biggest boxoffice surprise of all.

1.



"Strongest name marquee value of the season." *Daily Variety* . . . "Paramount tossed the whole strength of its roster into it." *Hollywood Reporter*

2.



Dramatic story of how the first baby adopted by the Variety Clubs became a successful movie star.

5.



"Bing Crosby and Bob Hope together in skits that are gems of humorous originality." *M.P. Daily* . . . "And their antics draw bellylaffs." *Daily Variety*

6.



Big production numbers — 6 of them — including all the 40 Paramount stars on screen at one time.

9.



4 top directors and writers in cast: "Butler, DeMille, Leisen and Marshall portray themselves and do right by acting assignments." *Boxoffice*

10.



Frank Loesser songs soaring to star popularity . . . including the reigning radio hit, "Tallahassee."



BIG TOP CREW! CHIEF BARKERS!
BARKERS! HERE'S YOUR

VARIETY GIRL



She's the girl you've dreamed about — in the show you've been planning for, for two years . . . the show Motion Picture Daily says is 'A grand, joyful tribute to Variety Clubs International'.

What a Climax to
Paramount's Fabulous 5

"THE PERILS OF PAULINE"

"DEAR RUTH"

"WELCOME STRANGER"

"DESERT FURY"

and now
"VARIETY GIRL"!

Mary Hatcher, delightful singing star of "Oklahoma!" in the name role . . .

SET FOR TREMENDOUS VARIETY CLUBS PROMOTION!!!

7,800 VARIETY CLUB MEMBERS
participating in coast-to-coast pre-selling for key and subsequent runs.

BENEFIT PERFORMANCES
in 28 cities to spark first engagements with spectacular, space-garnering starts.

CIVIC CELEBRATIONS
in many spots. Official receptions, gala parades, citywide circus atmosphere—pre-arranged by Variety Clubs.

PHOTOGRAPHIC DISPLAYS
of local Tent activities for eye-stopping lobbies and windows.

ALAN LADD TRANSCRIPTION
for broadcasting or live microphone interviews at public functions.

SCORES OF OTHER ANGLES
all set and all in the Paramount pressbook. Get a copy immediately for the whole big campaign.

KEEP AMERICA UNCONQUERED

Fox 'Problem' House Plan Starts Nationally Aug. 11

Twentieth Century-Fox's special sales plan designed to help small-town, small subsequent-run and "problem" theatres will be put into national effect on Aug. 11, General Sales Manager Andrew W. Smith, Jr., announced from Minneapolis Tuesday.



A. W. Smith, Jr.

Smith made his announcement at the North Central Allied Exhibitors' meet. The plan, originally announced at New Jersey Allied's convention in June, as intended to assist theatres with low grossing possibilities, has been on trial in the New Haven exchange area since June 30.

It provides for flat rentals on all 20th-Fox product booked into low-gross theatres, with the exception of road shows—and a maximum of five percentage pictures yearly. The terms on the percentage pictures are so graduated that 20th-Fox will not start to take its share of the gross until the theatre has realized its operating expenses. Above that it gives the exhibitor a varying share of the film rentals as profit.

At the break-even point 20th-Fox would get 15 per cent of the take left after operating expenses had been deducted. Twentieth-Fox's share then increases as the take increases. If 20th-Fox receives 20 per cent of the gross film rental, after expenses are deducted, the exhibitor would receive 20 per cent of this 20 per cent as profit. This works up to the point where the film rental reaches 35 per cent, at which point the theatre would get 50 per cent of the 35 per cent as profit. Where the distributor's share is 40 per cent or more, distributor and exhibitor share 50-50 on all taken in above the 40 per cent film rental.

Berger Approves 20th-Fox Sales Plan as Hypodermic

Terming the 20th Century-Fox sales plan for low gross houses "not the answer but a welcome hypodermic at this time," North Central Allied President Ben Berger joined the ranks of exhibitor chiefs who have voiced approval of its intent. (Others endorsing it are: Gulf States Allied Theatre Owners President William E. Pruett, Associated Theatre Owners of Indiana President Trueman Rembusch, Independent Theatre Owners President Sam Carver.)

Berger's remarks were made at the NCA meet this week in Minneapolis. The directors of the organization again authorized Berger to place ads asking for a congressional inquiry of the industry in Washington papers, but left it to his discretion whether or not he would carry out the program. Berger had been previously authorized to do this and had announced his intention in June at the New Jersey Allied convention, but opposition from National Allied President Jack Kirsch, caused him to postpone it.

SPG Protests Fox Discharges

Protest over the discharge of nine employes in the 20th Century-Fox home office advertising and publicity departments which was scheduled to take effect Friday, was voiced this week by the Screen Publicists Guild. The Guild claimed that 20th-Fox net profit of $22,619,535 during 1946 repudiated any economic reasons for the discharge.

Cleveland City Tax

An administration-sponsored three per cent amusement tax was introduced in the city council of Cleveland, O., last week to begin when the state's three per cent tax comes off on Oct. 1. Affected in the bill as originally introduced are all theatres, dance halls, stadiums, baseball and athletic parks, circuses, amusement parks and their attractions, etc. A second hearing on the bill will be held on Sept. 2. The council will put daylight saving up to a referendum at the November elections, hoping to put an end to the controversy. President Ernest Schwartz of the Motion Picture Exhibitors Association attended the council meeting.

Holland Removes 28 Week Limit for U. S. Films

The Dutch Government this week rescinded its unique ruling which hitherto had limited all American films imported into Holland to a total run of 28 weeks, thereby allowing American product to enter unlimited runs where business justified it.

The rule, which had been enforced only against American product, was removed through the efforts of Motion Picture President Eric Johnston, Ambassador Herman Baruch and representatives of the Motion Picture Export Association.

It does not increase the number of pictures which may be imported—roughly about a 100 a year—nor does it remove the opposition to giving American product extended time which exists in the distributor division of Bioscoop Bond, Dutch film monopoly.

Allied Artists, Monogram Join MPA, MPEA on Sept. 1

Directors of the Motion Picture Association and the Motion Picture Export Association Tuesday approved the membership applications of Allied Artists and its parent company, Monogram, Eric Johnston, president of the MPA and MPEA announced.

The membership becomes effective Sept. 1 at which time Allied Artists-Monogram President Steve Broidy becomes a director of MPA while Norton Ritchey, president of Monogram-International which distributes both Allied Artists and Monogram abroad, becomes a director in the MPEA.

The deal makes all Allied Artists product available to the MPEA for selective distribution in Bulgaria, Holland, Germany, Austria, Hungary, Roumania, Poland, Czechoslovakia, Netherlands East Indies, Japan and Korea. It also makes available for MPEA selective distribution such Monogram product as has not already been sold in these countries by Monogram.

MPEA Reelects Johnston

The Motion Picture Export Association this week announced reelection of the following: President, Eric Johnston; Vice-President, Francis S. Harmon; Vice-President-General Manager, Irving A. Maas; Secretary, Gordon E. Youngman; Treasurer, George Borthwick.

Extends Theatre Leases

Lease on the Ambassador and St. Louis Theatres, held by Fanchon and Marco subsidiaries and the contracts to manage both houses which Fanchon and Marco had with the St. Louis Amusement Company have been extended to Dec. 3, 1947, without changes.

Michalson Nominated for President of RKO-Pathe

RKO Short Subject Sales Manager Harry Michalson this week was nominated for the presidency of RKO-Pathe, Inc., the company's short subject and commercial film producing subsidiary, which will expand its production in the former field shortly, according to RKO Executive Vice-President Ned Depinet.



Harry Michalson

Michalson replaces Frederick Ullman, Jr., who resigned to enter feature film production for RKO with two productions scheduled—"The Window," and "The Boy Cried Murder."

Other promotions in the shorts organization which followed Ullman's resignation and the sale of its newsreel to Warner Bros., are:

Jay Bonafield, formerly production vice-president, who will move up to vice-president and general sales manager, and Douglas Travers, who moves into Bonafield's production job. Bonafield will personally produce the "This Is America" series, which were originally designed by Ullman. Also scheduled for continued production are the "Sportscopes" and "Flicker Flashbacks" series, the latter of which will continue to be produced by Richard Fleischer. Added to these are two new series, as yet untitled, which will total 19 reels. In addition the company will expand its commercial production and its New York studio activities, which will continue under the management of Harold Lewis. Phil Reisman, Jr., remains as editorial supervisor and Phillips B. Nichols as commercial department manager.

Sunday Movies Issue Still Alive in Harrisburg

Harrisburg showmen, wiser from the experience of 1945 when a strong church group, aided by technical mistakes, blocked them, continued to work this week to have the issue of Sunday movies left to the voters at the Nov. 4 general election.

The film men, who are working more or less on a united front this time have retained an attorney to advise them on the legal points and have engaged an advertising agency to keep the question before the public.

Other moves are: posters in theatre lobbies asking "Do You Want Sunday Movies?" and urging the theatre-goers to sign registration cards handed out at tables under the sign. (The signatures will be checked later to make sure all petitioners are registered voters in the city since in 1945 it was neglect of this essential which assisted the church group in having the court throw the movie referendum off the ballot.)

A staff of salaried workers will see to it that the petitions are properly filled in.

8 Ohio Cities Study Tax

Spread of city taxes on box-offices of eight more Ohio cities was predicted in Columbus this week. The cities that are said to be studying the tax which will be legal Oct. 1 when the present state three percent admission tax expires are: Fostoria, Bucyrus, Findlay, Tiffin, Van Wert, Fremont, Mansfield and Shelby. All are said to have agreed upon a uniform ordinance to prevent prospective movie patrons from going to tax free towns for their entertainment.

SMPE Committee Personnel For Semi-Annual Meeting

The Society of Motion Picture Engineers this week announced the following chairmen and committees for its 62nd Semi-Annual Convention at the Hotel Pennsylvania, New York, Oct. 20-24:

General chairman—James Frank, Jr.

Papers—Gordon A. Chambers, chairman; R. T. Van Niman, Herbert Barnett, N. L. Simmons, H. S. Walker, vice-chairmen.

Theatre Engineering Conference—Leonard Satz, chairman; Martin F. Bennett, auditorium design; Charles Bachman, floor coverings; Donald E. Hyndman, television; Paul J. Larsen, television projection; W. W. Lozier, lighting; Charles S. Perkins, acoustics; Harry Anderson, safety and maintenance; Seymour Seider, ventilating, air-conditioning, promotional display.

Registration, information—W. C. Kunzmann; Luncheon and banquet—Lester B. Isaac; Hotel, transportation—Oscar F. Neu; Membership, subscription—Lee E. Jones; Public address system—Harry B. Braun.

Scientific and Educational Exhibition—Robert T. Kenworthy, manager; W. W. Simmons, Chairman; J. W. Servies, Sidney B. Moss.

35-mm. Projection—H. F. Heidegger; 16-mm.—M. W. Palmer.

General Office Administration—Boyce Nemec, executive secretary; Tom LoGiudice, staff engineer; Margaret C. Kelly, office manager; Helen M. Stote, Journal Editor.

Publicity—Harold Desfor, chairman; Leonard Bidwell, Don Gillette.

Officers in charge—President Loren L. Ryder; Past-President Donald E. Hyndman; Executive Vice-President, Earl I. Sponable; Engineering Vice-President, John A. Maurer; Financial Vice-President, M. R. Boyer; Editorial Vice-President, C. R. Keith; Convention Vice-President, W. C. Kunzmann; Secretary, G. T. Lorance; Treasurer, E. A. Bertram.

Frudenfeld Quits as RKO Theatres Division Head

Resignation of Col. Arthur Frudenfeld, at present division manager for RKO Theatres in Cincinnati and Dayton to take effect Sept. 1 was announced Wednesday by RKO Theatres General Manager Sol A. Schwartz. He is the first RKO Division Manager to retire under the company pension plan.



A. Frudenfeld

Frudenfeld, a veteran of 45 years in show business, has had a varied career, covering almost all branches of the industry. Associated with RKO for 26 years, he joined that organization in 1921 at the Duluth Orpheum and then went to St. Louis. Later he became division manager for Detroit and in 1933 took over his present post.

Frudenfeld, who was active in war duties, is also Chief Barker of the Cincinnati Variety Club.

Schneider Sails

Warner Bros. Vice - President Samuel Schneider, accompanied by Mrs. Schneider, sailed for England Friday on a tour which takes him also to the continent. He plans a thorough survey of the entire motion picture field—production, distribution, and personnel.

Syd Gross Joins Film Classics

Syd Gross will join Film Classics next week as executive assistant to Ad and Publicity Director Al Zimbalist and in charge of the company's new exhibitor relations department. Gross has been ad and publicity director for the Rivoli Theatre, New York, for almost four years.

NEWSREEL CLIPS

Is This a Fact?

Over from New Brunswick, N. J., comes the story of a horror film which is getting bookings in connection with a live spook show. The distributor is selling the picture for $12.50 a night flat. National Screen Service is getting $12—for the trailer.

The Newsreels

Paramount News this week reached its 20th birthday. Twenty years isn't such a long time in the life of a tortoise or a parrot, but it surely stacks up in a fast-moving game like motion pictures and especially so for a newsreel company.

Paramount News this week reached that 20th milestone which means that it has covered a lot of fire, flood, shipwreck, and other disasters and that it built itself up into a top-ranking news outfit under the skillful hands of A. J. Richard, its chief editor. Richard is one of the pioneers in the screen's news, entering the field as far back as 1910 with Pathe Weekly when Charles Pathe introduced his reel to the American market. A practical cameraman himself, he's covered everything from the Mississippi on a rampage to fraternal organizations doing a ditto.

Pathe this week is crowing over an eyewitness report of the Greek Government's guerrilla fighting which its staffer, Evangelon Siotis, caught while the bullets were flying. Siotis went along when the government struck at the guerrillas and further got a shot of a guerrilla testifying before the United Nations' investigators as to who furnished the guerrillas with arms.

Names

Monogram General Sales Manager **Morey Goldstein,** accompanied by Eastern District Manager **Arthur H. Greenblatt** are off to New Orleans to talk over the premiere of "Louisiana" with Paramount-Richards circuit executives. Allied Artists Vice-President **Harold Mirisch,** is back from Hollywood. Republic Executive Vice-President **James R. Grainger** was in Chicago early this week for a two-day sales meeting.

Twentieth Century - Fox Vice - President **Joseph Moskowitz** is back in New York after Hollywooding. Paramount International Ad and Publicity Director **Paul Ackerman** is home from his vacation.

Tom Waller, who is a publicity man known as an ex-newspaperman by the working press, whether they be holding solemn conclave at Blake's or The Pen and Pencil, took over his job as director of information for the New York office of the Motion Picture Association this week.

Loew's Vice-President **Joseph R. Vogel** is vacationing through New England.

Paul N. Lazarus, Jr. is back in New York from Hollywood and will remain in the United Artists post of ad and publicity director despite contrary talk. **Alfred H. Tamarain** took over his duties as publicity manager there this week.

Paramount Assistant Exploitation Manager **Sid Mesibov** is on vacation; Selznick Releasing Organization President **Neil Agnew** is back in New York from Hollywood conferences.

August will be J. Arthur Rank Organization visitor month in the U. S. with Treasurer **Robert Weait** first to get in, followed by Actor **David Farrar,** Production Chief **Earl St. John** and **Sydney Box,** head of the Gainsborough Studios.

Foreign

Eagle-Lion this week was ready to carry out its long-announced plans to open 10 branches in the Latin-Americas with an appropriation of $300,000 to do it. Foreign Sales Manager Sam Seidelman at a luncheon held for the Latin-American press last week declared that branches in Mexico City, Cuba, Brazil, Chile, Peru, Uruguay, Colombia, Venezuela, Puerto Rico and Panama were certain to be set up in the next few months. Seidleman added that in addition to its product, E-L will handle other Rank pictures, Edward Small reissues, the 16-mm. Pictorial Films and probably other pictures. Present at the luncheon were A. W. Schwalberg, Harold Dunn, Nick Tronolone, Max Youngstein, Jerry Pickman, Mike Hoffay, Arthur Jeffrey, Hal Danson, George Fleitman, Harry Kosiner, Lloyd Lind, Jerry Edwards.

Bernard Jacob of Superfilms this week signed a deal with the Skouras New York theatres for a selective contract on 12 to 15 pictures a year.

MGM International has taken over the Swedish film, "The Word," for world distribution; Paul Graetz, whose "Le Diable au Corps" is set for release soon will return to Paris shortly.

Calendar

AUGUST:

13, World premier of Eagle-Lion's "Red Stallion," Majestic Theatre, Houston, Tex.

13, American premier of the U-I Rank "Black Narcissus," Fulton Theatre, New York .

12-13, MGM Canadian sales meeting, Royal York Hotel, Toronto.

12-14, Southeastern Theatre Owners' Convention, Miami, Fla.

14, World premiere Warner's "Life with Father," Lakewood Theatre, Skowhegan, Maine.

14, World premiere U-I's "Frieda," Park Avenue Theatre, New York.

18, Meeting of the Motion Picture Theatre Owners of St. Louis, Eastern Missouri and Southern Illinois, St. Louis.

19, Annual golf tournament, Atlanta Variety Club, at East Lake Country Club.

21, Annual summer outing, Allied Theatre Owners of New Jersey, West End Casino, West End, N. J.

31, Quad City Theatre Managers' Association, Short Hills Country Club, East Moline, Ill.

SEPTEMBER:

9-10, Annual convention Fox Midwest Amusement Company, Muehlebach Hotel, Kansas City, Mo.

17, World premiere "The Unconquered," Plaza, London.

19-20, ATA-MPTOA Ratification Convention, Shoreham Hotel, Washington, D. C.

20, Variety Club dinner for George Jessel, Mayflower Hotel, Washington, D. C.

23, House public hearing on Communism in Hollywood, in Washington.

SELLING THE PICTURE

Big Magazine Campaign Set for 'Unconquered'

A quarter-million-dollar magazine campaign, representing the heaviest expenditure of its kind ever to be made by the company, has been lined up by Paramount for "Unconquered," Cecil B. DeMille's historical epic in Technicolor. The sum is about twice the magazine budget for "Blue Skies," Paramount's former record holder.

The campaign will appear in issues of general and fan publications with a total circulation of 61,363,909 and a mass readership estimated at 122,727,818. The promotion will last four months, ending in November.

Four-color ads will be carried in national magazines with a combined circulation of 27,249,487 and a readership of at least twice that. The publications will include *Look, Collier's, Women's Home Companion, Life, Saturday Evening Post, Time, Good Housekeeping* and *Ladies' Home Journal.* Two-color full-page ads will be carried in all fan magazines.

Full-column ads will be carried in publications with a total circulation of 22,880,904 and a reader interest of 45,761,808. Almost all of these ads will be in two colors.

Campaign Headquarters Set

Meanwhile, special campaign headquarters for "Unconquered" have been established by Paramount in the William Penn Hotel in Pittsburgh, where the picture will have its American premiere at the Loew's Penn Theatre on October 3.

Phil Koury, who handles publicity on DeMille productions, and Norman Siegel, in charge of special events at the Paramount studio, came in from the West Coast last week to become part of the promotional battery lined up by the company to tackle the national overall job of ballyhooing the premiere. They will operate as advance men, visiting all key cities on behalf of the picture.

Among those working on the campaign for the Pittsburgh premiere under the direction of William Danziger are Milton Mohr, Jeraldine Cooper, Mort Nathanson and D. John Phillips, all of the Paramount home office publicity and exploitation staff, and Charles Burke and Everett Thorner, the latter formerly associated with Liberty Films, which was recently acquired by Paramount.

'Blind' Contest

What might be termed a "blind" guessing contest was used by the Capitol Theatre, Smith Falls, Ont., to exploit a coming feature. Patrons were offered $18 in three cash prizes and 11 awards of tickets for guessing the title and the stars of the coming feature from viewing a trailer from which both title and the names of the stars had been removed. Cards were distributed among the patrons at one performance. On these they were to write their answers. First cards turned in with the correct replies were judged the winners.

Let the Public Know

Suggestion that the exhibitor put more effort to sell the British pictures he books was voiced this week by Samuel T. Wilson, theatre editor of the Columbus Dispatch, following withdrawal of "Great Expectations" at the Palace.

"It would seem economically smart," Wilson wrote, "since the theatre chains are committed to show a certain number of big British films, for said theatres to give these films a bit of serious attention and strenuous buildup to cultivate a public for them. If British pictures, as the contention is, play to a loss save in a few key cities, the fault may not be entirely with the product. The marketing policy employed is short-sighted and frequently deplorably bad and open to unfortunate interpretation on both sides of the Atlantic."

Set $325,000 Promotion Budget for 'Stallion'

A promotion budget of $325,000 has been set by Eagle-Lion to handle a series of day-and-date openings of its "Red Stallion," according to an announcement by the company. The film which will be world premiered simultaneously at the Majestic, Houston and the Carthay Circle, Los Angeles, will follow in other top houses of National Theatres, Interstate, Paramount-Richards, M & P and other circuits.

Max E. Youngstein, director of advertising, publicity and exploitation, and exploitation manager Arthur Jeffrey will supervise the Houston premiere with studio publicity manager Sam Israel handling the Los Angeles opening. Jerry Pickman, assistant director of advertising, publicity and exploitation, and Hal Danson, advertising manager, will handle other major openings of "Red Stallion."

Maine 'Life With Father' Clambake to Get the Air

The American Broadcasting Company will broadcast the festivities at a mass State of Maine clambake, officially sponsored by Governor Horace A. Hildreth's Maine Development Commission in conjunction with the world premiere of Warner Bros. "Life With Father," at the Lakewood Theatre, Skowhegan, Maine, on Aug. 14. ABC's "Headline Edition" with Taylor Grant will be put on the air at 7 P.M. from the theatre where the play on which the film is based was first shown on Aug. 14, 1939. The entire series of special events for "Life With Father Day" will be broadcast, including details of a special dinner of Maine delicacies to be served to several hundred guests.

$100,000 Ad Budget Set For 'The Burning Cross'

Somerset Pictures Corp. will spend $100,000 on advertising for "The Burning Cross," its initial film for Screen Guild release, according to an announcement by J. J. Milstein, Somerset's vice-president and general sales manager.

Emphasis will be placed on special ads and posters as well as an expanded field force for the anti-Ku Klux Klan film.

'Unfinished Dance' Tieup Will Cover the Country

William R. Ferguson, exploitation director for MGM, has completed arrangements for a national tieup with Capezio, Inc., manufacturers of ballet slippers and shoes, by which "The Unfinished Dance," Margaret O'Brien Technicolor starrer, will receive hundreds of direct theatre and playdate plugs throughout the country.

Feature of the national tieup includes the mailing of special letters about the film to more than 10,000 dancing teachers. Enlarged, colored display cards, carrying scene stills from the picture will be featured by the hundreds of Capezio retail outlets and 200,000 gift photos each carrying a credit line will be printed for distribution by stores and theatres, with an additional supply to be printed if the demand is great enough.

Each of the company's stores will be urged to cooperate with theatres in the matter of window displays, heralds, co-op ads, etc., and it will also be suggested that the stores hold contests with the theatres, offering ballet slippers as prizes for the best letters on "Why I Love To Dance."

Special concentration on heavy promotional campaigns, including cooperative advertising with leading department stores will be given in New York, Boston, San Francisco, Chicago, Los Angeles and Hollywood, where Capezio Inc. maintains official headquarters.

Initial tieup of the national campaign already has been established in conjunction with the picture's world premiere at the Capitol Theatre, Charleston, W. Va., the middle of August.

'Dear Ruth' Tieup Nets $200,000 in Ads, Displays

An estimated $200,000 worth of space in newspapers and magazines, plus merchandising displays will result from tieups arranged by Paramount Studios for "Dear Ruth."

Joan Caulfield and Mona Freeman will be given a full campaign by Solo Products hair accessories and Bill Holden is tied in with Roylie Doilies in a $75,000 campaign in national magazines, newspapers and booklets. Miss Freeman will be featured in connection with Clapp's Baby Food, in magazines and displays and Miss Caulfield will be the central feature of a campaign by Hollywood Fashions.

Good Tie-in Bill

Manager James LaRue of Interstate's Kimo Theatre, Albuquerque, N. M., had a ready-made tie-in bill for the observance of Forest Fire Prevention Week. The feature, appropriately enough, was MGM's "Sea of Grass," and the principal short subject was the same company's "Red Hot Rangers," a Technicolor cartoon.

Accordingly, he utilized a show window which advertised both the feature and short subject (with the short getting top spot) and displayed forest fire-fighting equipment plus instructive placards put out by the Forest Ranger service.

Ballyhoo Gets News Space for Gilman in Harrisburg

Two outstanding stunts arranged by manager Sam Gilman of Loew's Regent, Harrisburg, resulted in plenty of extra newspaper space and resulting increased business on "Fiesta" and "The Hucksters."

For "Fiesta" Gilman arranged with a team of professional aerialists to dance on an 18 inch disc atop the upright sign in front of the theatre, attracting hundreds of people, including newspaper reporters and cameramen. The other space-winning project was Loew's participation in a contest with radio station WHGB in which nearly 4000 entries were received.

The "Huckster" stunt which involved the participation of several business places, including beauty shops, haberdashery, luggage and optometrist shops utilized full page advertising showing Clark Gable and Deborah Kerr in a scene from the picture, and required entrants to show their skill as ad writers. It got considerable news play and a picture in the *Telegraph*. Three cash prizes and 35 tickets to see "The Hucksters" were prizes in the event.—HAR.

Suspense Angle Helps 'They Won't Believe Me'

The suspense angle was played up by the Hillstreet and Pantages Theatres in Los Angeles in their campaign for RKO Radio's "They Won't Believe Me."

Patrons were urged to see the picture from the beginning and requested not to divulge the climax, which request was repeated in the advance trailer. A small, one-color folder was also made up for street and parking lot distribution.

'Not George Apley'

Dressing up an usher to resemble Ronald Colman as he appears in 20th Century-Fox's "The Late George Apley," Manager Fred Greenway of Loew's Poli Palace, Hartford, Conn., sent the usher to parade the city's downtown streets. The sign on his back, "This is NOT George Apley, but you can see him at the Palace," injected a spice of humor that brought smiles to the lips of many passers-by, with benefit to the box-office.

'Unfinished Dance' to Premiere in Charleston

World premiere of MGM's "Unfinished Dance," starring Margaret O'Brien, will be held at the Capitol Theatre, Charleston, W. Va., the middle of August. The initial showing of the Technicolor picture will be heralded by a big campaign under the supervision of Howard Dietz, vice-president and director of advertising, publicity and exploitation.

J. E. Watson, Cincinnati exploiteer, has been in Charleston for the past few days assisting Charles Middleburg, operator of the Capitol, on the special campaign which will include cooperative "Back to School" ads with leading stores in the city, a tieup with licensees for Margaret O'Brien merchandise outlets in Charleston, extensive radio advertising, and other arrangements for plugging the Metro records album on "Unfinished Dance" and competitive exhibitions between all types of dance groups.

'Kiss of Death' Trailer

A special teaser trailer featuring Walter Winchell has been prepared by the 20th Century-Fox studio for "Kiss of Death."

TIEUPS FEATURE LIVELY LONDON CAMPAIGN



Three of the eight window displays which featured the campaign for "Loves of Joanna Godden" at GB's Paladium Theatre, Palmers Green, London, England, are shown above.

Eight window displays in leading stores highlighted an energetic campaign organized by Manager Frederick W. Salter for the Rank release "The Loves of Joanna Godden" at GB's Paladium, Palmers Green, a 2000 seater London neighborhood house. These included jewelry, glass, florist, men and women's clothing and book tie-ups.

A particularly effective window display was arranged with the Women's Land Army and the National Savings Campaign. Here the cards read "Are you pulling your weight? The Land Army ensures a healthy, happy life. National Savings ensures a healthy, wealthy, happy life. 'Loves of Joanna Godden ensures good entertainment."

The Wooden Doll Cafe paid for 5000 throwaways which tied the film in with their own new management and displayed notices regarding the film. Hundreds of "Joanna Godden" stickers were used the week before playdate and rubber stamped cards reading "Be sure to meet me at the Palmadium. Love, Joanna Godden" were posted in letter boxes.

Since the film has an agricultural background, Land Army Girls were invited to a special screening which was reported in the local press.

J. McG.

Star's Phone Interviews Spark 'Ridge' Openings

Van Johnson, star of MGM's "The Romance of Rosy Ridge" held a series of long distance telephone question and answer conversations with film critics in six cities this week as an advance publicity stunt timed to tie in with openings of the picture in the several cities.

Eight Boston critics took part in the first of the East-to-West interviews, followed by conversations with newspaper representatives in Syracuse, Columbus, Akron, Washington, D .C., Rochester and Cleveland.

Interviews were arranged by Harold Morton of Loew's Syracuse; Walter Kessler, Loew's, Columbus; Vincent Aldert, Loew's, Akron; Brock Whitlock, publicity head of Loew's in Washington; Lester Pollack, Loew's, Rochester and Ted Barker, Loew's, Cleveland.

Additional stunts have been arranged for the film's showing in Boston and include a Freckles Contest for youngsters, with a watch, presented by Van Johnson to be awarded to the winner.

'Hucksters' Gets Record National Mag Publicity

Advance and current national magazine publicity has been piled up in record quantities for MGM's "The Hucksters," with feature stories and layouts breaking well in advance of release date with the most important "plantings" appearing to time with the opening of the picture at the New York Capitol Theatre and during July when 1000 playdates of the picture were scheduled, according to an announcement from MGM.

In addition to fan magazine space yet to break, the New York *Mirror Sunday Magazine* has scheduled color covers on Clark Gable and Ava Gardner and the *Daily News* a color cover on Miss Gardner. *See* Magazine also has a four page spread coming on the picture.

Not included in the analysis are special features in the New York dailies nor many full page and one-half page layouts in rotogravure sections throughout the country.

18 Staten Island Stores Plug 'Miracle' in Ads

Manager Henry Suchman of the Ritz Theatre, Port Richmond, Staten Island, induced 18 stores along Richmond Avenue, whose clearance sale coincided with his showing of 20th Century-Fox's "Miracle on 34th Street," to carry this copy in their advertising: "The miracle of values is on Richmond Avenue—'The Miracle on 34th Street' is at the Ritz Theatre." It was the island's most comprehensive cooperating advertising tie-up.

In his campaign on MGM's "It Happened in Brooklyn," Suchman placed an usher inside a barrel as a street ballyhoo. A sign on the barrel read: "For a barrel of fun see 'It Happened in Brooklyn'."

Cherokee Indians to Tour In 'Black Gold' Tieup

A band of Cherokee Indians will tour the country and participate in parades in key cities through a tieup arranged by Allied Artists and Sears Roebuck and Company, to plug AA's "Black Gold."

During their tour the Indians will camp and live on Sears Roebuck parking lots. The company will run cooperative advertising on the picture in local newspapers.

Farmer's Daughter Charm Contest Stops Ticket Sale

Bill Morton has hit the jackpot again—this time with a Loretta Young charm contest to find "Miss Charm of Providence" in his campaign for RKO Radio's "The Farmer's Daughter" at the Albee Theatre in Providence, L. I.

The contest expanded into a style show on the theatre's stage on the opening night of the film, with 10 finalists costumed in the latest spring fashions by one of the city's leading women's dress shops, and $300 in merchandise promoted as prizes. Attendance was so great at the opening, with a holdout crowd in the lobby, that the sale of tickets was stopped.

Any girl 16 years of age or over was invited to enter the contest by having her picture taken gratis by a downtown photographer who supplied prints to the theatre for display on a 9x7-foot lobby set piece which contained the rules for the contest. Among the valuable prizes promoted were a fur scarf, jewelry, orchids, a set of one dozen photographs, expensive pair of shoes, handbag, and many other items. Opening night audience decided the winner by its applause.

The lobby display was on view five weeks in advance and then moved into the main playwear window of a downtown women's wear store. A seven-foot display occupied the window of a downtown market. National Max Factor-Loretta Young tieup netted a window in Liggett's main store with a 40x60 colored blowup of Miss Young. Station WHIM's Hollywood news show plugged the picture and playdate liberally for two days in advance. Three stations ran spot announcements. Five restaurants carried credit copy on their menus throughout the picture's run. More than 550 street cars and busses running in and out of Providence and nearby cities carried double-size car cards. The *Sunday Journal* gave a five-column pictorial layout, with the customary ads and publicity in the other papers.



AUDIENCE PICKS WINNING FARMER'S DAUGHTER. A full-size model of a farmyard, with hay, a cow, chickens and rabbits in evidence, and the farmer's daughter going about her chores was a lobby display for RKO's "The Farmer's Daughter" at the Dipson Theatre in Batavia, Ill. Usherettes garbed in farm costumes (which were donated, along with other props, by local merchants), were contestants for the winning farmer's daughter who was selected by audience applause. Contest ran for a week. Winner was Miss Shirley Moffett who is seen in the cut in various costumes and wearing a sign on her back: "I am the Farmer's Daughter. Traveling salesmen beware!" Photo No. 1 shows her wearing the winning farm costume; No. 2, in her milking costume; No. 3 with the extra-size lollipop which was a part of her costume, and No. 4 the contestants being interviewed on the Dipson stage by Harry Bridges of radio station WBTA. Photos and stories broke in the Batavia newspapers.

Jack Randall Exploits Dual-Feature Program

For his double bill of RKO's "The Devil Thumbs a Ride" and the 20th-Fox reissue of "Alexander's Ragtime Band," Manager Jack Randall of the Strand Theatre, Vancouver, B. C. used a double-stringed exploitation bow. As his main stunt for "The Devil Thumbs a Ride," Randall sent a youth, dressed up to represent the devil, and carrying a three-pronged pitchfork, through the town thumbing passing cars for a ride. For "Alexander's Ragtime Band" he relied mainly on tieups with the leading music stores for window displays of records and sheet music of the film's hit tunes, with appropriate credit cards, and stationed an attractive young woman in front of the theatre to play "Alexander" music on a record player throughout the program's run.

Other usual promotion was done on both features.—VAN.

Married on Stage

A marriage on the stage of the RKO Brandeis Theatre in Omaha as an exploitation stunt for RKO's "Honeymoon" was arranged by the company's exploiteer, Lou DeFour. It was a "natural" for the picture, and as a means of calling it more forcefully to the attention of the public, the theatre advertised that the bride would wear the gown that Shirley Temple wore in the picture. Merchant tieups were made for gifts for the couple and a honeymoon trip totaling nearly $1,000 in value.—OMA.

'Lady Luck' Aces

Century's Brooklyn (N. Y.) Linden Theatre, Manager Bob Levy used a display with four aces, each representing a star in the picture, for RKO's "Lady Luck."

Calf Weight-Guessing Contest Plugs 'Dorseys'

Guessing the weight of a live calf, the winner receiving it for "free meat" was an outstanding stunt promoted by Manager Charles Barnes, Jr., of the Granada Theatre, Kansas City, Kan., for United Artists "The Fabulous Dorseys." Milgrim Food Stores contributed the calf, and Barnes proceeded to advertise the stunt. Person most nearly guessing the calf's weight, received the animal as a prize, either on the hoof or processed and packaged for the freeze locker.

Barnes took advantage of the Mutual Broadcasting Company's auditions a year ago to discover a girl vocalist who might appear in "The Fabulous Dorseys." Through station KCKN he located the girl who had won the local area contest but had lost out in the finals. With KCKN's platter jockey, who had conducted the area auditions, as emcee, she appeared on the Granada's stage four days during the film's engagement.—HKAN.

Used Page From Book

A unique throwaway for 20th-Fox's "Razor's Edge" was fashioned by Manager Dick Tretler of the Sunnyside Theatre, Long Island City, by imprinting actual pages from the novel with this copy: "A page from W. Somerset Maugham's great novel, 'The Razor's Edge,' now a great motion picture," with cast and credits following.

Winner Won By a Nose

A contest to find the Boston nose most closely resembling the famed proboscis of Jimmy Durante was staged by Loew's State and Orpheum theatres in staid Boston for the showing of MGM's "It Happened in Brooklyn," in which Durante is one of the stars. Only entrance requirement was that contestants must be between the ages of 18 and 25 and have a nose that in some shape or form resembled that of Durante. Photographs of contestants were mailed in to James E. Tibbets, manager of Loew's State.

Cash prizes of $50 went to the winners while each contestant received a pair of guest theatre tickets to see the film.

Following the

Another Pictu



Rita

HAYWORTH

Down to

in TECHNICOLOR!

MARC PLATT • ROLAND CULVE

ADELE JERGENS • GEO

Original screenplay by Edwin

Directed by ALEXANDER H

A COLUM





"Jolson" Plan,

e of Great Size!

Larry

PARKS

Earth



AMES GLEASON • EDWARD EVERETT HORTON

MACREADY • WILLIAM FRAWLEY

on Hartman • Songs by Allan Roberts and Doris Fisher

A DON HARTMAN PRODUCTION

PICTURE



HEART MOTIF FOR 'GREAT WALTZ' FRONT. With "Sweetheart Week" as the selling angle of his campaign on MGM's reissue, "The Great Waltz," Manager Larry Levy of Loew's, Reading, Pa., placed heart-shaped announcements atop the theatre marquee. Same motif was also used in the sidewalk frame displays.

Sweetheart Week, Free Tickets for Soon-to-Weds Used on 'Waltz'

A "sweetheart week" celebration was put on by Manager Larry Levy at Loew's Colonial Theatre, Reading, Pa., for MGM reissue of "The Great Waltz." A tieup was made with radio station WEEU by which a representative of the station picked up from the marriage license bureau every day during the showing of the picture the names of those who obtained licenses on that day. The names were read over the air, with information that tickets were on the way to them to see "The Great Waltz" as guests of the management as a part of the "sweetheart week" celebration.

The "sweetheart week" idea was further carried out through the distribution of 4,000 die-cut colored cards in the form of hearts, 2,000 of one color being handed to women and 2,000 of the other color to men. Cards which matched entitled the male and female holders to see "The Great Waltz" as guests of the theatre.

Lost and Found Ads

The following Lost and Found ads appeared in the newspapers: "Lost—A young composer lured from his bride by champagne kisses—See the 'Great Waltz . . .'" "Found—A heart story for every woman in love, for every man who has strayed."

A special ad on the woman's page of a daily carried the picture of a theatre chair and the following copy: "This seat, and the one right next to it, will be waiting for you and your sweetheart to see . . ." Wednesday before opening another special ad was addressed to all women in love, urging them to see the film with their sweethearts. The sweetheart idea was further carried out, for a week in advance, through cards placed on the back of every other seat in the theatre—"This seat and the one next to it reserved for you and your sweetheart. . . ."

An advance screening was held for representatives of the German Singing Societies and women's organizations, and specially printed postcards were mailed to members of the singing societies calling their attention to the Strauss music in the film.

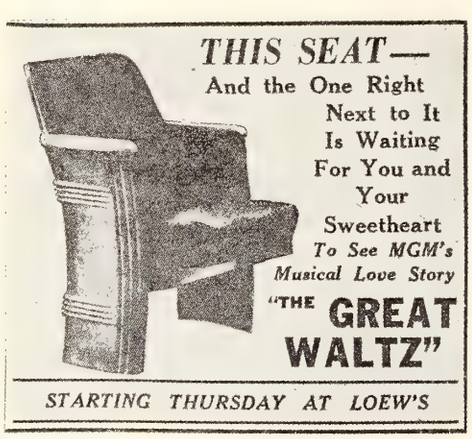
Ten five-foot cutout hearts in red were mounted atop the marquee during the showing. Alternating copy was "It's sweetheart week at Loew's" and "The Great Waltz—Now." A music shop tieup resulted in a window display of Strauss music and film credits and a 14-inch cooperative ad.

Street cars and busses bearing "Great Waltz" cards covered Reading and the area. Counter and window displays totalled 34; twenty-five special photographic standees were placed on cigar and restaurant counteers; the Strauss music was featured on three radio stations, all mentioning picture, theatre and playdate. A jewelry store gave a window display featuring the film's stars in wedding costumes.

Levy was assisted in his campaign by Assistant Manager Bill Riding and MGM Exploiteer Ed Gallner.

Auto 'Fiesta' Ballyhoo

To exploit his engagement of MGM's "Fiesta," Manager Jack Sidney of Loew's Valentine Theatre in Baltimore sent three new Crosley autos bannered with "Fiesta" copy to tour the city the day before the opening.



UNIQUE method of arousing interest in MGM's reissue, "The Great Waltz," was the advance ad shown above used by Larry Levy, manager of Loew's Reading, Pa., in his campaign on the picture.

Dude Ranch Vacation Plugs 'Homestretch'

A week's vacation at a New York state dude ranch in an essay-writing contest on "Why I liked the picture, 'Homestretch'," was among the highlights of the exploitation campaign put on for the 20th-Fox picture by Manager Lou Cohen of Loew's Poli Theatre in Hartford, Conn., and his assistant, Sam Horwitz. Story on the contest broke in Hartford newspapers.

A juvenile coloring contest on an outline picture of Maureen O'Hara, Cornel Wilde and a horse obtained wide publicity for the film through the distribution of 2,000 heralds given to libraries which carried a bulletin-board notice that the outline picture could be obtained at the library desk. Prizes were $5, $3 and $2 in cash, with 10 pairs of guest tickets.

A third stunt that attracted much attention, and got a newspaper display, was a treasure hunt in Bushnell Park where Cohen and Horwitz hid cardboard horseshoes with "Homestretch" printed on each. Persons finding the lucky horseshoes presented them at the box-office and received the prize named on a slip attached to the horseshoes. Some received cash, others free tickets.

Tip Sheets Distributed

Three thousand racing tip sheets, in the form of regular racing tipster sheets, were distributed about town, with the words "Your best bet today is 'Homestretch'" with copy on picture, theatre and play date, and calling attention to races at three famous tracks which are pictured in the film.

A beauty shop ad with a picture of Helen Walker and theatre credits ran on the society page of the Hartford *Courant*. The "We, the Women" radio program gave 10 picture plugs based on the fashions worn by Miss O'Hara in the film. A still of Cornel Wilde with binoculars was planted in a window given over to binoculars in the Harvey & Lewis store with a 22x18 tiein card. A special 'Homestretch' race was arranged at the local midget auto races, a month's supply of passes going to the winner. Usual billing was done and the papers carried pictorial displays along with copy.

Honeymoon Incidents Subject of Contest

A contest in which entrants were to tell, in letters of 100 words or less, the most serious or humorous incidents in their own honeymoon, was played up by Red King, manager of the RKO Memorial Theatre in Boston, to create a desire on the part of the populace to see the RKO picture, "Honeymoon." Entry blanks were placed in the lobby of the theatre, and prizes for the best letters were promoted from various Boston department and jewelry stores.

Contest winners were announced from the stage on the opennig night of the picture. This *piece de resistance* of King's campaign attracted plenty of attention, but he did not overlook all regular promotion channels.

50,000 Color Entries

A tieup with the popular English children's paper, *Mickey Mouse Weekly*, in which children were to color an outline drawing of Randolph Scott, star of RKO's "Badmen's Territory," resulted in 50,000 entries, which plugged the showing of the picture in various playdates throughout England.

"LOVE" IS SWEEPING THE COUNTRY

Day After Day, Date After Date, How They're Rolling In For





THE ENTERPRISE STUDIOS PRESENT

BARBARA STANWYCK and DAVID NIVEN

in

DAVID LEWIS' PRODUCTION

of

ERICH MARIA REMARQUE'S

"THE Other LOVE"

with

RICHARD CONTE

GILBERT ROLAND • JOAN LORRING • LENORE AUBERT • MARIA PALMER • NATALIE SCHAFER

Screenplay by Ladislas Fodor and Harry Brown

Adapted from the short story "BEYOND" by Erich Maria Remarque

DIRECTED BY ANDRE de TOTH

Here's the LOEWdown . . .

JULY 31		AUG. 7	AUG. 14		AUG. 21	SEPT. 4
NORFOLK	INDIANAPOLIS	CANTON	ST. LOUIS	HOUSTON	CLEVELAND	HARRISBURG
PITTSBURGH	KANSAS CITY	LOUISVILLE	BALTIMORE	BOSTON	NEW ORLEANS	READING
PROVIDENCE	EVANSVILLE	LONDON, ONT.	RICHMOND	BRIDGEPORT	COLUMBUS	WILMINGTON
ROCHESTER	MEMPHIS		SYRACUSE	NEW HAVEN		
DAYTON	BUFFALO		AKRON	HARTFORD		
TOLEDO	TORONTO		NASHVILLE	ATLANTA		

. . . and many, many more to come!

You can't help loving "LOVE" ... from UA!

BOX OFFICE SLANT

The Great Dawn

(Italian Dialog-English Titles)

Superfilm Drama With Music 83 mins.

AUDIENCE SLANT: (Adult) This has universal appeal, and the fact that it is in the Italian language does not mitigate one bit against its superb entertainment value. It is a thrilling, finely contrived drama with beautiful music that should delight all types of audiences everywhere.

BOX-OFFICE SLANT: If any picture from Italy ever is going to be well received in this country, this is a candidate for top honors. Properly handled, it can and should do very well at box-offices all over the country. Probably best as supporting fare on double bills, but can stand alone on pure entertainment merit.

Cast: Pierino Gamba, Renee Faure, Rossano Brazzi, Giovanni Grasso, Michele Riccardini, Yvonne Samson, Fausto Guerzoni, Loris Gizzi, Guglielmo Sinay. Credits: Directed by G. M. Scotese. English titles by A. V. Macaluso. Teatro dell 'Opera of Rome Orchestra, conducted by Pierino Gamba. A Scalera Film Production.

Plot: Pierino Gamba is the young son of a woman whose wealthy father had disinherited her when she married the boy's talented but unrecognized musician-father. The father leaves Italy for France in an effort to find inspiration for his music and the wife and son are forced to turn to the old man for their living. A neighborhood priest recognizes that the lad is possessed of an infallible sense of pitch and phenomenal musical talent, trains him, but is forced to do it surreptitiously, since the grandfather has come to hate music and musicians following his daughter's unfortunate experience with her husband. The priest arranges for the boy's debut as conductor of a great symphony orchestra which is an overwhelming success—much to the delight of the grandfather, who then cheerfully and enthusiastically approves of the reuniting of the parents.

Comment: There is much in this Italian importation to make American audiences talk, chief among which is the utterly amazing manner in which a small boy, Pierino Gamba, thrillingly conducts the Teatro dell 'Opera of Rome Orchestra on the stage of the Basilica of Massensio in Beethoven's Fifth Symphony. The story of the picture is not too important, but it is intelligent, excellently directed and produced and is interest-compelling throughout. And it serves to bring forth the phenomenal musical talent of young Master Gamba, through its fictitious early stages, when he is more or less in the background of the plot's development, through his primary musical education by the neighborhood priest, played incidentally with gusto, suavity and a fine sense of comedy and pantomime by Michele Riccardini. Renee Faure as the boy's mother is beautiful and competent. Rossano Brazzi as the father, Giovanni Grasso as the grandfather and Yvonne Samson as a lady who lives by her charms, all are excellent in supporting roles. But it is Pierino Gamba, around whom the action eventually revolves, who makes this a standout picture. It is beautifully done, thrilling, full of chuckles and eventuates as a warm, human story chockful of some of the world's great music. It has universal appeal to the extent audiences will forget that it is in the Italian language, since the action is perfectly clear at all times. It should delight all types of audiences everywhere. It can and should do very well at box-offices all over the country. Probably best as supporting fare on double bills, because of its lack of initial draw, but it can stand alone on pure entertainmentt merit.

Adventure Island

(Cinecolor)

Paramount Drama 67 mins.

AUDIENCE SLANT: (Adult) A trite story with many tried-and-true situations this nevertheless develops as a lively adventure yarn that should entertain the less discriminating audiences. Good for action houses.

BOX-OFFICE SLANT: Lack of name draw relegates this to double bill situations where it fits very nicely.

Cast: Rory Calhoun, Rhonda Fleming, Paul Kelly, John Abbott, Alan Napier. Credits: Produced by William Pine and William Thomas. Directed by Peter Stewart. Screenplay by Maxwell Shane. Director of photography, Jack Greenhalgh. Color supervisor, Arthur Phelps. Based on Ebb-Tide by Robert Louis Stevenson and Lloyd Osborne.

Plot: Three beachcombers in jail on a South Sea island are offered freedom if they will take command of a ship whose captain has died. They take over, decide to steal the ship. They discover the cargo of champagne is really water and that the dead captain had intended to scuttle his ship for the insurance. His daughter had stowed away, causing a set-back in the plans and then the captain had died. The ship comes upon an unknown island, lorded over by a white man who had set himself up as a God to control the natives. He kills two of the men before he in turn is killed. The other man and the girl return to the ship and set sail for Australia, having picked up a fortune in pearls.

Comment: There is little that is new or even purports to be new in this nicely Cinecolored adventure yarn but the plot develops in a lively manner which should prove to be satisfactory for action fans. The romance which develops slowly but surely between Rory Calhoun and Rhonda Fleming does not impede in any important way the development of the action, but is competently handled by the two players. Paul Kelly and John Abbott are good as the captain and steward of the sailing vessel whose drunken proclivities touch off the action. "Adventure Island" will fit in very well on double bill situations and might stand alone in some few spots.

'I Know Where I'm Going'

STR's London Reviewer (Jan. 5, 1946) called "I Know Where I'm Going" an ". . . off-the-beaten-track and strangely charming story," and stated that its appeal was to better class audiences. In all of which STR's New York reviewer concurs after seeing the film this week. Now released by Prestige Pictures, the film runs 91 mins.

Blackmail

Republic Mystery 67 mins.

AUDIENCE SLANT: (Family) For the not too discriminating armchair detectives who will enjoy any picture, just so long as it challenges their ability to solve a crime.

BOX-OFFICE SLANT: Should do okay in the action and subsequent houses.

Cast: William Marshall, Adele Mara, Ricardo Cortez, Grant Withers, Stephanie Bachelor, Richard Fraser, Roy Barcroft, George J. Lewis, Gregory Gay, Tristram Coffin, Eva Novak, Bud Wolfe. Credits: Produced by William J. O'Sullivan. Directed by Lesley Selander. Screenplay by Royal K. Cole. Director of Photography, Reggie Lanning.

Plot: A big-time gambler is being blackmailed for a huge sum of money, so he hires a private detective. Before this detective can get to the bottom of things, there are two murders, an exciting automobile chase, and what looks like a case against the gambler.

Comment: This one appears to have all the necessary ingredients for satisfactory murder-mystery fare. Several good fist fights, two murders and an exciting auto chase, but the balance of the picture lacks the action and suspense needed to keep the spectator interested in the proceedings. Its most likely spot, therefore, would be in the action and grind houses, or the theatres where the patrons will accept anything that challenges their ability to solve a crime. Principal roles are handled by William Marshall, Ricardo Cortez, Adele Mara, Stephanie Bachelor and Grant Withers. Director was Lesley Selander. Production was handled by William J. O'Sullivan.

Wild Harvest

Paramount Drama 92 mins.

AUDIENCE SLANT: (Adult) Though this picture co-stars Alan Ladd and Dorothy Lamour, their fans may not find it up to their expectations, mainly because it is a slow-moving tale, not too plausibly worked out. For excitement there are several rough-and-tumble fist fights.

BOX-OFFICE SLANT: Should bring in satisfactory returns if sold via the Alan Ladd-Dorothy Lamour-Lloyd Nolan names, and the "bad woman" role Miss Lamour plays.

Cast: Alan Ladd, Dorothy Lamour, Robert Preston, Lloyd Nolan, Dick Erdman, Allen Jenkins, Will Wright, Griff Barnett, Anthony Caruso, Walter Sande, Frank Sully. Credits: Directed by Tay Garnett. Screenplay by John Monks, Jr. Photography, John Seitz. Produced by Robert Fellows.

Plot: A group of men go into business cutting wheat for the farmers. One of them gets mixed up with an unscrupulous woman, and from then on their troubles multiply. For he brings her into their midst, as his wife, and she makes a crook out of him. However, the others rally around to help straighten him out. Result: the woman is sent packing.

Comment: By selling the Alan Ladd and Dorothy Lamour names, and the exciting rough-and-tumble fist fights with which the picture is liberally sprinkled, "Wild Harvest" can be sold to good advantage in most situations. The trouble caused by an unscrupulous woman who gets mixed up with a group of hard-working men, pitting one against the other, is another angle, although

the reaction of the Dorothy Lamour fans when they see their favorite as a trollop should be interesting to note. Story is predicated on the problems of the wheat farmers and as such has a slow tempo and, in some instances, an entire lack of logic in many situations. But the picture does boast of fine performances and, for the Alan Ladd fans, the type of role that made him famous. The film has an all-male cast, (except for Miss Lamour and one small scene in which an unnamed young lady appears), and each individual player turns in a finely-etched portrayal, including Lloyd Nolan as Ladd's closest pal; Robert Preston, another friend and the one who causes all the trouble, and Dick Erdman, Allen Jenkins, Anthony Caruso, Griff Barnett, Walter Sande and Frank Sully. Direction was by Tay Garnett, production by Robert Fellows.

Stormy Waters

(French Dialog-English Titles)

MGM **Drama** **77 mins.**

AUDIENCE SLANT: (Adult) This French picture is good dramatic fare for the foreign houses, and has enough English sub-titles to make it satisfactory entertainment for Americans who like to see Jean Gabin and Michele Morgan.

BOX-OFFICE SLANT: Primarily a picture for the foreign situations. It nevertheless has the known name-draw of Gabin and Morgan for added attraction.

Cast: Jean Gabin, Michele Morgan, Madeleine Renaud, Blavette, Jean Marchat, Fernand Ledoux. Credits: Produced by Jean Gremillon. Directed by Roger Desormieres. Photography, A. Therard & Lnee. Screenplay by Jacques Prevert. Based on the novel "Remorque" by Rogue Vercel. A Segis Films Production.

Plot: This is the story of a Captain of a rescue ship who is a devoted husband, but who falls in love with a young woman whom his crew had rescued. He forgets everything in his attraction for this woman; his call to duty, his ill wife. He is brought back to normal when he is called to his wife's deathbed. After her demise he returns to his ship and his work, and the young woman leaves for parts unknown.

Comment: This is primarily a picture for foreign situations and as such should do average business. It has the added attraction of having Jean Gabin and Michele Morgan in the leading roles, two names that are much better known to the average American than those usually appearing in foreign product. With this kind of draw, and the fact that the unfamiliar language is no hindrance to one's understanding of the proceedings, because of the plentiful supply of English sub-titles, the picture may attract other patrons besides the regulars. Story is good dramatic fare, with Gabin and Michele Morgan turning in smooth, natural performances. The other members of the cast are all quite capable. Direction was by Roger Desormieres. Production by Jean Gremillon.

High Tide

Monogram **Drama** **70 mins.**

AUDIENCE SLANT: (Adult) A good, suspenseful melodrama; will be found thoroughly enjoyable by the average theatregoer who likes a well-put-together murder-mystery.

BOX-OFFICE SLANT: Quality of the film, plus whatever draw the Lee Tracy name still has, makes this a satisfactory offering for the top spot in many situations.

Cast: Lee Tracy, Don Castle, Julie Bishop, Anabel Shaw, Regis Toomey, Douglas Walton, Francis Ford, Anthony Warde, Wilson Wood, Argentina Brunetti, George H. Ryland. Credits: Directed by John Reinhardt. Screenplay by Robert Presnell, Sr. Story by Raoul Whitfield. Additional dialogue by Peter Milne. Director of Photography, Henry Sharp. Associate Producer, James C. Jordan. Produced by Jack Wrather.

Plot: Two men are pinned under a car which overturned on a coastal highway. One of them, managing editor of a newspaper, is mortally injured. As they lay there waiting for the tide to come in and drown them, the story develops that they were involved in a gang war in which the editor's boss was killed. As the editor dies, he confesses that he killed his boss to gain control of the paper. The other man is able to free himself and crawls to safety.

Comment: This good, suspenseful melodrama proves that newspaper yarns can still be used to advantage on the screen, provided a well-contrived, tightly-knit script is prepared. Which is exactly what producer Jack Wrather did. The cast, well-chosen, turns in capable performances and the direction by John Reinhardt gives the picture the suspense and excitement needed to hold the interest. For marquee draw there is the name of Lee Tracy. His portrayal of the hard-hitting managing editor can be rated among his best. Don Castle does an outstanding job as the reporter turned private dectective and Julie Bishop impresses in the role of the publisher's wife. In supporting roles are Douglas Walton, Regis Toomey, Anthony Warde and Francis Ford. Credit for the excellent screenplay goes to Robert Presnell, Sr., who adapted it from a story by Raoul Whitfield.

Anything for a Song

(Italian Dialog-English Titles)

Superfilm **Musical Comedy** **76 mins.**

AUDIENCE SLANT: (Adult) For those who can put up with the silly story ramifications, the singing of Ferruccio Tagliavini may be sufficient compensation. Otherwise average American audiences probably will be bored.

BOX-OFFICE SLANT: Suitable only for the foreign houses, art and studio type theatres.

Cast: Ferruccio Tagliavini, Carlo Campanini, Vera Carmi, Luigi Cimara, Virgilio Riento, Carlo Romani, Luisa Rossi, Tino Scotti, Aldo Silvani. Credits: Production director, Carlo Bugiani. Assistant director, Leo Cattozzo. Photography, Charles Suin. Screenplay, Mario Mattoli. An S. A. Grandi Film.

Plot. Tagliavini's attempt to make a career of his singing is foiled by his father's influence. He wants the young man with him in business. The father also attempts to bolster his waning fortunes by marrying his son to the daughter of a business rival. The young man meanwhile has left home to sing publicly, disguised as a blind man in cafes, sees and falls in love with a blind girl, finances an operation to cure her blindness and returns home, agreeing to marry the other girl. Meanwhile his friend and the girl have fallen in love. As the wedding approaches the two confess their love to Tagliavini who is delighted. He returns to the home of the blind girl, finds her cured and the two prepare to take up their life together.

Comment: The singing of Ferruccio Tagliavini is the only thing this picture has to recommend it to American audiences. The story is silly in the extreme with the dialogue in Italian going so quickly and with such extremes of facial expression and gestures as to confuse anyone who does not understand the language, even though English titles on the screen attempt to make the action clear. For the Tagliavini fans there are a number of songs, delivered in the artist's pleasing style. Otherwise the picture is not suitable for average American audiences. Okay for the foreign houses, art and studio type theatres.

Louisiana

Monogram **Comedy-Drama** **85 mins.**

AUDIENCE SLANT: (Family) Timely, entertaining picture of the rise of Jimmie Davis to the position of Governor of Louisiana. The songs he wrote are used in the film, and sung by him.

BOX-OFFICE SLANT: Should attract considerable attention in the South and rural sections . . . may even turn into a sleeper in those areas.

Cast: Jimmie Davis, Margaret Lindsay, John Gallaudet, Freddie Steward, Dottye Brown, Mollie Miller, Ralph Freeto, Russell Hicks, Lee "Lasses" White, John Harmon, Tristram Coffin, Eddy Waller, Mary Field, Joseph Crehan, Charles Lane, Raymond Largay, Ford Pearson, and "The Sunshine Serenaders." Credits: Produced by Lindsley Parsons. Directed by Phil Karlson. Director of Photography, William Sickner. Screenplay by Jack De Witt. Based on an original story by Steve Healey.

(Continued on Page 35)

. . . NEWSREEL SYNOPSES . . .

(Released Saturday, Aug. 9)

NEWS OF THE DAY (Vol. 18, No. 296)—Elliott Roosevelt star witness at Senate inquiry; Air Force celebrates its 40th anniversary; Villagers hail Pontiff on vacation; Jap crown prince champ speller; New defense tactics for girls introduced in Canada; New York youngsters find a real "PAL."

MOVIETONE (Vol. 29, No. 98)—U. S. Air Forces Day displays thrill nation's throngs; Senate committee hears testimony on Hughes probe; Mission to China; A Prince in school; Ancient ceremony of blessing shrimp fleet is revived; Stymie wins Massachusetts handicap; Teen-agers in yacht regatta; Speed boat test; Strong-arm girls.

UNIVERSAL (Vol. 20, No. 62)—Elliott Roosevelt questioned by Senate group investigating Howard Hughes' warplane contract; Air Forces stage thrilling 40th anniversary celebrations throughout the U. S.

PARAMOUNT (No. 99)—Republican bandwagon gets rolling; National AAU swimming finals; Greatest sister act in tennis revived; Washington's big show (Howard Hughes inquiry).

RKO PATHE (Vol. 18, No. 101)—Wedemeyer visits China; MacArthur and Evatt confer in Japan; De Gaulle in Brittany tour; Sutton Sisters revive their sister act in tennis; Elliott Roosevelt testifies; Tiny sail craft race in California.

(Released, Wednesday, August 6)

UNIVERSAL (Vol. 20, No. 61)—Probe plane contracts; Ship aground in Tokyo Bay; Notables here on "Queen"; Forty dead in Brest blast; Vatican Singers arrive.

RKO PATHE (Vol. 18, No. 100)—War in Greece; Kaiser-Hughes probe.

NEWS OF THE DAY (Vol. 18, No. 295)—Kaiser tells about "heat of hell" at Senate inquiry; Brest port suffers fate of Texas City; Army transport runs aground; Senora Peron dazzles diplomats; Vatican Singers here; Revolutionary changes in the new fashions; Aqua skiing with scenic effects; It's motorcycle mayhem at Spokane; Big League thrill for kids.

PARAMOUNT (No. 98)—Beat-ski the heat-ski at Cypress Gardens; All-Stars play for the Babe; French harbor disaster; Washington's $40,000,000 mystery—Brewster's charges, Kaiser's testimony.

MOVIETONE (Vol. 29, No. 97)—The Marshall plan in a world divided: Yalta conference, United Nations. Poland, Yugoslavia, Trieste, Greece and Hungary. Russian vetoes, Moscow conference, Marshall plan.

ALL AMERICAN (Vol. 5, No. 250)—Music festival; Annual Baptist convention; Swimming lesson; African jewelry exhibit; Plaque unveiling on Liberia's 100th anniversary; East-West game.

TELENEWS (Vol. 1, No. 15)—Australia greets new citizens; Meteor shower hits Siberia; Glider tests in Poland, using new "outboard" motor; Argentine naval cadets follow Eva Peron tour to Paris; French archery meet honors William Tell; Prince Charles visits Leopoldville in Belgian Congo; Sports we seldom see—kayak slalom in Austria; Jeep racing in Belgium.

THEATRE MANAGEMENT



The Brass Tacks of Efficient Picture Theatre Management*

"PREVENTIVE MAINTENANCE"

By Jack Jackson

A few weeks ago I sat listening to J. H. (Jake) Elder, chief of construction and maintenance for the Interstate Circuit, wax eloquently on a subject that should be of high interest to just about everybody connected with motion picture theatres. Jake was talking about "preventive maintenance," a self-explanatory phrase that sounds a much needed caution in these days of high cost replacements and repairs.

It is difficult to call to mind anyone capable of treating the subject more lucidly and comprehensively than Elder, whose experience in this department of the theatre dates back some 30 years to the old Southern Enterprise days, the Paramount-Publix span of expansion under Marty Mullins, and through several years in his present capacity. Jake has been over, under and all through the theatre mill and I believe you'll reap a golden harvest in dollars saved by following the suggestions he poured into my listening traps.

During the "boom" business period, the ability to properly and effectively handle mob scenes rated higher in the qualifications of a theatre manager than good housekeeping. Now with the change in conditions vividly reflected on the daily box-office reports the need for pegging housekeeping—which, after all is maintenance—as the top requisite of a capable theatre manager is all important. No man can be a good housekeeper unless he knows the contents of his house. Since theatres hold so many related and unrelated articles under their roofs it is essential that every manager keep an accurate month-to-month inventory of the furnishings and equipment over which he holds stewardship. As supplies are received they should be added to the list and the monthly consumption must be deducted if an adequate record of running expenses is to be kept. It is also well to keep a record of the repair expenses for each unit in order to determine when and where replacements and thorough reconditioning jobs are most needed.

Thorough Staff Organization Essential

Of greatest importance to the overall job of theatre maintenance is the thorough organization of the cleaning and service staffs since it is to the members of these departments that most defects are first noted or reported. If the service and cleaning personnel are on their toes the manager will be advised of the exact location of torn seats, seat backs, loose or torn carpets, loose or missing seat arm rests, faulty door checks, panic bolts, and other hazards to the safety and comfort of patrons. They will also be the first to hear about faulty seat coverings that cause runs in nylons, leaky drinking fountains that waste water and at the same time damage carpets and possibly the clothing of patrons. Dirty draperies or those that happen to be loose or partly detached from their anchorings will be noticed and promptly reported by a well-schooled cleaning and service staff. Burned out light bulbs, leaky plumbing in rest rooms, damage to uniforms, vermin in storage rooms, etc., will all be discovered in time to take preventive measures if proper training and instruction is given employes.

Frequent friendly chats with the projectionists can result in a unit of preventive maintenance that not only promises to cut down materially in booth operating expenses but may entirely eliminate breakdowns or closedowns from other than the most unexpected and unpreventable sources. All too frequently inquiry will develop that a manager only visits the projection booth when something goes wrong. The booth is the very heart of theatre operation and as such should be visited with every change of working personnel and thoroughly inspected at least twice a week. And DON'T go about it in a fault-finding manner. The manager's criticism of the projectionists should—I might even say MUST—always be of a constructive nature. Take the men into your confidence and let them know the problems that are confronting you in the way of needed economies. Talk over the use of short carbons and discuss the advisability of running the supporting subjects of the program on single reels to get the utmost use of carbon ends. Manifest an interest in the equipment and get them to show you how clean it is kept and how well the parts needing oil are attended. Take a hand at the rewind machine. Check the containers for film patches and waste paper, etc. Check their wash room to be sure it is properly cared for by the porters and incidentally offer suggestions that will result in cleaner maintenance in case you find accumulations of dirt or refuse of any kind. Go over the safety devices carefully at regular intervals. Keep an extra supply of fusible links on hand for the shutter and door mechanisms to make sure that replacement is at hand in case of accident to these fire prevention

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Old Ideas Take Daze Out of Hot Summer Days

How old ideas, if new ones prove elusive, can be utilized to take the daze out of summer box-office "takes" is featured in an article in a recent issue of *Showmanship,* exploitation organ of National Theatres. Revamping of old ideas that have proved effective may necessitate a little extra effort on the part of the exhibitor, which matters little in the light of extra benefits to be attained.

The article selects for its exhibit of old stunts two that were put on at the Fox Theatre in Phoenix, Ariz., under the house management of Warren Faust.

One of his most successful, put on in 1944, repeated in 1945 and 1946 (and probably to be used again this summer) was an Old Fiddlers Contest—nothing new in showmanship indeed, but one that always hypos attendance at the Fox. First contest brought 10 fiddlers from near and far and they put on a hoe-down which drew a delighted and well-paying audience. Only needed accompaniment for a fiddlers' hoe-down is a piano on the stage and a good p.a. system with a standby "mike." Stunt is good for any off-night or to bolster a weak feature. The potential audience for such a contest has been increased through the sales of rural music in record shops and the jump in the number of performers heard in national as well as local broadcast programs.

Another box-office stimulator that Faust found very profitable was a prize costume party on the stage for children in connection with a Saturday feature-and-cartoons show aimed directly at juniors. Children rigged themselves up in all sorts of costumes, with theatre giving appropriate prizes for the most attractive, or the most outlandish, costumes. Such a special kid event once or twice a month, finds favor with the kids themselves and with adults and helps waylay Old Man Summer Depression.

Footlight Check

Bringing up the foots and borders at the start of the main feature is part of good showmanship. Get full use of the foots by seeing that the trough and reflectors are kept clear of dust.

Change-Maker

If that change-maker in the box-office gets out of order it can slow up your cashier and it might even account for the wrong amount of change being dispensed during rush hours.

Gets Fire Award

Morris Cummings, manager of the Elm Theatre in Camden, N. J., received the Bill Elliott-Jimmy Fidler Award of the Week for his outstanding work in clearing the theatre of 50 children when fire broke out in the projection room. He saw a red glow at one corner of the screen 15 minutes after the show started, and opened all exit doors and conducted the children out, still singing the song they had started before Cummings saw the red glow.

The prize awarded him was a $250 Bulova watch and a $50 bond.

Preventive Maintenance Essential—Jackson

(*Continued from Preceding Page*)

necessities. Look into the film storage cabinets. See about the supply of replacement parts, cleaning and patching materials, etc. In addition to being the heart, the booth is also the most vulnerable spot in your theatre. Visit it regularly—twice each day—check it thoroughly—twice each week—and by all means be friends with the men because in their hands rests the responsibility for the kind of a show that goes on your screen and that's what brings in the customers. Further it is possible for the men who run the machines to either save or waste your money. It all depends on how much attention you pay to their work and how much a part of the theatre you are able to make them become. I almost forgot to mention that a looksee at the generator and a request that you go along while they check the conditions of the sound equipment should also be part of your job—a very important part of your job!

Maintenance Rates High

Your house electrical maintenance man also rates high in your plans for adequate preventive maintenance. He is the fellow who looks after the stage equipment, the house lighting, the marquee and signs, the seat fixing, the various this and thats which are always in need of attention or repairs. Keep a constant check on his activities—not a "bossy" but a friendly check—seek his advice about the cleaning and hanging of draperies, the size of bulbs in wall fixtures, cove lighting, etc. Offer friendly suggestions about the occasional changing of the placement of set pieces, the attention to stage draperies, remote controlled curtains, etc. Let him in on your plans for seasonal changes and get his suggestions as to what economies can be effected in his department. Make the rounds with him every now and then when he is checking switchboard contacts, house motors, etc. Talk with him about the quantity and grade of oil to be used in his work and go out of your way to make him understand that you are vitally interested in the difficulties that confront him by making him understand the handicaps that stand in your own way.

Set Up Sentry System

If you are able to make genuine friends of the cleaning and service supervisors, the projectionists and the house maintenance man you will have set up a sentry system that will sound alarms about the condition of the various units of your operation in plenty of time to arrange for inexpensive but adequate repairs instead of extravagantly priced replacements. And, what's still more important, you'll eliminate carelessness and thereby minimize damage claims, customer complaint and the possibility of breakdown in any department of your operation.

According to my friend Elder: "Anything can be repaired and the cost of replacements are up from 70 to 100 per cent from pre-war costs." To that I can only add that the cost of repairs will be less expensive if defects are discovered and reported in their early stages. Of course it is up to the manager to attend to the reports about poor condition promptly and to follow through to see that his orders about repairs are carried out with the least possible delay. Whenever a defect is found to exist it should be corrected AT ONCE. Delay only serves to magnify the hazard and increase the expense of corrective measures.

Elder stresses the importance of regularly scheduled visits to the roof because from that vantage point the manager can actually see a great many features of his theatre construction that are not apparent from any other point. The opportunities for preventive measures are rampant on the average theatre roof. The condition of the roof itself; gatherings of water puddles from the last rain; accumulations of gravel that have piled up around drain strainers; accumulation of waste paper that blows onto the theatre roof from adjoining buildings; the condition of fire escapes; the efficiency of theatre vents, parapets, etc. And while you're up there take a look at the roofs of your neighbors and advise them of any fire hazard that is apparent. The tendency to call in a roofing company as soon as leaks occur is very costly. Any company is going to find everything wrong they can possibly anticipate so Jake advises that you personally determine the source of your trouble and then arrange for repairs to meet demands. Be sure you get complete specifications from the roofers as to the kind of material to be used and the amount of work to be done in case major repairs are essential.

Clean Drapes Bi-Annually

Drapes around the theatre should be cleaned at least twice yearly and more frequently in houses where dirt or dust is a major problem. If you keep 'em clean they'll last lots longer—and that goes for just about everything else around the theatre. Check the ropes holding stage equipment to make sure they are still capable of holding the weight they support. You can lose a lot of money in the event one of these old ropes should give way and let battings damage your screen. Make sure that panic bolts and door checks are kept in good order. If they are allowed to remain in damaged condition repairs are more difficult and expensive. Check the fire escapes regularly. Cables, counterbalances, steps, landings, etc. should all be gone over at least once a month. Should you find evidences of rust arrange for repainting but be sure that the old paint is first completely cleaned or the new job won't last.

Can Repair ANY Seat

I was somewhat surprised when Elder informed me that ANY seat, regardless of condition, can be repaired and made like new at a cost of about one-third that of a new one. The price of carpet has mounted better than 25 per cent so it is advisable to switch it around frequently to insure even wear. Don't wait until the carpet near the door is threadbare before switching but do the job as soon as the surface shows signs of wear. By moving the carpet from places of heavy traffic to the corners where it gets little use you will be able to cut replacement costs at least 50 per cent.

Watch your electric switch panels for corrosion and arrange for its removal because the resultant poor contact costs you real money. However don't allow the clips to be cleaned while the board is alive or you may be paying funeral expenses. Corrosion causes overload and the local light company will check for and locate the causes without any charge to the theatre. It's one of their services so make use of it regularly and cut your light and power bills.

Last but not least Elder told me how to get rid of flies and other insects. He suggests that the front of the theatre be washed with a 5 per cent solution of DDT but admonishes that you be careful of the preparation to make certain it is not strong enough to injure patrons. He also admonishes about leaving the kind of rat poison that crystallizes, unless the containers are filled with water regularly, in the ventilating ducts or other places where a draft may blow the small crystals into the audience. Serious complications are liable to result from neglect.

I overlooked his suggestion that seats be examined regularly for loose bolts or connections because one loose part creates greater strain on the balance of the unit. Also, a note to the effect that plastic roofing cement can be applied by almost anybody around the theatre to care for small leaks.

Two other notes of interest were that placing a pad of cloth along the back of furniture resting against walls will prevent damage to the wall paint and that Lux is preferable to volatile liquids for seat cleaning.

Carpet Care Saves Money, and Prevents Accidents

A "must" in the theatre manager's obligation to his public is to keep the house carpets clean and in repair through periodic checks, in addition to the daily cleaning. This is no small matter, for clean carpets add not only to the comfort and enjoyment of patrons but to the "life" of the floor coverings, and is thus a saving in expenditures.

A good grade of carpeting is less expensive in the long run than coverings of a poor quality which must frequently be replaced. Low-grade fibres give out under the pressure of millions of feet and the grinding of grime and dust into the very base of the fabric. They become dingy and ragged in spots, endangering patrons entering in the dark who are apt to trip over them and suffer injury.

A good grade of carpet is more expensive in the beginning, but will outlive those of cheaper quality several times over. They are easier to keep looking bright and cheerful; their colors last longer before beginning to fade. They entail no more care than cheap carpeting.

But any grade of carpeting will prove expensive if the manager fails to take proper care of it. Mere daily routine of cleaning is not enough, since theatre carpets take a great deal of punishment daily. A good and efficient vacuum cleaner draws out a good portion of the dirt pressed into the carpets, but some grime still remains on the floor underneath and wears into the fabric. Carpets should be removed periodically and the floor thoroughly cleaned.

Even with the best of cleaning tools some dirt remains in the fibres and the brightest of colors gradually become dimmer and finally quite dingy. A thorough shampoo is then required to keep the coverings bright. Periodic thorough cleaning adds to the life of floor coverings and eases the strain on the pocketbook. A dry cleaning job helps, but it must be a thorough one.

Good carpeting is a necessity and not a luxury in any theatre.

Don Hall's Ponca City Staff Meetings Carefully Planned For Maximum Interest, Zest

To combat the "world owes me a living" attitude of some wartime theatre personnel, Don Hall, Griffith's Ponca City manager, has evolved a scheme, or rather an interesting approach to the problem "that seems to be stemming this easy come, easy go attitude. Various ideas gathered from here and there have been instituted into our procedure for conducting staff meetings. . . ." which are for all service employes of Griffith's Theatres in Ponca City, and are planned in advance in minute detail with no effort being spared to make them enjoyable as well as instructive. At the Ponca City meetings every employe is required to participate in one way or another which "results in keener interest and more spirited cooperation."

A fixed set of by-laws and regulations are followed during staff meeting procedure under employe officers elected every six months. These include a president, vice-president, secretary, treasurer and sergeant-at-arms, with all irregularities or discrepancies reviewed and decided upon by a Board of Arbitration, also consisting of employes.

A system of merits and demerits has added interest for all service employes. The system is "maintained for the purpose of insuring punctuality, order and the maximum of cooperation. Tardiness in reporting to staff meetings, for instance, constitutes two demerit marks against the offender. Absence is non-excusable, except in extreme circumstances. Various factors, as set forth in the by-laws and regulations determine merit and demerit ratings, with final opinion resting with the Board of Arbitration. Five demerits place the offender in the "Dog House" with listing of inmates being published in *The Scoop*, employes' publication.

Manual Contains Rules

The Service Manual, outlining all general rules and regulations as well as specific rules for some assignments, also includes detailed instructions pertaining to public safety and fire prevention. All employes are given a Service Manual when employed and are required to bring the Manual to staff meetings for reference and discussion purposes.

There is also a "Gripe and Suggestion" box, kept under lock and key, which is available to employes at all times. The gripes, of course, may be anonymous. But suggestions must be signed in order to pass on credit where it may be due. The box is opened at each staff meeting by the chairman of the Board of Arbitration and each gripe and suggestion is openly aired, after which they are passed on to the theatre manager concerned for whatever disposition he may decide to make. Suggestions are encouraged to cover all phases of theatre operation, from film merchandising to management problems.

Managers and assistant managers handle the "lecture" phase of meetings, which usually is in the form of a paper which has been prepared for group reading and discussion, with considerable time and thought given to the preparation of this part of the session to make it interesting as well as constructive.

One interesting phase of the meetings conducted under Mr. Hall's supervision and instigation is an assignment to various employes to report on the more important forthcoming pictures. The manner and style of each employes' presentation is left entirely to himself, although he must become familiar enough with his subject not to be permitted the use of notes.

Another, and perhaps the most important phase of the staff meetings, is an eagerly awaited Quiz Contest at which two team captains are elected and they in turn choose sides. Questions employed in the contest are designed to keep personnel keyed up on current and coming attractions, rules and regulations, facts concerning public safety and fire prevention, the history of motion pictures, etc., and are based upon subjects discussed at previous meetings and upon information contained in *The Scoop*. The questions are, for the most part, prepared by the manager and assistant manager, although staff employes are privileged to submit their own questions.

The losing team in the weekly Quiz Contest is required to entertain the winners at a party, so interest usually is at fever pitch, according to Mr. Hall, who states. . . . "We are of the opinion that the Quiz Contest idea serves an excellent purpose, chiefly for the reason that it keeps the personnel keenly alert and 'show minded' and adds incentive for taking more pride and concern in their work."

A party fund, toward which each employe contributes a small amount each week (according to salary) is maintained for the purpose of defraying expenses for various social functions, flowers for the sick, an occasional going-away gift, etc., as another feature of the staff-management relationship, all of which are coordinated through the columns of *The Scoop*.

Employes themselves write almost all of the material contained in the neat little mimeographed periodical, with appointed staff members doing the editing, typing of the stencils and the actual mimeographing. The manager and assistant have no hand in its publication, except for the submission of certain articles.

MANAGER'S CHECK REMINDER

☐ Does your doormen merely fill the routine post of "ticket-taker" or does he reflect an attitude of genuine service—greeting patrons with a smile—thanking them—and making their entry into your theatre a pleasure?

☐ What good-will stunt have you planned this month? Is the time ripe for another orphans' party, or treat for school boy traffic police?

☐ Lighting should encourage looking about at intervals to rest the eyes. There should be no unshaded lamps where they are likely to be seen. Sometimes glossy surfaces cause glare.

☐ Is your calendar marked to remind you of your theatre's anniversary week? A real celebration demands advance planning.

☐ Is there enough light in the auditorium?

☐ Have you ever stopped the admission chiseler by telling him you couldn't give him a pass but would be very happy PERSONALLY to buy him one? Or by asking the merchant if he'd GIVE you a new hat? After all, a pass represents COST and MERCHANDISE to you just as much as the hat does to the merchant.

☐ How efficiently did your staff handle your last capacity crowd? Are you satisfied that every effort was made to fill "single" seats?

☐ Is distortion or backlash discernible from any position in the auditorium?

☐ Do members of your service staff know the exact feature starting times of today's attraction or is it necessary for them to refer to a schedule? A prompt reply to a patron's inquiry is convincing proof that your staff is on its toes.

☐ Are you exercising proper supervision over employes who handle tickets and cash? Managers will create good morale by taking keen interest constantly in this branch of operation.

☐ Does the employe who is responsible for the Lost and Found department keep a close check on all articles turned over to him—informing you, your assistant and cashier daily of its newly added contents?

☐ Do you go about your work with pleasure? You know the man who radiates good cheer makes life happier for those with whom he comes in contact. You owe both your fellow workers and the patrons at least the courtesy of a smiling face.

☐ Do your cleaners permit sufficient amount of outdoor air to circulate through the house during morning cleaning hours so patrons experience a fresh, clean odor and not one of stale, foul air?

REGIONAL NEWSREEL

CHICAGO

A son, named Stephen Fertell, was born to Maryland Theatre Manager Jeff Fertell and Mrs. Fertell at St. Elizabeth Hospital. A daughter was born at Foote Memorial Hospital, Jackson, Mich., to Robert Baker, assistant manager of the Maryland Theatre, and Mrs. Baker.

Albert Sobler, 45, formerly Warner Chicago Theatres advertising manager, died in Los Angeles following a long illness. Two daughters survive. Norman Field, 75, formerly general manager of the Jones, Linick and Schaefer Circuit, is dead.

President Thomas Burke of the theatre janitors' union reports that the union has accepted the 15-cents-an-hour wage increase for men and eight cents for women janitors. The men now get $1.08 an hour, and women 88 cents. Both get paid vacations and seniority.

Assistant Manager of the Chicago Theatre Major Barney Nagle has returned from a two-week refresher course at Fort Sill, Okla.

Miss L. Mathiesen has been named secretary to Ideal Pictures President Bertram Willoughby.

John Panegasser is the new operator at the Marbro Theatre, succeeding the late Moe Morris.

Universal Exchange Manager Manny Gottlieb has returned from a fishing jaunt in Canada.

Screen Actress Elizabeth Taylor, accompanied by her parents, is visiting relatives in Minocqua, Wis.

The Fort Wayne Jefferson Theatre has placed an order for RCA sound equipment and a stage loud speaker.

COLUMBUS

Wedding of Manager Larry Caplane of the local RKO Grand to Miss Marilyn Judith Rose, daughter of Mr. and Mrs. S. M. Rose of Toronto, has been set for Sept. 6. Miss Rose was a student at the Ohio State University where she majored in dramatics. Caplane served three years in the armed forces.

A contour curtain, believed to be the only one west of Philadelphia, has been installed by J. Real Neth in his Markham Theatre. It is similar to the huge curtain in New York's Radio City Music Hall. Neth plans to install a similar curtain in the State.

William Wardlow, Jr., who was doorman at the Palace, Grand, and Majestic Theatres before serving in the navy for three years as shipfitter, second class, is now in the ticket box of the Grand.

Independent Theatre Owners of Ohio Secretary P. J. Wood is ill at Grant Hospital.

Loew's Ohio and Broad Streets Press Representative Fred Oestreicher is vacationing in Jasper National Park. RKO Publicity Director John Barcroft has returned from a holiday trip to Bay City, Mich.

The ban on downtown parking which goes into effect Aug. 27 will have small effect on theatre business in the opinion of local exhibitors. The city council approved the ban after the original proposal for one-way streets was defeated. Proponents of the parking ban believe it will speed up traffic and bring more people to the theatres and shops.

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HARTFORD

A Hollywood camera crew was in the Hartford area for nine days, taking background shots for "Lights Out," a forthcoming Robert Montgomery - Universal - International production. With the crew were Jack Hively, director, and Al Sumtine, writer of the story.

Dean Barrett, formerly manager of the Astor, East Hartford, and Rialto, Hartford, has left for the west coast to work with a California theatre promotional setup.

Walter Lloyd, manager of the M & P Allyn, Hartford, and Mrs. Lloyd have returned to Connecticut, following a vacation in Florida.

Manager Jack Sanson of the Warner State in Manchester, vacationed at Moodus. Relief manager at State was Fred Raimo of the Warner Circle, Manchester. Charlie Atamian, chief of service at the Warner Strand, Hartford, filled in for Raimo at the Circle.

Ernie Grecula, advertising and publicity director for Hartford Theatres Circuit, Hartford, and the Grecula family will go on a vacation August 10.

The annual Firemen's benefit show will be held for four days (Sept. 29-Oct. 2) at the State, Hartford.

Light on the Subject??

Los Angeles City Councilman John C. Holland is an official who wants more light on the subject. Specifically he wants more light in Los Angeles movie houses and is currently conducting a fight against poorly lighted corners in theatres, maintaining that they are conducive to improper conduct. Evidently the Councilman believes he should see what goes on.

LOS ANGELES

Cashier Harriet Frank, of 20th Century-Fox, has returned from her vacation. Clara Denker, secretary to Warners' office manager Morrie Shipp, has been in the home town of New York, vacationing.

Warners' District Manager Henry Herbel heads the local delegation at the Blackstone Hotel in Chicago for the annual convention. Others include Branch Manager Fred Greenberg, and Salesmen Henry Slater, Jack Howland, Bill Walsh, Joe Rosenberg, and Frank Reimer. The entire contingent flew to the Windy City.

Earl Zook of Warner Theatres headed the golf tournament on July 30, in which the theatre and distribution men played.

Sophie Smith, secretary to Warner Branch Chief Fred Greenberg, was welcomed back to the office after being out for five weeks because of illness.

Joyce Marcus, daughter of Ben Marcus, Columbia district manager in Kansas City, has joined the Film Classics office as secretary to office manager Milt Frankel.

James G. Moran, former Fox West Coast manager and secretary of the Associated Theatre Operating Managers, has been named secretary-treasurer of the Van Nuys Chamber of Commerce.

Ben DeDici is Pacific Coast manager for English Films, Inc., at 7166 Melrose Ave., which is a branch of the British Information Service. Ben is working closely with the British consul-general in Los Angeles, since some of his films were made by the British government.

K. E. Simmons of the Congress Theatre has returned from a vacation with his family at Shafter, Cal.

KANSAS CITY

Fox Midwest Amusement Corp. has changed the date for its annual convention of managers and officials to Sept. 9-10. The meeting is planned for the Muehlebach Hotel, and a mid-August date had been set. The main concern of the meeting will be to prepare for the fall showmanship drives. The September date in cooler weather was decided as a more favorable time to get going on the drive.

Lawrence Lehman, manager of the RKO Orpheum Theatre, is vacationing. He may head west for a visit to the coast. Martin Maher, assistant manager of Loew's Midland, has taken his wife and daughter south for about three weeks of fishing around Ft. Scott, Kans.

Old time picture fans got a chance to see one of their favorites last week when Rudolph Valentino's "The Eagle" played the Fiesta, Herman Elmer's theatre.

Miniature golf courses again are blossoming out, with at least a half a dozen going full blast, one more competition for the theatres.

Managers are somewhat divided on whether the hot weather is helpful or harmful to summer theatre business. During the present run of 100-degree temperatures, some managers

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REGIONAL NEWSREEL

(*Continued from Page 25*)

claim the heat drives the patrons to air cooled theatres to cool off. Some others claim it keeps patrons away because it is too much trouble to dress up and go out in the heat.

SALT LAKE CITY

Harry Kerrer, sales manager in this territory and in Denver, for Pioneer Films, Inc., will spend a few weeks in Denver.

MGM West Coast Sales Manager George Hickey spent a few days conferring with Exchange Manager Carl Nedley here, leaving at the weekend for his Los Angeles headquarters.

Frank H. Smith, in charge of operations at the local Paramount exchange, attended the marriage of his daughter in Los Angeles to Frank Braley, son of Hugh Braley, Paramount official here and in Denver.

Eagle-Lion Branch Manager Art Jolley is on a sales trip in Montana.

Salt Lake City with a 13 per cent increase in business activity over a year ago is one of 10 cities showing the greatest gain in reports given by *Forbes Magazine* Map of Business Conditions for August 1, 1927, which also states that business has been improving over the past month in only two areas, Chicago and Albany.

Harold Wirthwein, assistant district manager and drive captain for Paramount, is expected to visit here immediately, it is announced at the local offices.

Columbia Salt Lake City Branch Manager Bill Seib is covering the larger towns of Montana.

WASHINGTON

Hardie Meakin, former manager of RKO Keith's in Washington, is back in town where he will serve as Washington representative of RKO-Keith Theatres, and also manager of the local RKO-Keith's. Sol Sorkin, former local manager, has been transferred to Keith's at Flushing, Long Island, N. Y.

Carter Barron was host at a dinner preceding the auditions for the Capitol Theatre's "Going Native" revue.

Sarah Amour, former secretary to Fred MacMillan, manager of Warner's Earle Theatre, has accepted a government job in Japan.

The Local Variety Tent No. 11 was very busy this week with meetings and luncheons in preparation of fall fund-raising activities, for the Tent's 1947 welfare program.

Mr. and Mrs. George Peters of Richmond, Va., are vacationing in New York. Peters is manager of Loew's in that city.

Latta Drive Winners

Winners in the C. J. Latta Show Business Drive, which marked Latta's sixth anniversary as Warner Albany (N. Y.) zone manager and extended from March 30 to June 28, are: Joseph Stowell, manager of the Lincoln in Troy, zone prize of $200, with the remaining $600 in prize money in district prizes going to: Western district, in charge of Ralph E. Crabill, district manager; 1st—Jules Curley, manager of Kenney Theatre, Elmira; 2nd—split between Gus Nestle and Deane Emley, managers of Palace and Wintergarden Theatres, Jamestown; 3rd—Al Griffith, manager of the Diana Theatre, Medina; Eastern district in charge of Charles A. Smakwitz, district manager; 1st—Oscar Perrin, manager of Ritz Theatre, Albany; 2nd—George Laurey, manager of Avon Theatre, Utica; 3rd—Al LaFlamme, manager of the Strand Theatre, Albany.

OKLAHOMA CITY

The Cuero Oklahoma Lions club saw a preview of the Cuero Livestock Commission Company, Jack Monroe, manager of the Rialto Theatre at Cuero, announced. The film was a Universal Variety View short.

Griffith Consolidated Theatres, Inc., owners and operators of the Ritz and Erie Theatres in Hugo, Okla., has completed transactions for the purchase of the Dixie Theatre from Raymond McMillin and Clyde W. Walker, Manager Hollis Herod has announced. In addition the company announced plans to remodel the Erie into a completely modern house.

ST. LOUIS

Local 6 of the St. Louis Theatrical Brotherhood has signed new contracts with the St. Louis Amusement Company and Loew's, Inc., calling for an increase of $11.25 per week on members' basic pay of $75.

Robert E. Johnson has been named director of advertising and publicity for the Fanchon and Marco—St. Louis Amusement Company in St. Louis, replacing M. L. Plessner who resigned and went to the west coast with his family with no announcement as to his future plans. Johnson formerly was assistant director.

The St. Louis Amusement Company has closed its Granada Theatre for two weeks for modernization and alteration of the front of the house.

Fox Midwest Theatres President E. C. Rhoden of Kansas City, accompanied by his wife visited Jacksonville, Ill., inspecting the firm's theatres and visiting many charitable and educational institutions.

Arthur E. Kaye, 52, retired general manager and editor of the St. Louis *Star-Times* and who gave the city its first motion picture theatre advertising directory, died of a cerebral hemorrhage on Aug. 2.

BOSTON

Ben Rosenthal of the Levenson Circuit is summering with his family at Ogunquit, Maine, where the circuit operates both theatres.

Louis Gonick, a newcomer to the industry, has joined PRC as student salesman. Maynard Sickels, National Screen Service, and Saul Levin, PRC, have teamed up their families and have taken a large cottage at Wareham.

On August 9, Madeline Conley, billing department of Warners, was married to James Hughes in Milton. Rhoda Gabowitz, confirmation department at Warner's, has announced her engagement to Moe Steinberg.

Max Melincoff, Massachusetts district manager for Warner Theatres, and Mrs. Melincoff, accompanied by friends, motored to Montreal, Quebec, Kingston, Ontario, Toronto, Buffalo, and back to Boston.

Notice was received by all exchanges of the death on July 14 of George Limberis, owner of the Olympia in Bangor, Maine. Limberis had been in failing health for some time.

Nate ("One Shot") Ross, United Artists salesman, joined the sick list when he entered a hospital for an operation on his nose.

Morris Pouzzner, head of Regional Chain Theatres, and Mrs. Pouzzner announced the betrothal of their daughter, Janice, to Wilfred Maynard, New York City. The wedding date has been set for August 20 in New York.

PORTLAND

The golf tournament and get-together of Portland film row and Oregon exhibitors at Oswego Lake on Aug. 4 and 5 was full of enjoyment for the record breaking crowd which attended.

William Hibbert, operating theatres at Sheridan and Willamina, Ore., announces the early completion of his third theatre at Grand Ronde, Ore.

Indications are that many new theatres will shortly be under way in Oregon and all of the Quonset type, ranging from 400 to 600 seats.

Fred and Don Watrous announce the opening of the new Forest Theatre at Forrest Grove, Ore., which is equipped with all Jewell Box accessories.

Oscar Phelps, veteran exhibitor, announces

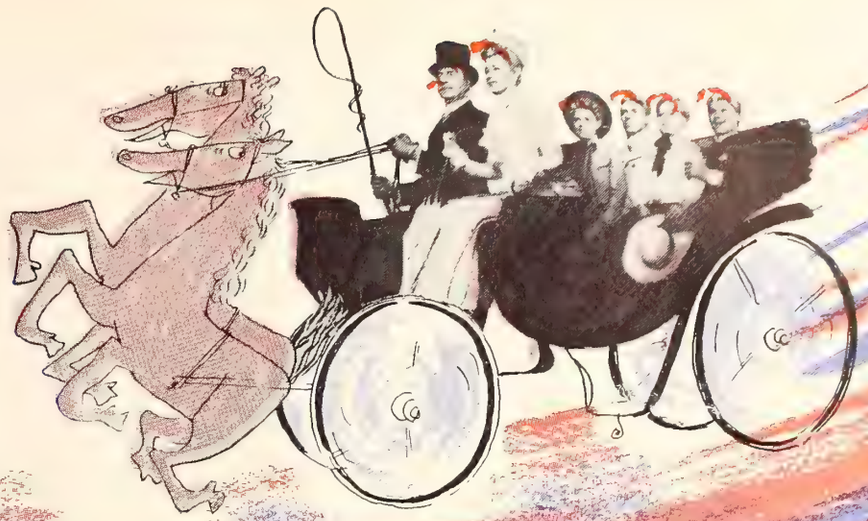
(*Continued on Page 28*)



RKO PRODUCER RETURNS. Rene Clair, second from left, was greeted by RKO executives on return to the U. S. following his sojourn in Paris to produce "Man About Town," under an international deal between RKO Radio and Pathe Cinema. With the producer are Phil Reisman, in charge of foreign distribution; RKO President N. Peter Rathvon, and Ned E. Depinet, vice chairman of the board.

"Voice of Theatre Speakers"
JOE HORNSTEIN has it!

Hold your horses!



6 days

FROM TODAY

Clarence Day's **LIFE WITH FATHER**

COLOR BY TECHNICOLOR!

"LIFE TH FATHER"

STARRING

ENE DUNNE

LIAM POWELL

IZABETH TAYLOR

EDMUND GWENN • ZASU PITTS

PRODUCED BY

ECTED BY

EL CURTIZ • ROBERT BUCKNER

FROM THE ORIGINAL PLAY BY

WARD LINDSAY & RUSSEL CROUSE

AM SERLIN'S STAGE PRODUCTION • MUSIC BY MAX STEINER

SCREEN PLAY BY DONALD OGDEN STEWART

WARNER BROS. BRING IT TO THE SCREEN

After the longest stage run ever known!

(8 STRAIGHT YEARS ON BROADWAY)

REGIONAL NEWSREEL

(*Continued from Page 26*)

extensive remodeling of his Venetian Theatre at Hillsboro, Ore.

Recent death of Walter Wessling, salesman for Monogram exchange here, has brought about realignment of staff, it is announced by Howard Stubbins, franchise owner. Moz Burles continues as branch manager, and Harold Holland has been installed as salesman. Mrs. Lorrine Goss is booker, and Miss Donna Bush cashier-secretary.

INDIANAPOLIS

Joe Neger, manager, 20th-Fox Chicago exchange, and wife spent the week-end with Tom McCleaster and wife.

J. J. Grady, district manager, 20th-Fox, spent Tuesday and Wednesday at the local exchange conducting sales conferences.

Gone Nuts?

Manager Eddie Mansfield of the Regent Theatre, Kansas City, Mo., is beguiling patrons into his theatre by saying in his advertising, "We've gone nuts" and offering three western features, three comedies and a cartoon for the Saturday trade.

Ben Fuller, manager of the Grand and Miami Theatres, Union City, Ind., and wife are spending their vacation in Milwaukee, Wis.

Guy Hancock, salesman at United Artists branch, has gone to Ft. Lauderdale, Florida, for his health.

UA Office Manager Ray Thomas has been promoted to salesman.

Irving Rau, recently stricken with a blood clot on his left eye, is confined to St. Joseph's Infirmary, Louisville, Ky. His condition is reported fair.

Chris Kalafat, son of Alex Kalafat, head of the Kalafat Circuit, Garrett, Ind., recently returned from military service, has been appointed booker for the circuit.

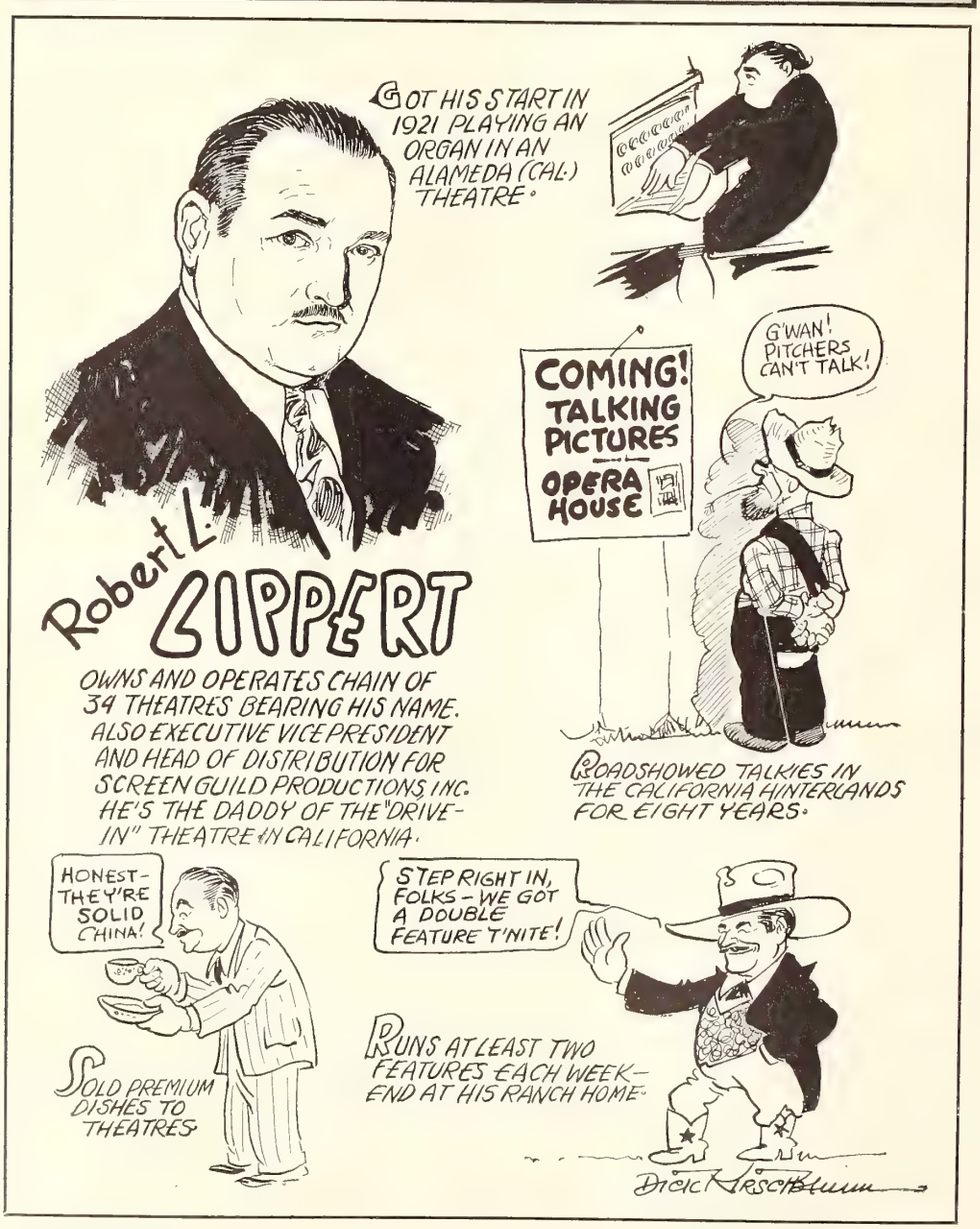
William Nesbith, Republic's home office representative, is at the local branch on business.

Christene Kirk, secretary, Allied Theatre Owners of Indiana, has returned to her desk after several days' illness.

Bill Thomas has joined the sales division at National Theatre Supply Co. He wil reside in Louisville, Ky., and cover the state of Kentucky and southern Indiana.

Robert D. McRaven, 55, recently a salesman for Warner Bros., was found dead July 29 in his apartment. He had been a film salesman for more than 30 years, and was known by every exhibitor in Indiana.

SHOWMEN'S SILHOUETTES by Dick Kirschbaum



Next Week . . . . . **EARL J. HUDSON**

MILWAUKEE

Warner Bros. reopened the remodeled and redecorated Alhambra this week. The old marquee has been dismantled and replaced with a larger one which covers the entire theatre and office building entrances. Ed Friedwald, a former GI, is the manager.

A 25-cent admission at all times is maintained by The Show (renamed from the Radio Theatre last June). The theatre, owned by Louis Machat, changed from a foreign-language policy two months ago and is now showing Hollywood films.

Mans and O'Reilly of St. Paul have sold the Hudson Theatre at Hudson, Wis., to A. G. and Ethel A. Peterson of Kasson, Minn. The new owners will retain their theatre interests in Kasson and in the Blooming Prairie Theatre.

The Lake Theatre Company, formed by stockholders in Rib Lake, Wis., has bought the Lake Theatre in that city. Officers of the company are: Ed Stamm, persident; Elmer Taylor, vice-president, and Earl Edens, secretary-treasurer. The house was built last year.

The Fox-Wisconsin Downer Theatre here has inaugurated a policy of showing outstanding foreign films, mainly English, but some French pictures may be shown.

CLEVELAND

Morris Barck, who recently sold his Markey Square Theatre, left this week-end with his family for a month's vacation on the west coast. Ray Wallace, president of Tri-Theatres, Alliance, has taken his family to Atlantic City.

Norman Levin, Republic branch manager, is around again following his recent illness. Until he is able to resume at the exchange, Jules Livingston, city salesman, is at the helm.

Erie Theatre, closed the past several months, opened last week. Fred Russell took over the house. Co-operative Theatres of Ohio handles the booking.

Saul Korman, Detroit exhibitor, has acquired his second Cleveland Theatre. In addition to the King, formerly the Sunbeam, which he acquired in the winter, he has just closed a deal for the purchase of the Waldorf from A. C. Cole.

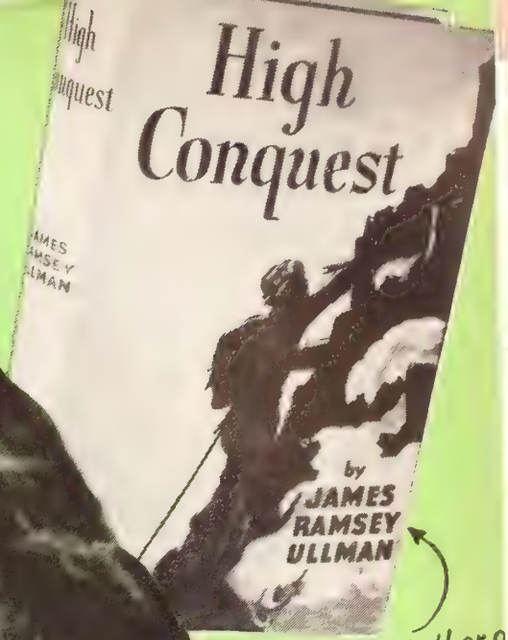
Warner Theatre Publicity Director J. Knox Strachan and his wife left to divide the next two weeks between Uniontown, Pa., New Rochelle, N. Y. and resort places in Maine. Also

(*Continued on Page 30*)

"SPINE-CHILLING!"
—MOTION PICTURE HERALD

"BREATHTAKINGLY MAGNIFICENT!"
—HARRISON'S REPORTS

"PROVES THAT ALL HOLLYWOOD'S RESOURCES CANNOT EQUAL THE EMOTIONAL IMPACT OF MAN'S STRUGGLE AGAINST NATURE... FILMED ON THE SPOT!"
—MOTION PICTURE DAILY



By the Author of "THE WHITE TOWER"

ACTUALLY FILMED IN THE ALPS!

HIGH CONQUEST

starring **Anna LEE**

Gilbert ROLAND Warren DOUGLAS

with

Beulah BONDI · Sir C. Aubrey SMITH
John QUALEN · Helen THIMIG

Produced and Directed by
IRVING ALLEN

Screenplay by Max Trell

Original Story by
Aben Kandel

Based on the Book by
JAMES RAMSEY ULLMAN

MONOGRAM'S answer to the growing public demand for *"Something Different"!*

MONOGRAM PICTURES

REGIONAL NEWSREEL

LONDON OBSERVATIONS

Debate Rages Over Rank's Dollar Earnings; London Asks Reduction in Charity Levy; Korda in Stride

By JOCK MacGREGOR

Arthur Rank has been widely criticized for not revealing his actual dollar earnings. While these figures would be interesting, they would be dynamite in the wrong hands in the current films-or-food debate when fact is often misinterpreted and issues are fogged.



Jock MacGregor

Already it has been learned how painfully little many leaders know about the cinema, which has merely become a political jousting ground, leave alone highly complicated film finance. To appreciate the value monies spent on exploitation as one item needs a thoroughly experienced mind.

The critics must realize for all times that though basically similar the tastes between the two nations do differ widely and because a film is a success here and that a GI enjoyed it with a British audience it is no criterion that it will be a hit in the U. S. where the players may neither be known nor understood.

There are still in existence people who believe sinister American influences keep British films down as they are frightened of their success. Others try to convince us that Hollywood employs English stars with the sole idea of putting them in bad pictures to ruin their reputations. It is intriguing to think that MGM spent a fortune on the screen rights of "The Hucksters" alone merely to spoil Deborah Kerr's chances. Many self-appointed critics not long ago howled over the bad influence the cinema had on children. Now they complain that Hollywood pictures are juvenile.

These people, who no doubt believe they are helping Rank in his American mission are causing him untold embarrassment just as his scheme is beginning to run smoothly and efficiently.

* * *

First to appreciate the financial hardships borne by exhibitors is the London County Council which proposes a 20 per cent reduction in the Sunday opening charity levy for its area. Last year a flat 12½ per cent of the takings grossed $584,000 for charity.

* * *

Unquestionably one of the most colorful showmen is Sir Alexander Korda. He was in a particularly happy mood when Clarissa Churchill, who, with David Golding, is forming his American press section, took me to Sound City. He had just seen the rough cut of Paulette Goddard's "Ideal Husband" which he shot in a record-breaking schedule for a Technicolor picture of sixty odd days. I also gather Burgess Meredith's "Mine Own Executioner," produced on a modest budget, has turned out a sleeper.

Korda has a fine conception of the box-office and favors lavish opulence artistically applied. Currently shooting is the Vivien Leigh starrer, "Anna Karenina" with Julien Duvivier directing.

After a goodwill tour of the provinces and Eire, Murray Silverstone introduced W. J. Kupper, 20th Century-Fox's new managing director, to exhibitors and press at a Claridges reception. Mr. Silverstone is probably better known personally by British showmen than any other top American executive. In consequence there was a big turnout which included Alex King coming from Scotland and Harry Mears from the South Coast. It was a highly enjoyable affair and Kupper made a distinct hit with his potential customers.

* * *

Two new Odeon house organs to appear are *National Cinema Club Monthly Review* and *Circle*. From the former which deals with junior clubs, it appears the children are tiring of horse operas and want more Tarzan. The latter carries articles on Odeon personalities and activities and queries whether 83-year-old Amy Waterson with 34 years at the Darlington Empire is the oldest usherette. Any rivals?

* * *

Orson Welles here to make three pictures for Korda, talked intelligently and amusingly with the press for two solid hours, but has not decided what he will finally do in this country. He enthused over Republic's "Macbeth" and said that only the success of Rank's "Henry V" had made it possible.

* * *

South and East Lancs branch of the CEA is fighting 50 per cent rentals for subsequent runs.

Francis L. Sullivan, on completion of his role in Cineguild's "Oliver Twist," will appear on Broadway in "Duet for Two Hands."

Marcel Hellman has started his independent production, "This Was a Woman," at Riverside studio for 20th-Fox release.

"Duel in the Sun" bows out of the Carlton after eleven weeks in a sun-baked West End. "Best Years" continues its seventh consecutive month in a first run house.

D. E. Griffiths has been elected President of the KRS in succession to Major R. Baker.

Week's crack from an exhibitor: "Business is so bad it is nearly down to pre-war standards."

REGIONAL

(*Continued from Page 28*)

on vacation are Marvin Samuelson, Warner assistant film buyer who is visiting relatives in Olean, N. Y., and Art Young, Paramount booker, reportedly visiting in Virginia.

Wedding bells are jingling in the U-I exchange in anticipation of the marriage of Marion Zeitek, ledger clerk, to Daniel Boss, a non-industry member.

The MGM exchange closed Monday at 1 P.M. so that the entire personnel could attend the office annual picnic at Chippewa Lake.

Lee Goldsmith has joined the local U-I exchange as office manager.

The Frank Gross circuit has outgrown its Film Bldg. location and is moving into the United Artists Bldg. at 1745 East 23rd St. Gross now owns and operates the Broadvue, New Y and Maple Heights theatres of Cleveland and the Stillwell and Bedford Theatres, Bedford.

Charles Raymond, Loew's Cleveland division manager, is in New York for home office visit.

Herbert Henry Horstemeier has joined PRC as office manager in the Cleveland branch.

DENVER

A record-breaking crowd is expected at the Rocky Mountain Screen Club golf tournament and picnic at the Park Hill Golf Club Aug. 14. Golfers will begin teeing off at 8, the softball games, one for the ladies and one for the men, will be played in the afternoon, along with other contests. Dinner will be in the evening, to be followed by a barn dance. Columbia Branch Manager Robert Hill is general chairman.

Winona Neistrand, chief inspectress at Paramount, is still laid up, and is taking treatments for a leg injured in a recent auto accident.

With American Theatres Association and the Motion Picture Theatre Owners Association consolidating, the Rocky Mountain Allied is receiving not only a lot of requests for information but memberships as well from New Mexico exhibitors. ATA was strongly entrenched in New Mexico.

Tom Bailey, who recently bought an independent exchange, has his initial first-run in the Broadway. The bill is "Meet John Doe" with "Flying Deuces," and the bill to follow will also be one of Bailey's—"Second Chorus" and "Heart of New York." Another of his films, "The Road to Hollywood," with Bing Crosby, is slated to go into the Denver this month.

Don Hunter has bought the Gem, Culbertson, Mont., from E. E. Bonebright.

Charles Klein, Black Hills Amusement Co. general manager, Deadwood, S. D., has returned from a checkup at the Mayo hospital, Rochester, Minn.

Charles Walker, Salt Lake City, 20th Century-Fox district manager, spent a few days here conferring with James Dugan, branch manager.

Bernie Newman has opened his 450-seat Gem at Walsh, Colo.

Neal Beezley, Midway, Burlington, Colo., owner, is up and around after recuperating at home following an operation.

The Old Homestead, Cope, Colo., owned by Shaffer & Thomason, burned to the ground.

Sam Rosenthal, owner the Bison, Buffalo, Wyo., was in Denver on his way to Chicago, called there by the illness of his mother.

DES MOINES

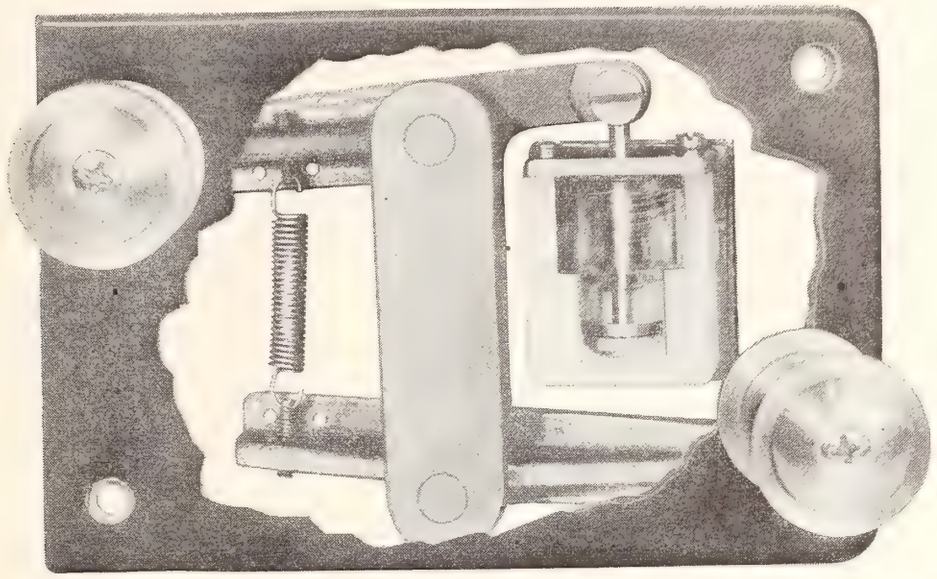
Barney Rosenthal, owner of the Iowa Theatre at Waterloo for a number of years, has purchased the theatre building for $18,000. The Princess Theatre at Parkersburg has been purchased by Mr. and Mrs. H .B. Bagley of Milford, Ia., from Charles Hunreberg who had operated the house for 21 years.

The stork visited two Iowa exhibitors with F. L. Lisbona, Jr., owner of the Linde Theatre at Garden Grove, Ia., the father of a baby girl, and Clarence Jameson, owner of the Amuzu Theatre at Muscatine, Ia., the father of a new son.

Fire caused an estimated $2,000 damage to the Ayrshire Theatre located at Ayrshire, Ia. The blaze was caused by an explosion of film in the projector, fire officials reported. A near

(*Continued on Page 32*)

For the *best* in motion picture sound...



The *Western Electric* Mechanical Filter

cuts flutter to less than half the accepted standard

YOU can forget flutter when you use a Western Electric recording system with its new mechanical filter. The Academy of Motion Picture Arts and Sciences limits uneven film motion (flutter) to 0.15%... but the Western Electric filter holds it down to no more than *0.05%* in any particular frequency band, and total flutter down to no more than *0.07%*.

You can forget the filter, too—for it's a simple trouble-free mechanism that requires no adjustment. A precision fitted piston operates in a leakproof cylinder containing a damping fluid which was especially selected for its constant viscosity.

This mechanical filter is but one of many reasons why the new line of Western Electric recording equipment gives the best in motion picture sound. The line is made up of *all new* units—mixers, limiting amplifiers, noise reduction units, regulated power supplies and fully automatic recorder controls.



The Western Electric 300 Series, "Junior" member of the new line, for main channel, standby or portable service, records on either 35 mm or 16 mm film. The change-over is quickly made with simple tools.

Electrical Research Products Division
OF
Western Electric Company
INCORPORATED
233 BROADWAY, NEW YORK 7, N. Y.
Hollywood Office — 6601 Romaine Street

REGIONAL NEWSREEL

(*Continued from Page* 30)

capacity audience was removed from the house in an orderly manner and no one was injured.

Mrs. Lilly Johnson and I. R. Glesne will oper their new 450-seat Swan Theatre at Mediapolis this month. The name of the house has been changed from the Fox to the Swan.

A. O. Bruhn has purchased the Royale Theatre at Lohrville, Ia., from William Laughlin and will take possession on Sept. 15.

OMAHA

Morton Downey, here for the Water Follies, gave Mayor Charles Leeman, a tie-collector, a hand-painted cravat with the singer's picture on it.

James Whiting, 53 years a stage hand and still with Paramount Theatre here, is in the hospital following a gallstone attack.

Hollywood's Bob Crosby will have Lieutenant Governor Bob Crosby as his house guest some time this month. This is a return for a dinner party given the singer by the Nebraskan last winter.

Eddie Cantor stopped off here enroute back to the west coast.

RKO employes will picnic at Linoma Beach August 23.

William Miskell, Tri-States Theatres district boss, is vacationing at Spicer, Minn.

Manager Gordon McKinnon reports the Spencer Theatre, Spencer, Ia., will be closed for an indefinite period for remodeling.

MGM's picnic is scheduled for Linoma Beach, August 17.

Oscar Johnson, who used to run the theatre at Falls City, Neb., and owns two in Los Angeles, is vacationing in the territory. His brother, Carl, is an exhibitor at Red Oak, Ia.

Paramount's picnic was featured by a softball game with Branch Manager Don Hicks' outfit defeating Ras Anderson's team, 25-2.

Charles Feldman of New York, western divisional manager for Universal, spent several days here.

All United Artists salesmen were called in by Branch Manager Don V. McLucas to attend five screenings of coming attractions.

Reginal Healy, Paramount billing clerk, is vacationing in Minnesota.

Lost Teeth in Theatre

Absent-minded patrons leave many unexpected things in theatres. When Manager Ray Wold of the Avenue Theatre, Philadelphia, found a set of false teeth he placed this classified ad in a local newspaper: "Found—set of false teeth a week ago. Owner kindly call at Avenue Theatre." The teeth were claimed the same day the ad appeared.

NEW YORK

The Federation of New Jersey Theatres this week came out against any amendment of the law in that state which would legalize bingo. The Federation was formed late last year to fight the municipal admission tax.

Paramount Theatre Managing Director Bob Weitman has been appointed chairman for the entertainment committee of the Night of Stars festival in Madison Square Garden.

Gertrude Levein of United Artists was arrangement chairman for the farewell luncheon the crowd threw for Gertrude Stoll at Marianne et fils.

MGM Division Manager Jack Burne is back in the office from Buffalo; Madeline Anderson is back from vacation; ditto John Conniff; Virginia Aarons goes on vacation soon. Harry Newman is off to vacation in Queens because he figures he gets enough travel to and from New York.

New Jersey Allied this week came out flatly opposed to booking pictures at advance admissions as a policy "highly detrimental to the entire industry," which "arouses considerable ill-will and dissatisfaction among theatre patrons who either cannot afford to pay more money or pay it under protest because they don't get the benefit of proportionate reductions from the usual scale for inferior productions." The resolution passed called upon the membership "to resist all attempts by distributors to sell their pictures under this harmful and short-sighted policy."

Mrs. Harvey Cook, sister of George D. Burrows, official of Monogram and Allied Artists, died suddenly here last Monday. Burrows flew in from Hollywood to attend the funeral service.

Interior painting and redecorating has been completed on the Fabian Palace Theatre at Port Richmond, Staten Island. The Stadium, Tottenville, is scheduled for similar improvements.

Laura Juliano, usherette at the St. George Theatre, Staten Island, announced that she would be married this week.

Allied Theatre Owners of New Jersey will hold its annual summer outing at the West End Casino, West End, N. J. on Aug. 21.

Harold Maloney, manager of Loew's Poli, Worcester, and Mrs. Maloney are vacationing in New York.

Pete McCarty of Loew's advertising department has returned from a brief vacation in Ireland.

HARRISBURG

Senate Manager Bob Seidman has announced his candidacy for New Cumberland borough council on the Republican ticket. Marie Riegel, former Senate aide, has returned to the staff. A new candy machine has been installed at that house.

Betty Steinmueller, secretary to Gerry Wollaston, State manager, is preparing to enter the State finals of the Miss America Beauty Pageant August 21 at the Zembo, here. She was named Miss Greater Harrisburg in the recent preliminary contest.

Dr. Harry C. Chubb, manager of the Hershey Community Theatre, has announced a new policy of booking, in which he said the house gets films within a few days or weeks after their first-runs in Harrisburg houses.

Samuel Goldstein, Washington, D. C., has bought the Paxtang Theatre, 3427 Derry Street, Paxtang.

Bob Westerman, assistant manager at Loew's Regent, left for a week's vacation.

Another theatre sale as recorded in the Dauphin county courthouse indicates transfer of the Hollywood, Elizabethville, from Bryant Wiest to the Hollywood Theatre and Realty Corporation.

PHILADELPHIA

Old Dan Cupid has visited Vine Street. Mary Jane McCrothey, clerk at Universal-International, has announced her engagement. It looks like the middle aisle for two of RKO's beauties: Jeanne Pacarello, stenographer, will say "I do" on Sept. 6 with Dot Glantz repeating it a month later.

The I. Hirst Enterprises has acquired the Troc, Philly's only burlesque house, from J. F. Deady for a reported $105,000.

Bill Porter, travelling auditor for Monogram, was in from the coast and visited old friends on the street. He was here many years prior to going with Monogram.

Joe Carlin, head of the Stanley-Warner City Sign Shop, is recuperating from a recent thy-

(*Continued on Page* 34)



HONOR UJA COMMITTEE. A farewell luncheon was tendered in New York last week to a departing delegation of Chicago Jewish leaders prior to their sailing for Palestine and Europe for a study of the needs of Europe's Jewry to be met through the $170,000,000 United Jewish Appeal fund. Shown in the group (seated): John Balaban; Rabbi Jonah B. Wise; Nathan Cummings; Malcolm Kingsberg; (standing): Abram Pritzker; William K. Hollander; Harry I. Hoffman; Leon J. Caine, Irving Kupcinet and Leonard Goldenson.

New Microphonic Sound
JOE HORNSTEIN *has it!*



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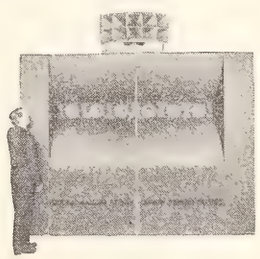
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REGIONAL NEWSREEL

(*Continued from Page 32*)

roid operation, and Dave Stadler, assistant to Ellis Shipman, who was in the same hospital as Joe, is back at his desk.

Condolences go to Bill Herchenrider, Stanley-Warner head booker, who lost his son in Pittsburgh last week. He was a former film salesman. Paul McGowan, who was on vacation, was called back to fill in.

Bill Polise, dispatcher at New Jersey Messenger Service, has moved his family to Wildwood for the rest of the summer.

The new Lincoln Drive-In auto theatre at Roosevelt Boulevard at Philadelphia City Line, Route 1, opened last Thursday. Manager is I. Bernstein.

Milt Young, Columbia tub-thumper, is in Pittsburgh for three weeks on a special assignment.

Jayne Netzel, secretary to Stan Smithers, Stanley-Warner shorts booker, was a proud mama when she saw her daughter's picture in the papers as a "Variety Girl" greeting Col. William McCraw, executive director of Variety Clubs International, upon his arrival in Philadelphia for a luncheon last week.

Grace Wolpert, stenographer at RKO, has resigned.

MEMPHIS

Construction was started last week on the 800-seat New Magnolia Theatre at New Albany, Miss., which is being designed as the "flagship theatre" of the rapidly expanding Flexer Circuit out of Memphis. The house will be up to the minute architecturally and in equipment. After the house is opened the Flexer Ritz at New Albany will be remodeled. Albert Hamilton will manage both houses.

Tommy Baldridge, advertising manager of the Flexer Circuit, has gone to Minnesota on vacation and while there will see David Flexer, who will be in Minneapolis to inspect a new drive-in theatre that Flexer-Drive-In-Theatres, Inc., is building there.

Malco Theatres President M. A. Lightman is in New York to compete in the world and national bridge championship tournaments, being held under the sponsorship of the Contract Bridge League of New York City.

Theatremen all over the United States and particularly in the South will be grieved to learn of the death of Alonzo Locke, famous "Alonzo of the Peabody," where he had been the Negro headwaiter for 22 years. Motion picture men from New York to Hollywood have considered themselves personal friends of the widely-known Alonzo.

(*Adv't*)



Cartoon Show Series

Manager T. J. Gifford of the neighborhood Oak Theatre in Columbus, O., found cartoon shows such good attendance builders that he has instituted a regular series of them. The cartoon carnivals were as popular with adults as with the younger set.

LOUISVILLE

Reports on business received from the newly opened theatres throughout the State are for the most part good, while in some exceptional cases business has far exceeded expectations. In the majority of cases the new exhibitors are new in the theatre business. If business continues anywhere near the present level, it is believed new locations for theatres will be sought promptly.

A new Da-Lite Beaded Screen and Super-Lite Projection Lens have been installed in F. X. Merkley's Rialto Theatre, Columbia, Ky.

Recent visitors in town included: Luther Knifley, Art Theatre, Knifley, Ky.; R. L. Harned, Empire Theatre, Sellersburg, Ind.; F. X. Merkley, Rialto Theatre, Columbia, Ky.; Don Steinkamp, French Lick Amusement Co., French Lick, Ind.; Tony Cassinelli, Virginia Amusement Co., Hazard, Ky.; James L. Story, Mary Agnes Theatre, Jamestown, Ky.; Gene Lutes, Chakeres Theatres District Manager, Frankfort, Ky.; L. B. Fuqua, Kentucky Theatre, Eddyville, Ky.; Oscar Hopper, Arista Theatre, Lebanon, Ky.; Robert Enoch, Elizabethtown Amusement Co., Elizabethtown, Ky.; Guy Craig, Columbia Pictures, Indianapolis.

A rare visitor in the Louisville area was C. E. Harvey of the Lyric Amusement Co. of Greenfield, Greenfield, Ohio.

Guthrie Crowe, president of the Kentucky Association of Theatre Owners is back in town following a speaking tour of the state in behalf of one of the candidates for Governor of Kentucky in the coming primary election.

MINNEAPOLIS

North Central Allied, in a bulletin issued to members, urges exhibitors to contact congressmen now that they're home, and ask them to eliminate the 20 per cent federal admission tax when they get back to Washington in January.

Irving Sherman, Columbia home office representative from New York, was at the Minneapolis exchange.

The MGM Club, which includes all personnel of the exchange, had a picnic at Golden Valley Golf club. New on film row is Marge Overmire, contract clerk at MGM.

Much of film row is vacationing. Marjory Ketchum, assistant cashier at Columbia, is visiting in Iowa. Julia Proctor, shipper at National Screen Service, is vacationing in Michigan. J. W. McFarlane, NSS branch manager, is relaxing in northern Minnesota. Bunny Matsurmur, bookkeeper at NSS, was in Chicago. Emalie Olson, biller at NSS, was at Bar Harbor, Mich. Helen Manion, branch manager's secretary at Universal, left on a two-week vacation in northern Minnesota. L. J. Miller, branch manager of Universal, has been vacationing in Omaha.

Universal-International's new product will be played by Minnesota Amusement Company on an extended basis over recent seasons under new contracts negotiated between Charles Feldman, U-I western division sales manager, and Roy Miller, U-I Minneapolis branch manager, with John Branton, buyer for Minnesota Amusement. Previously, RKO circuit had on its first-run time most of U-I's top product.

Variety Club of the Northwest again held its annual golf tournament at Oak Ridge Country Club on Friday (August 8). The event included a luncheon, dinner, refreshments and entertainment, as well as special prizes for each tournament winner. Gilbert Nathanson and Bill Elson were in charge.

NEW HAVEN

Both local newspapers, the *Register* and the *Journal Courier,* will give complete coverage, including gratis advertising, to the showing of Paramount's "Variety Girl," sponsored by Tent 31, Variety Club of Connecticut, at the Paramount Theatre on Aug. 28. Arrangements with the papers were made by Lou Brown, publicity chairman for the Tent. Second Assistant Chief Barker Rudy Frank, who is also publicity head for radio station WELI, and James Milne of WNHC, have agreed to give the local premiere free plugs over the air. Proceeds of the engagement go to the local Variety Club's charitable activities.

The Leo Bonoffs of the Saybrook and Bonoff Theatres in Saybrook, Conn., will celebrate their 25th wedding anniversary on Aug. 17.

Bill Brown, manager Bijou Theatre, is elated over becoming a grandfather. A baby girl was born to his daughter July 24.

Morris Rosenthal, manager Poli Theatre recently celebrated his birthday, while his wife Mollie was being congratulated on her appointment on the China Relief Committee.

Sidney Kleper, manager of the Loew Poli College, is vacationing with his family at Westbrook, Conn. Ruth Bolton is taking his place.

George Freeman, manager of the Loew Poli, Springfield, and his wife are vacationing in New Hampshire, while Bob Carney from Bridgeport handles the theatre.

Theatrical people throughout Connecticut are condoling with Barney Pitkin on the death of his father.

Ed Lynch, manager of the Roger Sherman Theatre, New Haven, is showering local friends with post cards from Hollywood where he is vacationing.

Harry F. Shaw, head of the Loew Poli circuit, is serving on the New Haven United Nations Committee.

Fay Bainter, motion picture star, will be seen in Richard Carlson's new play, "The Skin Beneath The Skull," at the Westport Country Playhouse this month. Other film stars playing the strawhat circuit include Robert Alda at the Playhouse, Greenwich; Zasu Pitts at the Playhouse in Ivoryton; Buddy Ebsen at the Westport Country Playhouse.

Sympathy is being extended to Matt Saunders, manager of Loew's Poli, Bridgeport, on the sudden death of his sister, Mrs. Virginia Swartz, in Chicago.

New manager of Murray Kaufman's Liberty Theatre, Bridgeport, is Peter Columbo.

Michael Pearl, doorman of the Loew Poli Majestic, Bridgeport, and George Murphy who hold the same spot at the Poli, are vacationing. Miss Margaret O'Connor, assistant manager of the Majestic, is getting ready for her vacation.

REGIONAL

ATLANTA

R. M. Kennedy, district manager for Wilby-Kincey, Birmingham, Ala., is spending his vacation in Florida; Francis S. Falkenburg, manager of the Alabama with his wife and [illegible] children are back home in Birmingham, after spending a two-week vacation in Miami; Fred McCallum, manager of the Strand Birmingham, went to Miami on vacation; Vivian Harwell, owner of the Queen Feature Service, Birmingham, Ala., is home after a five-week vacation spent in California and western Canada; Miss Emily Franco of the booking department of Monogram's southern exchange has returned from two weeks in Florida.

Douglas R. Johnson is the new booker at the PRC exchange.

De-Funiak Springs, Fla. will at last have Sunday movies. Recent vote was 445 to 224 in favor; and Johnson City, Tenn., is soon to vote on Sunday movies.

Monogram Southern President Arthur C. Bromberg and Mrs. Bromberg are back from a pleasure trip to Savannah, Ga.

Ralph Peckham, local branch manager Film Classics, has appointed Doris Barber, formerly with MGM, as secretary.

Jane Rantine resigned from Paramount Pictures and now is with the Screen Guild of Georgia.

J. T. Scott, formerly in the booking department Columbia Pictures, is now with Republic in the same capacity.

Kate Tanner and Johnnie Waites makes the third couple from PRC to be married in just a few weeks.

John Jarvis, formerly sales representative for Columbia Pictures in Atlanta and branch manager for Kay Exchanges in New Orleans, has joined Astor Pictures as a salesman.

J. C. Dempsey and J. C. Lynch have opened their new 500-seat theatre in Augusta, Ga., giving the town two colored theatres.

Miss Marion Hadley has returned to film row after a siege of illness.

Cliff Lancaster, husband of Rose Lancaster of Astor Pictures, is confined to his home by illness.

The Atlanta Variety Club will hold its annual golf tournament and outing at the East Lake Country Cub August 19.

TORONTO

Warner Bros. Canadian Publicity Director Glenn Ireton's announcement that he had resigned that post after seven years, caused something of a sensation in Toronto film circles. Ireton said he had formed an independent Toronto public relations organization, Ireton, McGuire and Associates, to promote a wide range of features, first of which, he said, would be the Canadian tour of the Vatican Singers. The firm will promote a number of exhibits at the 1947 Canadian National Exhibition in Toronto. Headquarters of Ireton's firm is Suite 507, 11 King Street West, Toronto.

Montreal had its third new theatre in recent months when the 700-seat LaSalle opened at Villa LaSalle, a suburb, under auspices of

New Ideal Theatre Chairs JOE HORNSTEIN *has it!*

WSREEL

No Home Run

Baseball players in Hartford, Conn., had a nice goal to aim at last week during the run of "The Hucksters" at Loew's Poli. Manager Lou Cohen and his assistant, Sam Horwitz, offered to give a month's supply of theatre passes to anyone hitting a home run during the engagement of the picture. Audium's public address system broadcast over one hit a home run as "The Hucksters" was playing.

[illegible] Club [illegible]ille Amusement, Inc. Rene Daoust is president of the company, Victor Trudeau is vice-president, and Gerard Tetrault, secretary.

[illegible] committee of 30 of the Toronto Variety Club, is busy promoting the showing of Paramount's "Variety Girl," on Aug. 27 at the Imperial Theatre which Chief Barker J. J. Fitzgibbons has donated for the occasion. All proceeds will go to Tent 28, Variety Club's first major charitable project, a training institution for crippled children. Among those promoting the affair are Gordon Lightstone, Tom Grigley, Ralph Dale, Jack Chisholm, Jack Arthur, Morris Stein, James R. Nairn, Dave Pickersdorf and Win Barron.

A special committee meeting of the Canadian [illegible]ture Pioneers with Len Bishop, manager of the Famous Players' Tivoli Theatre, as chairman, set final plans for the opening benefit night Aug. 14 of Odeon's Fairlawn Theatre which is Toronto's first postwar theatre. The total gross for the 1,195 seats at $1 will go to the benevolent fund of the organization.

[illegible] Canadian Corp. is organizing two regional conferences with partners and affiliated companies as a preliminary to the new season. The first meeting, for Western Canada, will take place at Banff Springs Sept. 1-3, with Western Division Manager Larry Bearg in charge. Another convention will be held in Eastern Canada.

Box-Office Slants

Louisiana

(Continued from Page 21)

Plot: Jimmie Davis, as a boy, is a music-loving son of a Louisiana sharecropper. He finances his own way through the State University and becomes a professor as well as a ballad-singing radio entertainer. He is elected police commissioner and in fighting the gambling element incurs the enmity of a racketeer. This grudge comes to the fore when Jimmie is running for Governor, and opposing forces seek to embarrass him during the campaign. The plan goes astray and Jimmie is elected.

Comment: Based on fact, this story of the rise of Jimmie Davis to the position of Governor of Louisiana is a timely, entertaining picture. It should attract considerable attention in the South and rural sections . . . where the interest of the folks may even turn it into a sleeper. Rich in human elements and timely because it teaches the simple fact of how Democracy works, it is an offering that should be brought to the attention of theatregoers throughout the nation. Even the sophisticates will find that the man who toured the country with his own band to campaign for office, is a genial, capable person; one of the people; and a good actor besides. The tunes he wrote like "You Are My Sunshine," "New Moon Over My Shoulder" and several others are all used in the picture . . . and sung by him in a very pleasing voice. These are the tunes with which the whole nation—especially the smaller towns and the legion of hillbilly music fans—are familiar. In the capable supporting cast are such performers as Margaret Lindsay, John Gallaudet. The Sunshine Serenaders, and Freddie Stewart, who presents one number in his own particular style. Credit for the splendid way in which the story was handled goes to Lindsley Parsons, who produced; and Phil Karlson, who directed.

NEW THEATRES

Denver—The Denver Drive-in Theatre Corp. has opened its new 750-car, $130,000 drive-in on East Colfax. There are 13 ramps in the 15 acres of ground. Individual loud speakers with volume control have been installed. Coffee, sandwiches and candy are served and bottle warmers are available for feeding babies. John Wolfberg, Broadway manager, is president of the company, L. J. Albertson is vice-president of the company and manager of the theatre. The company plans to build another drive-in of the same size and cost on West Colfax.

Portland, Ore.—J. W. Moore announces a new theatre will shortly be under construction at Umatilla, Ore.

Des Moines—Albert Hefferan has received a permit to build a 450-seat quonset theatre at Marne, Ia. House will have a brick front and will be named the Crown. Hefferan expects to have it ready for opening by Oct. 1.

Monterey, Calif.—The Rel Rey Theatre in the Seaside section here which was destroyed by fire some weeks ago will be rebuilt on the same site, officials of the Monterey Theatres Co., stated. Loss from the fire was put at $250,000.

Toronto—A new $60,000 theatre is projected for the south end of Ottawa by Louis Wolfe who will operate it. A spring opening is contemplated.

Niagara Falls, N. Y.—The Cataract Theatre Corp., which operates the Strand and Cataract Theatres here, has announced plans to go into the open-air theatre field. Its first drive-in will be a 750-car structure, to cost between $150,000 and $200,000, at Military Road and Six Corners.

Summersville, W. Va.—John Harrison Groves will build a 500-700-seat theatre here

Luling, Tex.—Theatre Enteprises, Inc., and the circuit's associate, George R. Stein of this city, have obtained approval for the construction of a new 900-seat theatre to replace the Princess which was destroyed by fire. New site will be a few doors from that of the Princess.

Milwaukee—The new Telenews Theatre in downtown Milwaukee was opened recently, with Thurston Wayne of Denver as manager. President A. G. Burger of Telenews Theatres came on from New York for the opening.

HOLLYWOOD

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Mid-Summer Lull Slows Pace of Production at Home Lots

A mid-summer lull that contrasts sharply with the activity on Hollywood lots during the war years, hit the film colony with something of a bang last week, when one major studio, Warner Bros., went dark altogether for what is described as a two-week vacation.

The completion of current production schedules plus the increasing amount of location work that calls for work far afield from the home plants explain the current slow pace in terms of volume of features before Hollywood cameras.

Up among the lots where shooting goes on right within the studio walls but at a reduced pace, is the Columbia plant where "Sign of the Ram," starring Susan Peters and Alexander Knox, is one of three features, including Edward Small's "The Black Arrow," before the cameras.

At MGM they have turned the Technicolor cameras on an underwater tango dance by Esther Williams and Ricardo Montalban, guided by Dance Director Jack Donahue. Director Richard Thorpe has chosen Chester Clute to do a comedy routine with Peter Lawford and Jimmy Durante in this same musical.

Monogram has resumed shooting and has signed Gale Sherwood for the feminine lead opposite Roddy McDowall in the Allied Artists picture "Rocky." Though this picture is on location at present, it is due to return to the studio within the week, to film remaining sequences.

RKO, with nine pictures in work, only has two going on the home lot. "Miracle of the Bells" and "Your Red Wagon." The Leo McCarey picture "Good Sam," which co-stars Gary Cooper and Ann Sheridan, with Frank McHugh and Edmund Lowe, though not shooting on the home lot, has begun production at RKO Pathe; not too far from home.

Paramount, one of the busiest lots at present, has launched work on "The Paleface," with Bob Hope and Jane Russell co-starred. This is the Technicolor picture Norman Z. McLeod is directing. Barry Fitzgerald's brother, Arthur Shields, was put in "My Own True Love," which stars Phyllis Calvert and Melvyn Douglas. And for the Edward G. Robinson-Gail Russell-John Lund picture, "Night Has A Thousand Eyes," more than a hundred and fifty extra players were called.

Currently filming at Republic are three: "Red Pony," "The Gay Ranchero" and a serial "G-Men Never Forget." Added to the Roy Rogers-Trucolor picture "Ranchero," was Tito Guizar. This will be Guizar's second appearance in a Rogers film.

The return of the "Tap Roots" company from North Carolina to the backlot at Universal-International was the cause of much consternation at the studio. The Civil War, which started in the red clay of North Carolina, had to be continued, requiring importation of some twenty barrels of the stuff for Technicolor battle scenes. Hand-to-hand fighting, cannonading and sniping had to be continued all week by the many extras called in for the sequence. This is the Walter Wanger picture Gene George Marshall is directing. Novelist Was Fowler, Sr. is making his film debut in on Nunnally Johnson picture "The Senator Was Indiscreet," on which his son is associate Producer. Two separate units are shooting "A Double Life," the Ronald Colman-Sidney Hasso picture. One will be handled by for Director George Cukor and the other will continue the filming of theatre audience scenes.

The Selznick picture "Portrait of Jennie" is ending which location work was done in the East and continues before the cameras for its conclusion interiors under the direction of Willi Dieterle on the home lot.

Resumes Real Name

Robert Stevens will resume his real name of Robert Kellard as star of Columbia's "Tex Granger" prompted by the fact that his father, Ralph Kellard, was a serial hero in the silent days.

NOW BEFORE THE CAMERAS

COLUMBIA. The Mating of Millie; The Sign of the Ram; The Black Arrow (Edward Small); Tex Granger (Sam Katzman Serial).

SCREEN GUILD. The Prairie (Zenith).

EAGLE-LION. Northwest Stampede (Al Rogell, in Cinecolor); T-Man; Argosy; War Party.

MGM. The Kissing Bandit (Technicolor); On An Island With You (Technicolor); The High Wall; Virtuous.

MONOGRAM. Rocky (Lindsley Parsons).

PARAMOUNT. So Evil My Love (Paramount British Prods., Ltd.); My Own True Love; The Night Has a Thousand Eyes; The Paleface (Technicolor).

PRC. Headin' For Heaven (Ace Prod.); The El Lobo Mystery.

REPUBLIC. The Red Pony (Feldman-Milestone); The Gay Ranchero (Technicolor); G-Men Never Forget (Serial).

RKO. I Remember Mama; That's Life (Goldwyn, in Technicolor); Roughshod; Your Red Wagon; Tarzan and the Mermaids (Lesser); Miracle of the Bells (Lasky-MacEwen); Stations West; Good Sam (Rainbow Prod.).

SRO. Portrait of Jennie.

20th CENTURY-FOX. Gentleman's Agreement; Green Grass of Wyoming (Technicolor); Daisy Kenyon; The Snake Pit; The Tender Years (Alson).

UNITED ARTISTS. The Time of Your Life (Cagney); Sleep My Love (Triangle).

UNIVERSAL-INTERNATIONAL. Tap Roots (Wanger, in Technicolor); A Double Life (Kanin); The Naked City (Hellinger); The Senator Was Indiscreet (Interjohn); Mortal Coils; River Lady (Technicolor).

WARNER BROS. To the Victor.

Robinson Signed by U-I; Other Castings Reported

Edward G. Robinson has been signed by Universal-International for the part of the father, Joe Keller, in the film version of "All My Sons," the Broadway play which is slated to go before the cameras in October.

Among other casting announcements of the week in Hollywood are the following:

At MGM, Cyd Charisse, after scoring in "The Unfinished Dance," has been awarded a top role in "Red Danube," Technicolor musical to be produced by Carey Wilson.

John Lund, Paramount announced, has been set to star opposite Jean Arthur in the forthcoming Paramount production "A Foreign Affair," which Billy Wilder will direct. It is a romantic comedy, with Lund as an officer of the American Army of Occupation in Berlin, and Miss Arthur as a Congresswoman heading a Congressional investigating committee.

Elaine Marion, seen as the native girl in "The Moon and Sixpence," will be Gene Autry's leading lady in "A Little Spanish Town," Cinecolor western for Columbia.

At Monogram, Gale Sherwood was signed for the feminine lead opposite Roddy MacDowall in "Rocky," and Helen Woodford, Los Angeles bank employe, was given an Allied Artists contract for winning a photographic beauty contests and will make her debut in "Smart Woman," Constance Bennett's first A-A feature.

Alf Kjellen, who appeared in the Swedish "Torment," has arrived in the United States for a top role in "Tender Is the Night" for Selznick. Jennifer Jones will play opposite him.

Waggner Joins Republic as Producer-Writer-Director

George Waggner, who produced and directed some of Universal's top box-office pictures including "Phantom of the Opera," "The Climax" and most of Maria Montez' pictures has been signed by Republic to produce, direct and write his own original story "Eagles in Exile" and John Wayne has been set to star.

Sea Biscuit Story Acquired By Warners

Rights to the film story of Sea Biscuit, famous American race horse, have been acquired by Warner Bros. from C. S. Howard, who owned the great champion, Jack L. Warner has announced.

The picture will be called "The Story of Sea Biscuit," will be filmed in Technicolor and directed by David Butler.

'Hideaway' for Autry

Columbia has purchased "Hideaway," an original screenplay by Dwight Cummins and Dorothy Yost as the basis of a new Gene Autry film, his fourth for Columbia, which will go before the cameras when the star returns to Hollywood from his annual Eastern rodeo tour. It will be filmed in Cinecolor.

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EQUIPMENT FOR SALE

PAIR DEVRY 2,000 ft. portable sound projectors and speaker $600. In use in theatre till now when replaced by arc machines. Tamaroa Theatre, Tamaroa, Ill.

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PAIR BRAND NEW FOREST Kilowatt Lamps and Rectifiers, $900.00. P. Sabo, 916 N.W. 19th Ave., Portland, Ore.

CETRON PHOTOCELLS, FIRST QUALITY, $3.95; Exciter lamps 39¢; New 30 ampere rectifiers $115.90 pair; 30% discount on parts for Simplex and Powers. Star Cinema Supply Company, 459 West 46th Street, New York 19, N. Y.

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STUDIO EQUIPMENT

FOX MOVIETONE WALL SINGLE SYSTEM outfit, 7 lenses; 2—1000' magazines; motor; galvanometer; tripod; etc. $5475.00; Camera Lenses, $29.50 up; 5000W Studio Spots, $89.50; Bardwell Floodlights, $57.50; Berndt 16-mm. Single System outfit complete, $995.00; Moviolas, Sound, $795.00 up; ACE Film Viewers, $119.50; Hollywood Variable Area Recording System, $3750.00; Eyemo Turret, 3 lenses; rackover; magazine; freehead tripod; motor, etc. $1395.00; New Mitchell 24V Motors, $295.00. Send for latest stocklist. S.O.S. Cinema Supply Corp., 449 West 42nd Street, New York 18.

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THEATRE SEATS, PROJECTORS, FOLDING CHAIRS, Screens Tents, Sell 16-mm film, outdoor seats, fiber cases. Lone Star Film Co., 212 So. St. Paul St., Dallas 1, Texas.

LOST LEASE—800 Velour Covered backs and Spring filled cushions A-1 condition, Simplex mechanisms, Strong Lamps, R.C.A. Sound Excellent running condition—$3500.00. Must act quick. Dr. J. E. McGrath, 3 Lincoln Ave., Albany, N. Y.

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USED EQUIPMENT

PAIR REBUILT POWERS 6B Projectors with Sound Heads $300.00. Pair reflector lamps with automatic feed $100.00. Pair 30 Amp Rectifiers $120.00. P. Sabo, 916 N.W. 19th Ave., Portland, Ore.

GOLD SEAL 2 UNIT TICKET MACHINES, rebuilt, $157.50; Hand operated, $79.50; Strong Junior lamphouses, perfect, $135.00 pair; RCA sound system $525.00; Genuine Simplex rear shutter mechanisms, spiral gears, rebuilt like new, $340.00; Powers $115.00. Write us your requirements. Star Cinema Supply Company, 459 West 46th Street, New York 19, N. Y.

SACRIFICING SURPLUS SOUND PROJECTOR OUTFITS—New Zeiss Ikon 35-mm., $275.00; Used 16-mm. RCA $149.50; Bell & Howell, Ampro, Victor, DeVry, $195.00 up; Like new Amproarc HI $1295.00; 35-mm. Holms LI Arc equipments, $1295.00; DeVry HI Theatre equipments, $2495.00; Rebuilt Super Simplex outfits with RCA Sound, $3850.00. S.O.S. Cinema Supply Corp., 449 West 42nd Street, New York 18.

RCA BRENKERT PROJECTOR MECHANISMS, $495.00; Neumade Rewind Tables, 30" high, $19.95; Benwood-Linze Twin HI Rectifier 65 amperes, rebuilt, $345.00; Motiograph K Projector Mechanisms with changeover, rebuilt $695.00; Century rebuilt $595.00; Super Simplex rebuilt, $650.00; Ticket Machines, 2 unit manual, $99.50; 3 unit, $135.00. S.O.S. Cinema Supply Corp., 449 West 42nd Street, New York 18.

FACTORY REBUILT HOLMES, NAVY TYPE, COMPLETE, $950.00 pair; DeVry XDC, like new, $1950.00 pair; 2 unit hand operated ticket machines, rebuilt, $79.50; Simplex mechanisms, rear shutters, spiral gears, rebuilt, $330.00; Powers, $109.50. STAR CINEMA SUPPLY COMPANY, 459 W. 46th Street, New York City 19.

FOR SALE—ONE PAIR STRONG LOW INTENSITY LAMPS with converter complete in good operating condition. $200.00. Dixie Theatre, 1309 S. Rampart St., New Orleans, La.

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FEATURE Booking GUIDE

TITLE INDEX

Listed in the following index are titles of features (exclusive of western series releases) with name of the distributor following the title. For data as to running time, stars, etc., refer to title under distributor company listings.

A

Title	Company
Abie's Irish Rose	UA
A Dairy for Timothy	Misc.
A Double Life	U-I
Adventure for Two	Misc.
Adventures of Don Coyotes	UA
Adventures of Casanova	EL
Adventuress, The	EL
Affairs of Geraldine	Rep.
A Lady Surrenders	Univ.
Albuquerque	Para.
Alexander's Ragtime Band	20th-Fox
Alias A Gentleman	MGM
A Likely Story	RKO
Alias Mr. Twilight	Col.
Always Together	WB
A Man About the House	Brit.
A Miracle Can Happen	UA
Angel and the Badman	Rep.
Angel and Sinner	Misc.
Angel on My Shoulder	UA
Apache Rose	Rep.
Arch of Triumph	Ent.
Arizona	Col.
Arnelo Affair	MGM
Atlantis	UA
A Yank in Rome	Misc.

B

Bachelor and the Bobby-Soxer	RKO
Bachelor's Daughters	UA
Backlash	20th-Fox
Banjo	RKO
Barber of Seville	Misc.
Battle for Music	Misc.
Beast With Five Fingers	WB
Beat the Band	RKO
Beauty and the Bandit	Mono.
Bedelia	EL
Before Him All Rome Trembled	Misc.
Beginning or the End	MGM
Bellman, The	Misc.
Bells of San Angelo	Rep.
Berlin Express	RKO
Bells of San Fernando	SGP
Best Years of Our Lives	RKO
Beware of Pity	Brit.
Beyond Tomorrow	Astor
Big Clock, The	Para.
Big Town	Para.
Big Town After Dark	Para.
Big Town Scandal	Para.
Bill and Coo	Rep.
Birds and the Bees, The	MGM
Birth of a Star	Astor
Bishop's Wife, The	RKO
Black Angel	Univ.
Black Arrow, The	Col.
Black Bart, Highwayman	Univ.
Black Beauty	20th-Fox
Black Gold	Allied
Blackmail	Rep.
Blaze of Noon	Para.
Blind Spot	Col.
Blonde Alibi	Univ.
Blonde Savage	PRC
Blondie in the Dough	Col.
Blondie's Big Moment	Col.
Blondie's Holiday	Col.
Blue Skies	Para.
Body and Soul	UA
Bohemian Girl	FC
Boomerang	20th-Fox
Boston Blackie and the Law	Col.
Born to Kill	RKO
Bowery, The	20th-Fox
Boys' Ranch	MGM
Brasher Doubloon	20th-Fox
Brief Encounter	Univ.
Bringing Up Father	Mono.
Broadway Limited	Favorite
Brute Force	Univ.
Brute Man	PRC
Buck Privates Come Home	Univ.
Buffalo Bill Rides Again	SGP
Bulldog Drummond at Bay	Col.
Bulldog Drummond Strikes Back	Col.
Burning Cross, The	SGP
Bury Me, Dead	PRC
Bush Pilot	SGP

Features and western series pictures are listed alphabetically by title under name of distributor. (Consult TITLE INDEX *for distributor of pictures known only by title.) Numerals at left of titles indicate* PRODUCTION OR BLOCK NUMBER, *(SP in this column indicates Special release sold separately), those at extreme right give publication date of Advance Data: a; or Box-Office Slant: b. Asterisk following title indicates color photography with adjoining letter giving name of type of color thus: *T: Technicolor, *C: Cinecolor, *M: Magnacolor, *U: Trucolor, *V: Vitacolor. Audience Classification is indicated by letters following titles: A—Adult; F—Family. Letters and combinations thereof in parenthesis indicate type of story in accordance with following key:*

(B) *Biographical*	(C) *Comedy*
(D) *Drama*	(Doc) *Documentary*
(G) *Gangster*	(M) *Musical*
(H) *Horror*	(W) *Western*
(My) *Mystery*	(Wa) *War*

ALLIED ARTISTS

Prod. No.		Run Time Mins.	Rel. Date	See Issue of
	CURRENT			
1	It Happened on Fifth Avenue (C)F.....Gale Storm-Don DeFore	115	4/19/47	b2/8/47
	COMING			
2	Black Gold *C (D)F.....A. Quinn-K. deMille-E. Knox	92	9/6/47	b6/28/47
3	Gangster, The.....Belita-B. Sullivan-J. Lorring		11/22/47	
	Hunted, The.....Belita-P. Foster			
	Song of My Heart.....Frank Sundstrom-Audrey Long		Nov. '47	a4/26/47

ASTOR PICTURES

Sp.	Birth of a Star.....Danny Kaye	38		New Release
	Cheers for Miss Bishop.....Martha Scott, Wm. Gargan	56		Reissue
	Courageous Dr. Christian.....Jean Hersholt	69		Reissue
	Flying Deuces, The.....Stan Laurel-Oliver Hardy		10/10/46	Reissue
	Her Enlisted Man (CD).....Barbara Stanwyck-Robt. Young	70		Reissued
	Hollywood Bound.....Betty Grable	51		Reissue
	Jimmy Steps Out.....J. Stewart-P. Goddard	89		Release
	Let 'em Have It (G).....Bruce Cabot-Virginia Bruce	70		Reissued
	Little Men.....Oakie-Francis-Bancroft	83		Release
	Road to Hollywood.....Bing Crosby	56		Reissue
	Second Chorus.....Fred Astaire-Paulette Goddard		11/18/46	Re-release
	Silver Devil (D)F.....H. Gibson-Stephin Fetchit	62		Remake
	Sky Devils (C-D).....Spencer Tracy	88		Reissued
	Stairway to a Star.....Cornel Wilde	60		New Release
	Swiss Family Robinson.....Marshall-Best	74		Reissue
	The Noose.....Brown-Drake	78		Reissue
	Thunder in the City.....Edw. G. Robinson	81		Reissued
	White Stallion.....Dean-Maynard	57		New Release

COLUMBIA

	CURRENT 1946-'47			
828	Alias Mr. Twilight (D)A.....Michael Duane-Trudy Marshall	69	12/19/46	b12/28/46
	Arizona.....J. Arthur-W. Holden-W. William			Reissue
825	Blind Spot (My)A.....Chester Morris-Constance Dowling	73	2/6/47	a11/2/46
807	Blondie's Big Moment (C)F.....P. Singleton-A. Lake-A. Louise	69	1/9/47	b12/14/46
808	Blondie's Holiday (C)F.....Arthur Lake-Penny Singleton	67	4/10/47	b3/1/47
822	Boston Blackie and the Law (My)F.....Chester Morris-Trudy Marshall	69	12/12/46	b11/16/46
820	Bulldog Drummond at Bay (My)A.....Ron Randell-Anita Louise	70	5/15/47	b4/19/47
826	Cigarette Girl (C)A.....L. Brooks-J. Lloyd-J. Barton	67	2/13/47	b2/15/47
	Corpse, Came C.O.D., The.....G. Brent-J. Blondell-A. Jergens	68	5/31/47	
	Daring Young Man, The.....J. E. Brown-J. Chapman			Reissue
830	Dead Reckoning (D)A.....Humphrey Bogart-Lizabeth Scott	99	Feb. '47	b1/4/47
	Doctor Takes A Wife, The.....Loretta Young-Ray Milland			Reissue
812	For the Love of Rusty (C-D)F.....T. Donaldson-T. Powers-A. Doran	68	5/1/47	b7/5/47
834	Framed (D)A.....Glenn Ford-Janis Carter	82	April '47	b3/8/47
	Golden Boy.....B. Stanwyck-A. Menjou-W. Holden			Reissue
	Good Girls Go to Paris.....J. Blondell-M. Douglas-W. Connolly			Reissue
836	Guilt of Janet Ames, The (D)A.....Rosalind Russell-Melvyn Douglas	83	April '47	b3/8/47
883	Johnny O'Clock (D)A.....Dick Powell-Evelyn Keyes	86	Mar. '47	b1/4/47
831	Jolson Story, The *T (D-M)F.....L. Parks-E. Keyes-W. Demarest	128	Jan. '47	b9/21/46
809	King of the Wild Horses (D)F.....Preston Foster-Gail Patrick	79	3/27/47	b3/29/47
	Let Us Live.....M. O'Sullivan-H. Fonda-R. Bellamy			Reissue
815	Little Miss Broadway.....Jean Porter-John Sheldon	69	6/19/47	
823	Lone Wolf in Mexico (My)A.....Gerald Mohr-Eric Blore-Sheila Ryan	70	1/16/47	b12/28/46
814	Millie's Daughter (D)F.....Gladys George-Paul Campbell	71	3/20/47	b2/15/47
817	Millerson Case, The (M)F.....W. Baxter-N. Saunders	72	5/29/47	b5/24/47
	More Than a Secretary.....J. Arthur-G. Brent-L. Stander			Reissue
832	Mr. District Attorney (My)A.....Dennis O'Keefe-M. Chapman	81	Feb. '47	b12/28/46
829	Return of Monte Cristo (D)F.....L. Hayward-G. Macready-U. O'Connor	91	Dec. '46	b11/23/46
	She Couldn't Take It.....G. Raft-J. Bennett-W. Connolly			Reissue
	Shut My Big Mouth.....J. E. Brown-A. Mara-V. Jory			Reissue
804	Singin' in the Corn (C-M)F.....Judy Canova-Allen Jenkins	66	12/26/46	b11/16/46
811	Sport of Kings.....Gloria Henry-Paul Campbell	68	6/26/47	
	Texas.....W. Holden-C. Trevor-G. Ford			Reissue
819	The Thirteenth Hour (My)A.....Richard Dix-Karen Morley	65	3/6/47	b2/15/47
	COMING			
	Blondie in the Dough.....P. Singleton-A. Lake-L. Simms			
	Bulldog Drummond Strikes Back (My).....Ron Randell-Gloria Henry			a7/26/47
	Crime Doctor's Gamble.....Warner Baxter-Micheline Cheirel			
	Devil Ship.....Richard Lane-Louise Campbell			
	Down to Earth *T (M-C)A.....Rita Hayworth-Larry Parks	101		b8/2/47
	Gunfighters, The *C (W)F.....Randolph Scott-Dorothy Hart	87		b6/14/47
	Her Husband's Affairs (C)A.....F. Tone-L. Ball-E. E. Horton	86		b7/26/47
	I Love Trouble.....F. Tone-J. Blair-J. Carter			
	It Had to Be You (C-D).....Ginger Rogers-Cornel Wilde			a7/5/47
	Keeper of the Bees (D).....Gloria Henry-Michael Duane	68	7/10/47	a6/7/47
	Key Witness.....John Beal-Trudy Marshall			a6/28/47
	Lady from Shanghai, The.....Rita Hayworth-Orson Welles			a4/12/47
	Last of the Redmen.....J. Hall-M. O'Shea-E. Ankers	77	Aug. '47	
	Lone Wolf in London.....Gerald Mohr-Nancy Saunders			
	Man from Colorado, The (D).....Glen Ford-Ellen Drew-Wm. Holden			a5/24/47
	Mating of Millie, The (D).....G. Ford-E. Keyes			a8/2/47
	Pacific Adventure.....Ron Randell-Muriel Steinbeck	80	July '47	
	Prince of Thieves.....Jon Hall-Patricia Morrison-A. Jergens			
	Relentless *T.....R. Young-M. Chapman-W. Parker			a1/11/47
	Sign of the Ram, The.....Susan Peters-Alexander Knox			

COLUMBIA (Continued)

Prod. No.			Run Time Mins.	Rel. Date	See Issue of
	COMING				
	Smoky River Serenade	P. Campbell-R. Terry-Hoosier Hot Shots		8/21/47	
	Son of Rusty, The	T. Donaldson-T. Powers-A. Doran		8/7/47	a6/21/47
	Sport of Kings (D)	Gloria Henry-Paul Campbell			a7/12/47
	Strawberry Roan *C (W)	Gene Autry-Gloria Henry			a7/26/47
	Sweet Genevieve	Jean Porter-Jimmy Lydon			
	Swordsman, The	Larry Parks-Ellen Drew-G. Macready			a1/4/47
	The Last Round-Up	Gene Autry-Jean Heather			
	To The Ends of The Earth (D)	Dick Powell-Maylia			a7/19/47
	Two Blondes and a Redhead (C-D)	Jean Porter-Jimmy Lloyd			a6/14/47
	When a Girl's Beautiful	A. Jergens-M. Platt-S. Dunne			
	Westerns (Current)				
867	**Law of the Canyon (W-M)F**	Charles Starrett-Smiley Burnette	55	4/24/47	b6/28/47
866	**Lone Hand Texan, The (W-M)F**	Charles Starrett-Smiley Burnette	54	3/6/47	b3/1/47
852	**Over the Sante Fe Trail (W-M)F**	Ken Curtis-Jenifer Holt	63	2/13/47	b2/15/47
868	**Prairie Raiders (W-M)F**	Charles Starrett-Smiley Burnette	55	5/29/47	b7/19/47
865	**South of the Chisholm Trail (W)F**	Charles Starrett-Smiley Burnette	58	1/30/47	b2/1/47
853	**Swing the Western Way**	J. Leonard-M. Dugan-Hoosier Hot Shots	66	6/26/47	
864	**West of Dodge City**	Charles Starrett-Smiley Burnette	57	3/27/47	
	Westerns (Coming)				
	Buckaroo From Powder River	Charles Starrett-Smiley Burnette			
	Last Days of Boot Hill (W)	Charles Starrett-Smiley Burnette			a7/19/47
	Phantom Valley	Charles Starrett-Smiley Burnette			
	Riders of the Lone Star	Charles Starrett-Smiley Burnette		8/14/47	
	Six Gun Law (W)	C. Starrett-S. Burnette			
	Smoky River Serenade	P. Campbell-F. Terry-Hoosier Hotshots		Aug. '47	
	Stranger From Ponca City	Charles Starrett-Smiley Burnette	56	7/3/47	

EAGLE-LION

	CURRENT				
	Adventuress, The (Reviewed in London under title "I See A Dark Stranger")	Deborah Kerr-Trevor Howard	100	3/17/47	7/13/46
	Bedelia (D)A	Margaret Lockwood-Ian Hunter	81	2/1/47	b6/3/46
	It's a Joke Son (C)F	Kenny Delmar-Una Merkel	64	1/25/47	b1/25/47
	Lost Honeymoon (C)A	Franchot Tone-A. Richards-T. Conway	71	3/29/47	b3/15/47
	Repeat Performance (D)A	Joan Leslie-L. Hayward-F. Basehart	93	5/30/47	b5/24/47
	COMING				
	Adventures of Casanova	A. deCordova-L. Bremer- T. Bey			
	Caravan	Stewart Granger-Jean Kent		7/26/47	
	Green for Danger My)A	Sally Gray-Trevor Howard	91	Rank	b12/14/46
	Love from a Stranger (D)	J. Hodiak-S. Sidney-A. Richards			a7/12/47
	Man From Texas (My-D)	J. Johnston-J. Craig-L. Bari			a7/19/47
	Out of the Blue (C-D)	G. Brent-V. Mayo-T. Bey			a7/12/47
	Red Stallion *C (D)F	T. Donaldson-R. Paige-J. Dowell	82	8/16/47	b7/26/47
	Northwest Stampede *C	J. Leslie-J. Craig-J. Oakie			
	T-Man	Dennis O'Keefe			

FAVORITE FILMS CORP.

	Broadway Limited	Dennis O'Keefe-V. McLaglen	74	1/1/47	Reissue
	Daring Desperadoes	I. Lupino-L. Carrillo-N. Martini		May '47	Reissue
	Of Mice and Men (D)A	B. Meredith-Betty Field-L. Chaney, Jr.	105	12/1/46	Reissue
	Road Show	C. Landis-J. Hubbard-A. Menjou	86	Mar. '47	Reissue
	Sea Bandits	D. Morgan-Steffi Duna		May '47	Reissue
	There Goes My Heart	Frederic March-Virginia Bruce	82	Mar. '47	Reissue
	Topper Takes Trip	C. Bennett-R. Young-A. Mowbray	79	Feb. '47	Reissue
	Topper Returns	O'Keefe-Landis-Blondell-Young	87	Feb. '47	Reissue

FILM CLASSICS

	CURRENT				
	Devil to Pay	R. Colman-L. Young-M. Loy	74		
	Jungle Book	Sabu	105		
	North Star	Anne Baxter-Dana Andrews	109		
	Palmy Days	Eddie Cantor-George Raft	80		
	Return of the Scarlet Pimpernel	B. Barnes-J. Mason-S. Stewart	81		
	Scarlet Pimpernel, The	Merle Oberon-Leslie Howard	98		
	Stella Dallas	J. Boles-R. Stanwyck-A. Shirley	107		
	The Patient Vanishes (My)A	James Mason-Mary Clark-M. Vyner	78		b5/31/47
	The Thief of Bagdad	Sabu-Conrad Veidt-June Duprez	109		
	Unholy Garden	R. Colman-Fay Wray	77		
	Westerner, The	G. Cooper-D. Davenport-W. Brennan	102		
	Woman Chases Man	Miriam Hopkins-Joel McCrea	70		

METRO-GOLDWYN-MAYER

Prod. No.			Run Time Mins.	Rel. Date	See Issue of
	CURRENT				
716	**Beginning Or the End, The (D)F**	B. Donlevy-R. Walker-G. Tearle	112	Mar. '47	b2/22/47
	Dark Delusion (D)F	L. Barrymore-J. Craig-L. Bremer	90	June '47	b4/12/47
	Fiesta *T (D-M)F	Esther Williams-John Carroll	101	July '47	b5/17/47
702	**Gallant Bess *C (D)F**	Marshall Thompson-Jim Davis	99	Jan. '47	b9/7/46
723	**Great Waltz, The (M)F**	L. Rainer-F. Gravet-M. Korjus	110	July '47	Reissue
721	**High Barbaree (D)F**	Van Johnson-June Allyson	91		b3/15/47
	Hucksters, The (C-D)A	C. Gable-D. Kerr-A. Menjou	115	July '47	b6/28/47
	It Happened at the Inn	Fernand Ledoux-Maurice Rollin	103	April '47	b9/21/46
718	**It Happened in Brooklyn (C-M)F**	F. Sinatra-K. Grayson	103		b3/8/47
712	**Lady in the Lake (My)A**	Robert Montgomery-Audrey Totter	103	Jan. '47	b11/30/46
719	**Little Mister Jim (C)F**	James Craig-Frances Gifford	92	April '47	b6/8/46
	Living in a Big Way (C-D)F	Gene Kelly-Marie MacDonald	104	June '47	b5/31/47
714	**Love Laughs at Andy Hardy (C)F**	M. Rooney-B. Granville-D. Ford	93	Feb.	b12/7/46
711	**Mighty McGurk, The (C)F**	Wallace Beery-Aline McMahon	85	Jan. '47	b11/23/46
715	**My Brother Talks to Horses (C-D)F**	Butch Jenkins-Peter Lawford	93	Jan. '47	b11/30/46
705	**Rage in Heaven**	Ingrid Bergman-Robert Montgomery	84	Oct.	Reissue
720	**Sea of Grass (D)A**	K. Hepburn-S. Tracy-M. Douglas	131	April	b2/15/47
709	**Secret Heart, The (D)A**	C. Colbert-W. Pidgeon-J. Allyson	97	Dec.	b11/30/46
708	**Show-Off, The (C)F**	R. Skelton-Marilyn Maxwell	83	Dec.	b8/17/46
710	**Till the Clouds Roll By *T (M)F**	J. Garland-R. Walker-F. Sinatra	135	Jan. '47	b11/15/46
722	**Undercover Maisie (C)A**	Ann Sothern-Barry Nelson	90	May	b3/8/47
707	**Undercurrent (D)A**	K. Hepburn-A. Taylor	115	Nov.	b10/5/46
717	**Yearling, The *T (D)F**	G. Peck-J. Wyman-C. Jarman	128	May	b11/30/46
	COMING				
	Alias A Gentleman	Wallace Beery-Gladys George			
	Arnelo Affair, The (D)A	John Hodiak-Frances Gifford	87	Sept.	b2/15/47
	Birds and the Bees, The *T	J. MacDonald-J. Iturbi-J. Powell			a3/1/47

Title	Company
C	
Calcutta	Para.
Calendar Girl	Rep.
California	Para.
Canyon Passage	Univ.
Captain from Castile	20th-Fox
Captain Caution	Favorite
Captain Fury	Favorite
Captains Courageous	MGM
Captive Heart	Univ.
Caravan	EL
Carmen	Misc.
Carnegie Hall	UA
Carnival	Brit.
Carnival in Costa Rica	20th-Fox
Case of the Baby Sitter	SGP
Cass Timberlane	MGM
Cat Creeps	Univ.
Centennial Summer	20th-Fox
Chase, The	UA
Cheers for Miss Bishop	Astor
Cheyenne	WB
Child of Divorce	RKO
Cigarette Girl	Col.
Citizen Saint	Misc.
Clandestine	Misc.
Claudia and David	20th-Fox
Cockeyed Miracle	MGM
Code of the West	RKO
Colonel Chabert	Misc.
Copacabana	UA
Corpse Came C. O. D., The	Col.
Corsican Brothers	PRC
Courage of Lassie	MGM
Courageous Dr. Christian	Astor
Courtneys of Curzon Street	Brit.
Crack Up	RKO
Crime Doctor's Gamble	Col.
Criminal Court	RKO
Crimson Key, The	20th-Fox
Crossfire	RKO
Cross My Heart	Para.
Cry Wolf	WB
Cuban Pete	Univ.
Curly	UA
Cynthia	MGM
D	
Daisy Kenyon	20th-Fox
Dancing With Crime	Brit.
Danger Woman	Univ.
Dangerous Millions	20th-Fox
Dangerous Money	Mono.
Dangerous Venture	UA
Dangerous Years	20th-Fox
Daring Desperadoes	Favorite
Daring Young Man, The	Col.
Dark Delusion	MGM
Dark Horse	Univ.
Dark Mirror	Univ.
Dark Passage	WB
Dark Road, The	SG
Dead Don't Dream, The	UA
Dead Reckoning	Col.
Dear Murderer	Brit.
Dear Ruth	Para.
Deception	WB
Deep Valley	WB
Desert Fury	Para.
Desire Me	MGM
Destry Rides Again	Univ.
Desperate	RKO
Devil Ship	Col.
Devil's Hand	Misc.
Devil on Wheels	PRC
Devils Playground	UA
Devil Thumbs a Ride	RKO
Devil to Pay	FC
Dick Tracy Meets Gruesome	RKO
Dick Tracy's Dilemma	RKO
Dick Tracy Versus Cueball	RKO
Dillinger	Mono.
Dishonored Lady	UA
Doctor Takes a Wife, The	Col.
Don Ricardo Returns	PRC
Down to Earth	Col.
Dragnet	SG
Dream Girl	Para.
Driftwood	Rep.
Duel in the Sun	Selznick
Dust Be My Destiny	WB
E	
Easy Come, Easy Go	Para.
Easy to Wed	MGM
Egg and I	Univ.
Emperor Waltz, The	Para.
Escape Me Never	WB
Ever the Beginning	WB
Exile, The	Univ.
Exposed	Rep.
F	
Fabulous Dorseys	UA
Fabulous Joe	UA
Fabulous Suzanne	Rep.
Fabulous Texan, The	Rep.
Faithful in My Fashion	MGM
Falcon's Adventure	RKO
Fall Guy	Mono.
Fangs of the Wild	Astor
Fanny By Gaslight	UA
Farmer's Daughter	RKO
Fear in the Night	Para.
Fiesta	MGM
Fighting Father Dunne	RKO
Flame, The	Rep.
Flying Dueces	Astor
Fool's Gold	UA
Forever Amber	20th-Fox
Foxes of Harrow, The	20th-Fox
Framed	Col.
Francis the First	Misc.

Title	Company
Frieda	Brit.
Front Page Scandal	Mono.
Fun and Fancy Free	RKO
Fun on a Weekend	UA
Fugitive	RKO
G	
Gallant Bess	MGM
Gangster, The	Allied
Gas House Kids	PRC
Gas House Kids in Hollywood	PRC
Gay Ranchero, The	Rep.
Gas House Kids Go West	PRC
Genius at Work	RKO
Gentlemen's Agreement	20th-Fox
Ghost and Mrs. Muir	20th-Fox
Ghost Goes Wild	Rep.
Ginger	Mono.
Girl and the Devil, The	Misc.
Give My Regards to Broadway	20th-Fox
God's Country	SGP
Golden Boy	Col.
Golden Earrings	Para.
Good Girls Go to Paris	Col.
Good News	MGM
Good Sam	RKO
Great Expectations	Univ.
Great Waltz	MGM
Green Dolphin Street	MGM
Green Fingers	Brit.
Green for Danger	E-L
Green Grass of Wyoming	20th-Fox
Green Years	MGM
Guilt of Janet Ames	Col.
Guilty	Mono.
Gunfighters	Col.
H	
Hard Boiled Mahoney	Mono.
Hat Box Mystery	SG
Headin' for Heaven	PRC
Heartaches	PRC
Heart of Arizona	SGP
Heaven Only Knows	UA
Heldorado	Rep.
Henry the Fifth	UA
Her Adventurous Night	Univ.
Her Enlisted Man	Astor
Her Husband's Affairs	Col.
Here Comes Trouble	UA
High Barbaree	MGM
High Conquest	Mono.
High School Hero	Mono.
High Tide	Mono.
High Wall, The	MGM
Hit Parade of 1947	Rep.
Hollywood Barn Dance	SG
Hollywood Bound	Astor
Home in Oklahoma	Rep.
Homestretch	20th-Fox
Home Sweet Homicide	20th-Fox
Honeymoon	RKO
Hoppy's Holiday	UA
Housekeeper's Daughter	Favorite
Hucksters, The	MGM
Hue and Cry	Brit.
Humoresque	WB
Hungry Hill	Brit.
Hunted, The	Allied
I	
I Cover Big Town	Para.
If I'm Lucky	20th-Fox
If Winter Comes	MGM
If You Knew Susie	RKO
I Know Where I'm Going	Univ.
I Love Trouble	Col.
Imperfect Lady	Para.
In Old Sacramento	Rep.
Indian Summer	RKO
Intermezzo	Selznick
International Lady	PRC
Intrigue	UA
Invisible Wall, The	20th-Fox
I Remember Mama	RKO
I Stole a Million	Univ.
It Had to Be You	Col.
It Happened at the Inn	MGM
It Happened in Brooklyn	MGM
It Happened on Fifth Avenue	Allied
It's a Joke, Son	EL
It's a Wonderful Life	RKO
I'll Be Yours	Univ.
Ivan the Terrible	Misc.
I've Always Loved You	Rep.
Ivy	Univ.
I Walk Alone	Para.
I Wonder Who's Kissing Her Now	20th-Fox
J	
Jewels of Brandenburg	20th-Fox
Jimmy Steps Out	Astor
Johnny Frenchman	Univ.
Johnny O'Clock	Col.
Jolson Story	Col.
Journey Together	Misc.
Jungle Book	FC
Jungle Flight	Para.
K	
Keeper of the Bees	Col.
Key Witness	Col.
Kid Millions	FC
Killer at Large	PRC
Killer-Dill	SGP
Killer McCoy	MGM
Kilroy Was Here	Mono.
King of the Wild Horses	Col.
King's Jester, The	Misc.
Kings Row	WB
Kiss of Death	20th-Fox
Kit Carson	PRC

METRO-GOLDWYN-MAYER (Continued)

COMING

Prod. No.			Run Time Mins.	Rel. Date	See Issue of
	Boom Town	C. Gable-S. Tracy			Reissue
	Captains Courageous	Spencer Tracy-Mickey Rooney			Reissue
	Cass Timberlane	Spencer Tracy-Lana Turner			
	Cynthia (C-D)F	E. Taylor-G. Murphy-M. Astor	98	July '47	b5/17/47
	Desire Me	G. Garson-Richard Hart			a9/7/46
	Good News	J. Allyson-P. Lawford-J. McCracken			
	Green Dolphin Street	Lana Turner-Van Heflin			a2/1/47
	High Wall, The	R. Taylor-A. Totter-H. Marshall			
	If Winter Comes	W. Pidgeon-D. Kerr-A. Lansbury			
	Killer McCoy	M. Rooney-E. Taylor-B. Donlevy			
	Merton of the Movies (C)F	Red Skelton-Virginia O'Brien	82	Oct.	b7/19/47
	On an Island With You *T	E. Williams-P. Lawford			
	Piccadilly Incident (D)A	Anne Neagle-Michael Wilding	100		b8/31/46
	Pirate, The *T	J. Garland-G. Kelly-W. Slezak			a7/5/47
729	Romance of Rosy Ridge, The (D)F	V. Johnson-T. Mitchell-J. Leigh	105	Aug. '47	b7/5/47
	Song of Love (DM)A	K. Hepburn-P. Henreid-R. Walker	119	Oct.	b7/26/47
	Song of the Thin Man (My)F	William Powell-Myrna Loy	86	Sept.	b7/26/47
	Summer Holiday *T	Mickey Rooney-Gloria DeHaven			a9/7/46
	Tenth Avenue Angel	M. O'Brien-G. Murphy-P. Thaxter			a9/21/46
	The Kissing Bandit *T	Frank Sinatra-Kathryn Grayson			
	This Time For Keeps *T	E. Williams-L. Melchior			a9/7/46
	Unfinished Dance, The *T (D)F	Margaret O'Brien-Cyd Charisse	101	Sept.	b8/2/47
	Virtuous	V. Johnson-J. Allyson			

MONOGRAM

CURRENT 1946-'47

604	Bringing Up Father (C)F	Joe Yule-Renie Riano	68	11/23/46	b10/19/46
613	Fall Guy (My)A	Cliff Penn-Teala Loring	64	3/15/47	b3/8/47
609	Ginger	Frank Albertson-Barbara Reed	67	1/4/47	a9/28/46
614	Guilty, The (My)A	Bonita Granville-Don Castle	71	3/22/47	b3/22/47
616	Hard Boiled Mahoney	L. Gorcey-Bowery Boys	63	5/10/47	a3/22/47
620	High Conquest (D)A	A. Lee-G. Roland-W. Douglas	83	6/21/47	b3/15/47
608	Mr. Hex (CD)F	L. Gorcey-H. Hall	63	12/7/46	b12/14/46
617	Queen of the Yukon	Charles Bickford-Irene Rich		5/31/47	Reissue
610	Riding the California Trail	Gilbert Roland-Teala Loring	61	1/11/47	a10/26/46
618	Sarge Goes to College (C)F	A. Hale, Jr.-F. Stewart-J. Preisser	63	5/17/47	b5/10/47
699	Suspense (D)A	Belita-Barry Sullivan-E. Pallette	101	6/5/46	b3/20/46
606	Sweetheart of Sigma Chi (M)F	Elyse Knox-P. Regan-P. Brito	75	12/21/46	b11/30/46
607	Trap, The (My)F	Sidney Toler-Victor Sen Yung	69	11/30/46	b1/11/47
611	Vacation Days (D-M)F	F. Stewart-J. Preisser	66	1/25/47	b4/5/47
615	Violence (D)A	Nancy Coleman-M. O'Shea	72	4/12/47	b4/12/47
619	Wolf Call	John Carroll-Movita	62	6/7/47	Reissue

COMING

	Dillinger	Lawrence Tierney-Anne Jeffreys	70	7/5/47	Reissue
	High Tide	Lee Tracy-D. Castle-A. Shaw		9/13/47	a5/31/47
621	Kilroy Was Here (C)F	J. Cooper-J. Coogan-W. McKay	68	7/19/47	b7/5/47
	Louisiana	Jimmie Davis-Margaret Lindsay		11/15/47	a5/31/47
	Mutiny in the Big House	Charles Bickford-Barton McLane	89	7/5/47	Reissue
622	News Hounds (C)F	Leo Gorcey-H. Hall-B. Jordan	68	8/9/47	b6/21/47
623	Robin Hood of Monterey	Gilbert Roland-Evelyn Brent		8/2/47	
	Rocky	Roddy McDowall-Edgar Barrier			
	That Guy Palooka	Joe Kirkwood, Jr.-Elyse Knox		9/20/47	
666	Thunderbolt *T	Documentary		7/26/47	

Westerns (Current)

677	Code of the Saddle	J. M. Brown-R. Hatton	53	6/25/47	
671	Land of the Lawless (W)F	J. M. Brown-R. Hatton-J. Harrison	59	4/15/47	b5/31/47
672	Law Comes to Gunsight, The	J. M. Brown-R. Hatton	56	5/24/47	
564	Raiders of the South (W-M)F	J. H. Brown-Raymond Hatton	85	1/18/47	b2/22/47
683	Rainbow Over the Rockies (W-M)F	J. Wakely-"Lasses" White	56	2/6/47	b3/1/47
612	Silver Stallion	David Sharpe-Leroy Mason	59	12/14/46	Reissue
684	Six Gun Serenade	Jimmy Wakely-"Lasses" White	55	4/5/47	
682	Song of the Wasteland	J. Wakely-"Lasses" White	58	6/31/47	
681	Song of the Sierras (M-W)F	J. Wakely-"Lasses" White	56	12/28/46	b1/25/47
676	Trailing Danger	J. M. Brown-R. Hatton	58	3/29/47	
675	Valley of Fear (W)F	J. M. Brown-R. Hatton	57	2/15/47	b4/19/47

Westerns (Coming)

	Dusty Trail	J. M. Brown-R. Hatton-V. Belmont			
673	Flashing Guns	J. Brown-R. Hatton	59	8/16/47	
	Ridin' Down the Trail	J. Wakely-D. Taylor-B. Jones		8/23/47	

PARAMOUNT

CURRENT 1946-'47

Prod. No.			Run Time Mins.	Rel. Date	See Issue of
4622	Big Town	Philip Reed-Hillary Brooke	60	5/23/47	a2/9/47
4611	Blaze of Noon (D)A	A. Baxter-W. Holden-S. Tufts	90	5/2/47	b3/8/47
4602	Blue Skies *T (M)F	Bing Crosby-F. Astaire	104	12/27/46	b9/23/46
4612	Calcutta (My)A	A. Ladd-G. Russell-W. Bendix	83	5/10/47	b3/19/47
4606	California *T (WD)	Ray Milliand-B. Stanwyck	93	2/21/47	b12/21/47
4603	Cross My Heart (C-M)F	Betty Hutton-Sonny Tufts	83	1/10/47	b11/23/46
4623	Danger Street (My)A	J. Withers-R. Lowery	66	6/20/47	b3/1/47
4616	Dear Ruth (C)A	J. Caulfield-W. Holden-E. Arnold	95	7/18/47	b5/31/47
4607	Easy Come, Easy Go (C)F	D. Lynn-S. Tufts-Virginia Field	78	3/7/47	b2/8/47
4621	Fear in The Night (D)A	DeForest Kelley-Kay Scott	72	4/18/47	b2/22/47
4610	Imperfect Lady (D)A	R. Milland-T. Wright-V. Field	97	4/25/47	b3/15/47
4605	Ladies Man (C-M)F	Eddie Bracken-Virginia Field	90	2/7/47	b1/11/47
4609	My Favorite Brunette (C)F	B. Hope-D. Lamour	87	4/4/47	b2/22/47
4604	Perfect Marriage, The (C-D)A	L. Young-D. Niven-V. Field	87	1/24/47	b11/23/46
4615	Perils of Pauline *T (C-S)F	B. Hutton-J. Lund	92	7/4/47	b5/31/47
4620	Seven Were Saved	Richard Denning-Catharine Craig	73	3/28/47	a5/25/46
4608	Suddenly It's Spring (C)A	F. MacMurray-P. Goddard	87	3/21/47	b2/15/47
4614	Trouble With Women, The (C)A	T. Wright-B. Donlevy-R. Milland	80	6/27/47	b5/24/47
4601	Two Years Before the Mast (D)A	Donlevy-Ladd-Bendix	98	11/22/46	b8/24/46

PARAMOUNT (Continued)

	COMING	Run Time Mins.	Rel. Date	See Issue of
	Adventure Island *C (D) — R. Calhoun-R. Fleming-P. Kelly	67	10/10/47	
	Albuquerque — Randolph Scott-Barbara Britton			a3/15/47
	Big Clock, The (M) — R. Milland-M. O'Sullivan-C. Laughton			a5/17/47
	Big Town After Dark — Philip Reed-Hillary Brooke			
	Big Town Scandal — Phillip Reed-Hillary Brooke			
4617	Desert Fury *T (D)F — Lizabeth Scott-John Hodiak	98	8/15/47	b8/2/47
	Dream Girl (C-D) — B. Hutton-M. Carey-V. Field			a6/7/47
	Emperor Waltz, The *T — Bing Crosby-Joan Fontaine			a7/13/46
4703	Golden Earrings — Marlene Dietrich-Ray Milland	95		a9/28/46
4624	I Cover Big Town (My)A — P. Reed-H. Brooke	63	7/25/47	b3/1/47
	I Walk Alone — B. Lancaster-Kirk Douglas			a3/1/47
4625	Jungle Flight (D)F — Robert Lowery-Ann Savage	60	8/22/47	b3/1/47
	My Own True Love — Phyllis Calvert-M. Douglas			
	Night Has a Thousand Eyes, The — E. G. Robinson-J. Lund			
	Pale Face — Bob Hope-Jane Russell			
	Road to Rio — B. Crosby-B. Hope-D. Lamour			a2/1/47
	Saigon — Alan Ladd-Veronica Lake-Douglas Dick			a1/4/47
	Shaggy *C — B. Joyce-G. Nokes-R. Shayne			
	Unconquered *T — Gary Cooper-Paulette Goddard			a9/28/46
4618	Variety Girl (C-M)F — Mary Hatcher-DeForest Kelley	93	8/29/47	b7/19/47
4613	Welcome Stranger (CD)F — B. Crosby-B. Fitzgerald	106		b5/3/47
	Where There's Life — B. Hope-S. Hasso-W. Bendix			a5/25/46
	Whispering Smith *T — A. Ladd-R. Preston-B. Marshall			a6/14/47
4701	Wild Harvest — A. Ladd-D. Lamour-R. Preston	92	9/26/47	a11/2/46

PRC

CURRENT 1946-'47

714	Brute Man, The (H)A — Tom Neal-Jane Adams	60	10/1/46	b10/26/46
733	Corsican Brothers — D. Fairbanks, Jr.-Tamiroff-Warrick	111	6/21/47	Reissue
701	Devil On Wheels, The (D)F — Noreen Nash-D. Hickman-Jan Ford	67	3/2/47	b1/25/46
	Don Ricardo Returns — Isabelita-Fred Coby		11/5/46	a9/21/46
711	Gas House Kids Go West (C)F — C. Williams-J. Shelton-A. Switzer	62	7/12/47	b7/26/47
704	Heartaches (My)A — H. Ryan-C. Wills	71	6/28/47	b7/5/47
734	International Lady — G. Brent-I. Massey-B. Rathbone	102	5/24/47	Reissue
717	Killer At Large (My)A — Anabel Shaw-Robert Lowery	63	5/31/47	b6/14/47
731	Kit Carson — D. Andrews-L. Bart-J. Hall	97	3/22/47	
	Lady Chaser — Ann Savage-Robert Lowery	60	11/25/46	
732	Last of the Mohicans — R. Scott-B. Barnes-H. Wilcoxen	94	3/22/47	Reissue
610	Lighthouse — J. Lang-D. Castle-J. Litel	64	1/10/47	a10/19/46
708	Philo Vance Returns (My)F — W. Wright-T. Austin-R. Ames	64	6/14/47	b4/26/47
707	Philo Vance's Gamble (My)A — Alan Curtis-Terry Austin	60	4/12/47	b4/26/47
756	Philo Vance Secret Mission — Alan Curtis-Sheila Ryan		3/20/47	
	Return of Rin-Tin-Tin *V — D. Woods-B. Blake-C. Drake		2/20/47	
703	Stepchild (D)A — B. Joyce-D. Woods	70	6/7/47	b6/14/47
715	Three on a Ticket (My)F — Hugh Beaumont-Cheryl Walker	64	4/5/47	b4/5/47
SP72	Untamed Fury (D)A — Mikel Conrad-Gaylord Pendleton	64	3/22/47	b3/29/47

COMING

	Blonde Savage (D) — L. Erickson-G. Sherwood			a8/2/47
579	Bury Me Dead (My) — M. Daniels-G. McClure-C. O'Donnell			a6/7/47
	Gas House Kids in Hollywood — Alfalfa Switzer-Gas House Kids			
	Headin' for Heaven — Stuart Erwin-Glenda Farrell			
	Linda Be Good — E. Knox-J. Hubbard-M. Wilson			
	Man Wanted — Anabel Shaw-Robert Lowery			
	Philo Vance's Peril — W. Wright-L. Balasco-R. Ames			b1/25/47
	Railroaded — J. Ireland-S. Ryan-H. Beaumont			a6/21/47
	Silent Voice — Sheila Ryan-Edward Norris			a4/26/47
716	Too Many Winners (M-My) — Hugh Beaumont-Trudy Marshall	60	5/24/47	b6/7/47

Westerns (Current)

752	Border Feud (W)F — Lash LaRue-Fuzzy St. John	55	5/10/47	b5/24/47
766	Code of the Plains — Buster Crabbe-Fuzzy St. John	36	4/26/47	Reissue
761	Frontier Fighters — B. Crabbe-Fuzzy St. John	39	4/26/47	Reissue
751	Law of the Lash (W)F — Lash LaRue-Fuzzy St. John	54	2/28/47	b3/1/47
765	Panhandle Trail — Buster Crabbe-Fuzzy St. John	40	4/26/47	Reissue
	Prairie Rustlers (W)F — Buster Crabbe-Al St. John	54	11/7/45	b8/10/46
763	Raiders of Red Rock — Buster Crabbe-Fuzzy St. John	38	4/26/47	
745	Range Beyond the Blue (W-M)F — Eddie Dean-Roscoe Ates	55	3/17/47	
764	Shootin' Irons — Tex O'Brien-Jim Newhill	40	4/26/47	Reissue
762	Thundergap Outlaws — Tex O'Brien-Jim Newhill	40	4/26/47	Reissue
744	Wild Country (W)F — Eddie Dean-Roscoe Ates	59	1/17/47	b2/1/47
706	Wild West *C (W)F — Eddie Dean-Roscoe Ates	73	12/1/46	b11/30/46

Westerns (Coming)

	Black Hills — Eddie Dean-Roscoe Ates			
	Check Your Guns — E. Dean-R. Ates-N. Gates			
	El Lobo Mystery, The — Lash LaRue-Fuzzy St. John-N. Gates			
754	Ghost Town Renegades (W)F — Lash LaRue-Fuzzy St. John-J. Holt	56	7/26/47	b8/2/47
	Gun Fighter — Lash LaRue-Al St. John-Mary Scott			a12/18/46
	Gun Law — Lash LaRue-Fuzzy St. John			
753	Pioneer Justice (W)F — Lash LaRue-Fuzzy St. John-J. Holt	55	6/28/47	b7/5/47
	Return of the Lash — Lash LaRue-Al St. John			
	Shadow Valley — Eddie Dean-Roscoe Ates			

RKO-RADIO

CURRENT 1946-'47

Prod. No.			Trade Shown	
724	A Likely Story (C)F — Bill Williams-Barbara Hale	88	May	b4/19/47
1	Bachelor and the Bobby-Soxer (C)F — G. Grant-M. Loy-S. Temple	95		b6/7/47
725	Banjo (C-D)F — S. Moffet-J. White-W. Reed	67	May	b4/19/47
718	Beat the Band (M)F — Frances Langford-Gene Krupa	67	Feb.	b3/1/47
751	Best Years of Our Lives, The (D)A — D. Andrews-M. Loy-F. March	172	Dec.	b11/23/46
722	Born to Kill (D)A — C. Trevor-L. Tierney-W. Slezak	91	April	b4/19/47
708	Child of Divorce (D)A — Sharyn Moffett-Regis Toomey	62	Oct.	b10/19/46
720	Code of the West (W)F — J. Warren-J. Laurenz	57	Feb.	b2/22/47
627	Crack-Up (D)A — P. O'Brien-C. Trevor-H. Marshall	93	June	b6/15/46
709	Criminal Court (My)A — T. Conway-M. O'Driscoll	62	Aug.	b8/10/46
1	Crossfire (D)A — R. Young-R. Mitchum-G. Grahame	85		b6/28/47
728	Desperate (G)A — Steve Brodie-Audrey Long	73		b5/17/47

Title	Company
L	
Ladies Man	Para.
Lady from Shanghai, The	Col.
Lady in the Lake	MGM
Lady Chaser	PRC
Last of the Mohicans	PRC
Last of the Redmen	Col.
Late George Apley	20th-Fox
Laughing Lady	Brit.
Laugh, Pagliacci	Misc.
Let 'Em Have It	Astor
Let Us Live	Col.
Les Miserables	20th-Fox
Life With Father	WB
Lighthouse	PRC
Linda Be Good	PRC
Little Iodine	UA
Little Men	Astor
Little Miss Broadway	Col.
Little Mister Jim	MGM
Living in a Big Way	MGM
Locket, The	RKO
Lone Wolf in London	Col.
Lone Wolf in Mexico	Col.
Long Night	RKO
Lost Honeymoon	EL
Lost Moment's, The	Univ.
Louisiana	Mono.
Love and Learn	WB
Love from a Stranger	EL
Love Laughs at Andy Hardy	MGM
Love of Joanna Godden, The	Brit.
Love on the Dole	Misc.
Lured	UA
M	
Macbeth	Rep.
Macomber Affair	UA
Mad Wednesday	UA
Magic Bow	Univ.
Magic Town	RKO
Magnificent Doll	Univ.
Magnificent Obsession	Univ.
Magnificent Rogue	Rep.
Man About Town	RKO
Man from Colorado, The	Col.
Man from Texas	E-L
Man Wanted	PRC
Man Within, The	Brit.
Marauders, The	UA
Margie	20th-Fox
Marked Woman	WB
Mating of Millie	Col.
Meet Me at Dawn	20th-Fox
Memory of Love	RKO
Men of Two Worlds	Brit.
Merton of the Movies	MGM
Michigan Kid	Univ.
Mighty McGurk, The	MGM
Millerson Case, The	Col.
Millie's Daughter	Col.
Miracle of Monte Cassino	Misc.
Miracle of the Bells	RKO
Miracle on 34th St.	20th-Fox
Mr. Ace	UA
Mr. District Attorney	Col.
Mr. Hex	Mono.
Monsieur Verdoux	UA
More Than a Secretary	Col.
Mortal Coils	U-I
Moss Rose	20th-Fox
Mourning Becomes Electra	RKO
Mother Wore Tights	20th-Fox
Mutiny in the Big House	Mono.
My Brother Talks to Horses	MGM
My Dog Shep	SGP
My Darling Clementine	20th-Fox
My Favorite Brunette	Para.
My Heart Goes Crazy	Univ.
My Own True Love	Para.
My Wild Irish Rose	WB
N	
Naked City	Univ.
Never Say Goodbye	WB
New Orleans	UA
Newshounds	Mono.
Nicholas Nickelby	Brit.
Nightmare Alley	20th-Fox
Night Has a Thousand Eyes	Para.
Night Unto Night	WB
Nobody Lives Forever	WB
Nocturne	RKO
Nora Prentiss	WB
North Star	FC
Northwest Outpost	Rep.
Northwest Stampede	E-L
Notorious Gentleman	Univ.
Notorious Lone Wolf	Col.
O	
Odd Man Out	Univ.
Of Mice and Men	Favorite
Oh Say Can You Sing	Univ.
On an Island With You	MGM
One Hundred Men And A Girl	Univ.
One Million B.C.	Favorite
One Romantic Night	Astor
On the Old Spanish Trail	Rep.
Other Love	UA
Out California Way	Rep.
Out of the Blue	EL
Out of the Past	RKO
P	
Pacific Adventure	Colo.
Pale Face	Para.
Palmy Days	FC
Paradine Case	Selznick
Perfect Marriage	Para.
Perils of Pauline	Para.
Phantom Valley	Col.
Philo Vance's Gamble	PRC

Title	Company
Philo Vance Returns	PRC
Philo Vance's Peril	PRC
Philo Vance's Secret Mission	PRC
Piccadilly Incident	MGM
Pilgrim Lady	Rep.
Pirates, The	MGM
Pirates of Monterey	Univ.
Plainsman and the Lady	Rep.
Portrait of Jennie	SRO
Possessed	WB
Prairie, The	SG
Pretender, The	Rep.
Prince of Thieves	Col.
Prison Story	RKO
Private Affairs of Bel Ami	UA
Pursued	WB
Q	
Queen for the Night	Misc.
Queen of the Amazons	SGP
Queen of the Yukon	Mono.
Queen's Necklace, The	Misc.
R	
Rage in Heaven	MGM
Railroaded	PRC
Ramrod	UA
Razor's Edge	20th-Fox
Red House	UA
Red Pony, The	Rep.
Red Stallion	EL
Relentless	Col.
Renegade Girl	SGP
Repeat Performance	EL
Resistance	Misc.
Return of Monte Cristo	Col.
Return of Rin-Tin-Tin	PRC
Return of the Badmen	RKO
Return of the Scarlet Pimpernel	FC
Ride the Pink Horse	Univ.
Riding the California Trail	Mono.
Riff-Raff	RKO
River Lady	U-I
Road to Rio	Para.
Road Show	Favorite
Road To Hollywood	Astor
Robin Hood of Monterey	Mono.
Rocky	Mono.
Romance in High C	WB
Romance of Rosy Ridge, The	MGM
Root of All Evil	Brit.
Roses Are Red	20th-Fox
Roughshod	RKO
Rupert of Hentzau	SRO
Runaround	Univ.
S	
Saigon	Para.
San Demetrio, London	2th-Fox
San Quentin	RKO
St. Francis of Assisi	Misc.
Sarge Goes to College	Mono.
Scared to Death	SGP
Scarface	Astor
Scarlet Pimpernel, The	FC
School for Danger	Misc.
School for Secrets	Brit.
Sea Bandits	Favorite
Sea Hawk, The	WB
Sea of Grass	MGM
Sea Wolf, The	WB
Searching Wind	Para.
Second Chance	20th-Fox
Second Chorus	Astor
Secret Beyond the Door, The	U-I
Secret Heart, The	MGM
Secret Life of Walter Mitty	RKO
Senator Was Indiscreet	U-I
Seven Keys to Baldpate	RKO
Seven Were Saved	Para.
Shadow of a Woman	WB
Shadows Over Chinatown	Mono.
Shaggy	Para.
She Couldn't Take It	Col.
Shocking Miss Pilgrim	20th-Fox
Show-Off	MGM
Shoot to Kill	Screen Guild
Shop Girls of Paris	Misc.
Shut My Big Mouth	Col.
Silent Voice	PRC
Silver Devil	Astor
Silver River	WB
Sinbad the Sailor	RKO
Singapore	Univ.
Singin' In the Corn	Col.
Sign of the Ram, The	Col.
Sky Devils	Astor
Slave Girl	Univ.
Sleep, My Love	UA
Smash-Up	Univ.
Snake Pit, The	20th-Fox
So in Love	SRO
Something in the Wind	Univ.
Son of Rusty	Col.
Song of Love	MGM
Song of My Heart	Allied
Song of Scheherazade	Univ.
Song of the South	RKO
Song of the Thin Man	MGM
So Well Remembered	RKO
Spoilers of the North	Rep.
Sport of Kings	Col.
Springtime in the Sierras	Rep.
Stairway to Heaven	Univ.
Stallion Road	WB
Stampede	UA
Stations West	RKO
Stella Dallas	FC
Step-Child	PRC
Stork Bites Man	UA
Strange Journey	20th-Fox
Strange Woman	UA
Stranger, The	RKO

RKO-RADIO (Continued)

CURRENT 1946-'47

Prod. No.			Run Time Mins.	Trade Shown	See Issue of
719	Devil Thumbs a Ride, The (D)A	Lawrence Tierney-N. Leslie	62	Feb.	b3/1/47
729	Dick Tracy's Dilemma (M)A	Ralph Byrd-Kay Christopher	60	June	b5/17/47
714	Dick Tracy vs. Cueball (D)F	Morgan Conway-Anne Jeffreys	62	Dec.	b11/9/46
715	Falcon's Adventure (D)F	Tom Conway-Madge Meredith	61	Dec.	b12/14/46
716	Farmer's Daughter, The (C-D)A	L. Young-J. Cotten-E. Barrymore	97	Feb.	b2/22/47
710	Genius at Work (C)F	A. Carney-W. Brown-A. Jeffreys	61	July	b8/3/46
721	Honeymoon (C)F	S. Temple-F. Tone-G. Madison	74	June	b5/19/47
781	It's a Wonderful Life (D)	J. Stewart-D. Reed-L. Barrymore	128	Dec.	b12/21/46
711	Locket, The (D)	Laraine Day-B. Aherne	86	Dec.	b12/21/46
Sp.	Long Night, The (D)A	Henry Fonda-Barbara Bel Geddes	96	May	b5/31/47
706	Nocturne (D)A	George Raft-Lynn Bari	85	Oct.	b10/19/46
761	Notorious (My-D)A	Cary Grant-Ingrid Bergman	101	July	b7/27/46
712	San Quentin (D)A	L. Tierney-M. Carr-B. MacLane	66	Dec.	b12/7/46
762	Sinbad the Sailor T (F)F	D. Fairbanks, Jr.-M. O'Hara	117	Jan.	b1/18/47
791	Song of the South *T (D-M)F	Luana Patten-Bobby Driscoll	95	Nov.	b11/2/47
723	Tarzan and the Huntress (D)F	J. Weissmuller-B. Joyce	70	April	a3/22/47
726	They Won't Believe Me (D)A	Robert Young-Susan Hayward	95		b5/17/47
730	Thunder Mountain (W)F	T. Holt-R. Martin-M. Hyer	60		b5/17/47
717	Trail Street (W)F	R. Scott-R. Ryan-A. Jeffreys	83	Mar.	b2/1/47
713	Vacation in Reno (C)F	Jack Haley-Anne Jeffreys	60	Oct.	b10/12/46
727	Woman on the Beach, The (D)A	J. Bennett-R. Ryan-C. Bickford	71		m5/17/47

COMING

	Berlin Express	M. Oberon-R. Ryan-P. Lukas			
Sp.	Bishop's Wife, The (D)	G. Grant-T. Wright-D. Niven			a7/5/47
	Dick Tracy Meets Gruesome	R. Byrd-B. Karloff-A. Gwynne			
	Fighting Father Dunne	P. O'Brien-M. Dell-D. Hickman			
Sp.	Fun and Fancy Free	E. Bergen-D. Shore			
	Fugitive, The (D)	Henry Fonda-Dolores Del Rio			a7/26/47
	Good Sam	G. Cooper-A. Sheridan-E. Lowe			
	If You Knew Susie (C)	Eddie Cantor-J. Davis-A. Joslyn			a7/19/47
	Indian Summer (D)	A. Knox-A. Sothern-G. Tobias			a7/5/47
	I Remember Mama	I. Dunne-B. Bel Geddes-O. Homolka			
Sp.	Magic Town	James Stewart-Jane Wyman			
	Man About Town	Maurice Chevalier			
	Memory of Love	D. Andrews-M. Oberon-E. Barrymore			
Sp.	Mourning Becomes Electra	R. Russell-K. Paxinou-R. Massey			
	Out of the Past	Robert Mitchum-Jane Greer			a2/1/47
	Return of the Badmen	Randolph Scott-Jacqueline White			
1	Riff-Raff (My)A	Pat O'Brien-Anne Jeffries	80		b6/7/47
	Roughshod	R. Sterling-C. Jarman-G. Grahame			
	Secret Life of Walter Mitty *T (C)F	D. Kaye-V. Mayo-F. Bainter	108		b7/19/47
1	Seven Keys to Baldpate (M)A	Phillip Terry-Jacqueline White	68		b6/7/47
	So Well Remembered	M. Scott-J. Mills			
	Stations West	D. Powell-J. Greer-A. Moorehead			
	Tarzan and the Mermaids	J. Weissmuler-B. Joyce			
	Tycoon *T	John Wayne-Laraine Day			a7/12/47
1	Under the Tonto Rim (W)F	T. Holt-N. Leslie-R. Martin	61		b6/7/47
	War Party	Shirley Temple-John Agar			
	Wild Horse Mesa	Tim Holt-Nan Leslie			

REPUBLIC

Current 1945-46

Prod. No.			Run Time Mins.	Trade Shown	See Issue of
543	Heldorado (WM)F	Roy Rogers-Dale Evans-"Gabby" Hayes.	70	12/15/46	b12/23/46
5542	Home in Oklahoma (W-M)F	R. Rogers-G. Hayes-D. Evans	72	11/8/46	b11/2/46
5503	Out California Way *U (WM)F	Monte Hale-Adrian Booth	67	12/5/46	b12/14/46
532	Plainsman and the Lady (W)F	W. Elliott-V. Ralston-G. Patrick	82	11/15/46	b11/9/46
533	That Brennan Girl (D)A	James Dunn-Mona Freeman	95	12/23/46	b11/16/46

CURRENT 1946-'47

603	Affairs of Geraldine (C-D)F	Jane Withers-Jimmy Lydon	68	11/18/46	b10/26/46
608	Angel and the Badman (W)F	J. Wayne-G. Russell-I. Rich	100	2/15/46	b2/15/46
641	Apache Rose *U (W-M)F	Roy Rogers-Dale Evans	75	2/15/46	b3/22/47
642	Belles of San Angelo *U (W)	R. Rogers-D. Evans	71	5/15/47	b5/24/47
607	Calendar Girl (M)F	J. Frazee-W. Marshall	88	1/31/47	b2/8/47
604	Fabulous Suzanne (C)	Barbara Britton-Rudy Vallee	71	12/15/46	b12/21/46
605	Ghost Goes Wild, The (C)F	James Ellison-Anne Gwynne	66	3/8/47	b4/5/47
610	Hit Parade of 1947 (M)	E. Albert-C. Moore-J. Edwards	90	3/22/47	b5/3/47
601	I've Always Loved You *T (DM)F	Catherine McLeod-Philip Dorn	117	12/2/46	b8/31/46
606	Magnificent Rogue, The (C-D)A	L. Robert-W. Douglas	74	2/15/47	b11/23/46
615	Northwest Outpost (O)F	Nelson Eddy-Ilona Massey	91	6/25/47	b5/10/47
602	Pilgrim Lady, The (C-D)A	Warren Douglas-Lynne Roberts	67	1/22/46	b1/25/47
612	Spoilers of the North (D)A	Paul Kelly-Evelyn Ankers	66	4/24/47	b5/10/47
609	That's My Gal *U (M)A	L. Roberts-D. Barry	66	5/15/47	b5/31/47
613	That's My Man (D)A	D. Ameche-C. McLeod	99	6/1/47	b5/12/47
616	Web of Danger (D)F	A. Mara-B. Kennedy	58	6/10/47	b6/21/47
614	Winter Wonderland (C-R)A	L. Roberts-C. Drake	71	5/17/47	b5/31/47
618	Wyoming (W)F	W. Elliott-V. Ralston	84	8/1/47	b7/26/47
611	Yankee Fakir (C)F	D. Frawley-J. Woodbury-C. Bevans	71	4/1/47	b4/12/47

COMING

	Bill and Coo	George Burton's Birds			
617	Blackmail	W. Marshall-A. Mara-S. Bachelor	67	7/24/47	
	Driftwood	Wood-Brennan-Warrick-Jagger			
	Exposed	Adele Mara-Robert Scott			
	Flame, The	John Carroll-Vera Ralston			
	Macbeth	Orson Welles-J. Nolan			
	On the Old Spanish Trail *U	R. Rogers-T. Guizar-J. Frazee			
620	Pretender, The	A. Dekker-L. Stirling-C. Drake	69	8/16/47	
	Red Pony, The *T	M. Loy-R. Mitchum-L. Calhern			
	Fabulous Texan, The	W. Elliott-J. Carroll-C. McLeod			
646	Springtime in the Sierras *U (W)F	R. Rogers-J. Frazee-A. Devine	75	7/15/47	b7/26/47
619	The Trespasser (My)A	J. Martin-W. Douglas	71	7/3/47	b7/12/47

Westerns (Current)

553	Cherokee Flash (W)F	Sunset Carson-Linda Stirling	55	12/13/46	a3/2/46
664	Homesteaders of Paradise Valley (W)F	Allan Lane-Bobby Blake	58	4/1/47	b4/12/47
554	Last Frontier Uprising *U (W-M)F	Monte Hale-Adrian Booth	65	2/1/47	b4/12/47
665	Oregon Trail Scouts (W)F	Allan Lane-Bobby Blake	58	5/15/47	b5/24/47
558	Rio Grande Raiders	Sunset Carson-Linda Stirling	56	9/9/46	
684	Saddle Pals (W)F	G. Autry-L. Roberts	72	6/15/47	b6/21/47
661	Santa Fe Uprising (W)F	Allan Lane-Bobby Blake	57	11/15/46	b4/25/47

REPUBLIC (Continued)

Prod. No.			Run Time Mins.	Rel. Date	See Issue of
681	Sioux City Sue (W)F	Gene Autry-Lynne Roberts	69	11/21/46	b11/30/46
662	Stagecoach to Denver (W)F	Allan Lane-Bobby Blake	56	12/23/46	b1/4/47
682	Trail to San Antone (W)F	Gene Autry-Peggy Stewart	57	4/1/47	b4/18/47
683	Twilight on the Rio Grande (W)F	G. Autry-S. Holloway-Cass County Boys	71	4/1/47	b4/19/47
663	Vigilantes of Boomtown (W)F	Allan Lane-Bobby Blake	56	2/15/47	m2/15/47
	Westerns (Coming)				
651	Along the Oregon Trail *U	Monte Hale-Adrian Booth	64	8/30/47	
667	Marshal of Cripple Creek	Allan Lane-Bobby Blake	58	8/15/47	
685	Robin Hood of Texas	Gene Autry-Lynne Roberts-Adele Mara	71	7/15/47	
666	Rustlers of Devil's Canyon (W)F	Allan Lane-Bobby Blake	58	7/1/47	b7/12/47
	Under Colorado Skies *U	M. Hale-A. Booth			
	Wild Frontier, The	Allan "Rocky" Lane-Jack Holt			

SCREEN GUILD PRODUCTIONS

CURRENT

HC12	Bar 20 Justice	Wm. Boyd-R. Hayden-G. Hayes	65	7/19/47	Reissue
4614	Bells of San Fernando (D)F	Donald Woods-Gloria Warren	69	4/5/47	b4/5/47
4613	Buffalo Bill Rides Again (W)F	Richard Arlen-Jennifer Holt	66	4/19/47	b4/5/47
4616	Bush Pilot	R. Hudson-J. LaRue-A. Willis	60	6/7/47	
HC10	Cassidy of Bar 20	Wm. Boyd-H. Clark-R. Hayden	59	5/10/47	Reissue
HC11	Heart of Arizona	Wm. Boyd-G. Hayes-R. Hayden	68	6/14/47	Reissue
4701	Hollywood Barn Dance (C-D)F	E. Tubb-L. Talbott-H. Boyce	72	6/21/47	b6/7/47
4609	My Dog Shep	Flame (dog)-Tom Neal	60	12/1/46	
4610	North of the Border	R. Hayden-I. Cooper	46	10/1/46	a8/24/46
HC09	Partners of the Plains	Wm. Boyd-H. Clark-R. Hayden	71	4/26/47	Reissue
4611	Queen of the Amazons (D)A	Patricia Morison-Robert Lowery	62	1/15/47	b3/29/47
4612	Renegade Girl (D)F	Alan Curtis-Ann Savage-Jack Holt	65	12/25/46	b3/29/47
HC07	Rustlers Valley	Wm. Boyd-G. Hayes-R. Hayden	60	3/15/47	Reissue
4608	Scared to Death *C	B. Lugosi-J. Compton	65	5/3/47	
4615	Shoot to Kill (D)A	R. Wade-E. MacDonald-S. Walters	60	5/17/47	b4/12/47
HC08	Texas Trail	Wm. Boyd-R. Hayden-G. Hayes	59	4/12/47	Reissue

COMING

	Burning Cross, The (D)A	H. Daniels-V. Patton	77		b8/2/47
4618	Case of the Baby Sitter, The	Tom Neal-A. Jenkins-P. Blake	40	7/26/47	
	Dark Road, The	John Shelton-Ann Doran			
4703	Dragnet (My)A	M. Brian-H. Wilcoxon	71	8/16/47	b7/12/47
4617	Hat Box Mystery, The (My)	T. Neal-A. Jenkins-V. Sale	40	7/12/47	a7/5/47
4701	Hollywood Barn Dance (C-D)F	E. Tubb-L. Talbott-H. Boyce	65	6/21/47	b6/7/47
4702	Killer Dill (C-D)A	S. Erwin-A. Gwynne-F. Albertson	71	8/2/47	b5/17/47
	Prairie, The	Alan Baxter-Lenore Aubert			

SELZNICK RELEASING ORGANIZATION

CURRENT

	Duel in the Sun *T (WD)A	J. Jones-G. Peck-J. Cotten	135	4/17/47	b1/4/47

COMING

	Intermezzo	I. Bergman-L. Howard			Reissue
	Paradine Case, The	G. Peck-A. Todd-C. Laughton			
	Portrait of Jennie	J. Jones-J. Cotten			
	Rupert of Hentzau	Louis Jourdan-Valli			
	So in Love	Shirley Temple			

20TH-FOX

CURRENT 1946-'47

620	Behind Green Lights (D)A	Carole Landis-William Gargan	64	Feb.	b1/19/46
642	Bowery, The	Wallace Beery-Jackie Cooper	84	Oct.	Re-release
648	Dangerous Millions (D)F	Kent Taylor-Dona Drake	69	Dec.	b12/7/46
640	Home Sweet Homicide (MyC)F	P. Ann Garner-R. Scott	90	Oct.	b7/20/46
646	Margie *T (C-D)F	Jeanne Crain-Alan Young	93	Nov.	b10/19/46
645	My Darling Clementine (W-D)F	H. Fonda-L. Darnell-V. Mature	97	Nov.	b10/12/46
641	Sun Valley Serenade	Sonja Henie-John Payne	86	Sept.	Re-release
639	Three Little Girls in Blue *T (M)F	Hayer-Blaine-G. Montgomery	90	Oct.	b9/7/46
649	Wake Up and Dream *T (M)F	John Payne-June Haver	92	Dec.	b11/30/46
644	Wanted for Murder (D)A	Eric Portman-Dulcie Gray	91	Nov.	b4/13/46

CURRENT 1947-'48

709	Alexander's Ragtime Band	T. Power-A. Faye-D. Ameche	106	Mar.	Re-release
711	Backlash (My)A	R. Travis-J. Rogers-L. Blake	66	Mar.	b3/22/47
706	Boomerang (D)A	Dana Andrews-Jane Wyatt	88	Feb.	b1/25/47
707	Brasher Doubloon, The (My)A	G. Montgomery-Nancy Guild	72	Feb.	b2/8/47
710	Carnival in Costa Rica *T (M)F	D. Haymes-C. Holm-C. Romero	96	April	b3/29/47
715	Ghost and Mrs. Muir, The (D)A	G. Tierney-R. Harrison-G. Sanders	104	May	b5/24/47
713	Homestretch, The *T (D)A	Maureen O'Hara-Cornel Wilde	99	May	b4/26/47
723	I Wonder Who's Kissing Her Now *T (M)F	June Haver-Mark Stevens	104	Aug.	b6/14/47
716	Jewels of Brandenburg (D)A	Richard Travis-Micheline Cheirel	64	May	b4/12/47
712	Late George Apley, The (D)A	Ronald Colman-Peggy Cummins	98	April	b2/3/47
704	Les Miserables	Fredric March-Chas. Laughton	109	Jan.	Re-release
718	Miracle on 34th St. (C)F	J. Payne-M. O'Hara	96	June	b5/10/47
717	Moss Rose (M-D)A	V. Mature-P. Cummings-E. Barrymore	82	June	b5/24/47
701	Razor's Edge, The (D)A	T. Power-G. Tierney-J. Payne	146	Jan.	b11/23/46
714	San Demetrio, London (D)A	W. Fitzgerald-A. Young-R. Michael	76	April	b4/4/47
703	Shocking Miss Pilgrim *T	Betty Grable-Dick Haymes	85	Jan.	b1/4/47
705	Stanley & Livingstone	Spencer Tracy-Richard Green	101	Jan.	Re-release
708	Strange Journey (D)F	Paul Kelly-Osa Massen	67	Feb.	b9/14/46
702	13 Rue Madeleine (D)	James Cagney-Annabella	95	Jan.	b12/21/46
719	Western Union	Robert Young-Randolph Scott	95	June	Re-release

COMING

	Captain from Castile *T	T. Power-J. Peters-C. Romero			a7/26/47
722	Crimson Key, The (My)F	Kent Taylor-Doris Dowling	76	July	b7/5/47
	Daisy Kenyon (D)	J. Crawford-D. Andrews-H. Fonda			a8/2/47
	Dangerous Years	William Halop-Ann E. Todd			
	Forever Amber *T	L. Darnell-C. Wilde-G. Sanders			
	Foxes of Harrow, The	R. Harrison-M. O'Hara-R. Haydn			
	Gentleman's Agreement (D)	G. Peck-D. McGuire-J. Garfield			a7/26/47
	Give My Regards to Broadway *T	N. Guild-D. Daily-C. Winninger			a5/17/47
	Green Grass of Wyoming *T (C-D)	P. Cummins-R. Arthur-C. Coburn			a7/19/47
	Invisible Wall, The	Don Castle-Virginia Christine			
725	Kiss of Death	Victor Mature-Brian Donlevy		Sept. '47	
721	Meet Me At Dawn (C-D)F	William Eythe-Hazel Court	99	July	
724	Mother Wore Tights *T	B. Grable-D. Dailey		Sept.	a11/16/46
	Nightmare Alley	T. Power-J. Blondell-Helen Walker			
	Roses Are Red	Don Castle-Peggy Knudsen			
726	Second Chance (D)A	K. Taylor-Louise Currie-D. Hoey	62	Sept. '47	b7/26/47
	Summer Lightning *T	J. Haver-L. McCallister-A. Revere			a7/17/47
	Tender Years, The	Joe E. Brown-R. Ryan-J. Hutchinson			
720	Thunder in the Valley *T (D)F	P. A. Garner-L. McCallister	103		b6/7/47

Title	Company
Strawberry Roan	Col.
Suddenly It's Spring	Para.
Susie Steps Out	UA
Summer Holiday	MGM
Summer Lightning	20th-Fox
Sun Valley Serenade	20th-Fox
Suspense	Mono.
Swell Guy	Univ.
Sweet Genevieve	Col.
Sweetheart of Sigma Chi	Mono.
Swiss Family Robinson	Astor
Swordsman	Col.

T

Take My Life	Brit.
Tap Roots	Univ.
Tarzan and the Huntress	RKO
Tarzan and the Mermaids	RKO
Temptation	Univ.
Temptation Harbour	Brit.
Tender Years, The	20th-Fox
Tenth Avenue Angel	MGM
Texas	Col.
Texas Trail	SGP
That Brennan Girl	Rep.
That Guy Palooka	Mono.
That Hagen Girl	WB
That's My Gal	Rep.
That's My Man	Rep.
That Way with Women	WB
The Brothers	Brit.
The Kissing Bandit	MGM
The Man I Love	WB
There Goes My Heart	Favorite
The Last Round-Up	Col.
The Patient Vanishes	FC
The Time, the Place & the Girl	WB
They Made Me a Killer	Para.
They Passed This Way	UA
They Won't Believe Me	RKO
Thief of Bagdad	FC
Thieves' Holiday	UA
13 Rue Madeleine	20th-Fox
Thirteenth Hour	Col.
This Happy Breed	Univ.
This Time for Keeps	MGM
Three Little Girls in Blue	20th-Fox
Three on a Ticket	PRC
Thunderbolt	Mono.
Thunder in the City	Astor
Thunder in the Hills	Misc.
Thunder in the Valley	
Thunder Mountain	RKO
Till the Clouds Roll By	MGM
Time of Your Life	UA
Time Out of Mind	Univ.
T-Man	E-L
Tom Brown's Schooldays	Astor
Too Many Winners	PRC
Topper Returns	Favorite
Topper Takes a Trip	Favorite
Torment	Misc.
To the Ends of the Earth	Col.
To the Victor	WB
Trail Street	RKO
Trap, The	Mono.
Treasure of the Sierra Madre	WB
Trespasser, The	Rep.
Trouble With Women	Para.
Two Anonymous Letters	Misc.
Two Blondes and a Redhead	Col.
Two Guys From Texas	WB
Two Mrs. Carrols	WB
Two Years Before the Mast	Para.
Tycoon	RKO

U

Unconquered	Para.
Undercover Maisie	MGM
Undercurrent	MGM
Under the Tonto Rim	RKO
Unexpected Guest	UA
Un faithful	WB
Unfinished Dance	MGM
Unholy Garden	FC
Unsuspected, The	Warner Bros.
Untamed Fury	PRC

V

Vacation Days	Mono.
Vacation in Reno	RKO
Variety Girl	Para.
Vendetta	UA
Verdict	WB
Vigiliantes Return	Univ.
Violence	Mono.
Virtuous	MGM
Voice of the Turtle	WB
Vow, The	Misc.

W

Wake Up and Dream	20th-Fox
Wallflower	Warner Bros.
Wanted for Murder	20th-Fox
War Party	RKO
Web, The	Univ.
Web of Danger	Rep.
Welcome Stranger	Para.
Welldigger's Daughter	Misc.
Westerner, The	FC
Western Union	20th-Fox
When a Girl's Beautiful	Col.
Where There's Life	Para.
While the Sun Shines	Brit.
Whiplash	WB
Whispering Smith	Para.
White Cradle Inn	Brit.
Who Killed Doc Robin	UA
Wicked Lady	Univ.
Wild Bill Hickok Rides	WB
Wild Harvest	Para.

Title	Company
Wild West	PRC
Winter Wonderland	Rep.
Wistful Widow of Wagon Gap	U-I
Wolf Call	Mono.
Woman Chases Man	FC
Woman in White	WB
Woman on the Beach	RKO
Wyoming	Rep.
Y	
Yankee Fakir	Rep.
Yearling, The	MGM
Years Between	Univ.
You Can't Cheat an Honest Man	Univ.
Your Red Wagon	RKO

TITLE CHANGES

"Bob, Son of Battle" (20th-Fox) now
THUNDER IN THE VALLEY

"Mary Hagen" (WB) now
THAT HAGEN GIRL

"Scudda Hoo! Scudda Hay!" (20th-Fox) now
SUMMER LIGHTNING

"Song of the Winchester" (Mono.) now
RIDIN' DOWN THE TRAIL

"Woman Betrayed" (PRC) now
RAILROADED

NEW PICTURES STARTED LAST WEEK

MONOGRAM

Rocky — Principals: Roddy McDowall, Edgar Barrier, Jonathan Hale. Director, Phil Karlson.

RKO

Good Sam—Principals: Gary Cooper, Ann Sheridan, Edmund Lowe. Director, Leo McCarey.

WARNERS

To the Victor—Principals: Dennis Morgan, Viveca Lindfors. Director, Delmer Daves.

ADVANCE DATA
On Forthcoming Product

I LOVE TROUBLE (Col.) *Mystery. Principals:* Franchot Tone, Janet Blair, Janis Carter. *Director,* S. Sylvan Simon. *Plot:* A private investigator is hired by a wealthy man to delve into the background of his wife, a former showgirl. He finds a pattern of crime, intrigue and blackmail, before the woman's murdered body is found on a beach. The killer is her husband, who had tried to frighten her into leaving him.

NIGHT HAS A THOUSAND EYES (Para.) *Drama. Principals:* Edward G. Robinson, Gail Russell, John Lund. *Director,* John Farrow. *Plot:* An ex-vaudeville mental wizard predicts that a girl will die at a certain hour just as he had previously accurately forecast the deaths of her parents, two of his oldest and best friends. Her fiance suspects a blackmail and murder plot and notifies police. As the deadline for death approaches, there is a surprising, although logical, conclusion.

RIDE THE PINK HORSE (U-I) *Drama. Principals:* Robert Montgomery, Wanda Hendrix, Andrea King. *Director,* Robert Montgomery. *Plot:* An embittered war veteran comes to a New Mexico town to extract vengeance and blackmail from a crook whom he had formerly served. He is led into a trap, stabbed and beaten, and is saved by a native girl and the proprietor of a mery-go-round. But he gets the evidence on the gang he's after, turns it over to a G-Man instead of using it for blackmail, and leaves town.

UNITED ARTISTS

Prod. No.	CURRENT 1946-'47		Run Time Mins.	Rel. Date	See Issue of
	Abie's Irish Rose (C)F	Joanne Dru-Michael Chekhov	96	12/27/46	b11/30/46
	Adventures of Don Coyote *C (W)F	F. Rafferty-M. Cramer	66	5/9/47	m5/3/47
	Carnegie Hall (D-M)A	M. Hunt-W. Prince-M. O'Driscoll	134		b3/1/47
	Chase, The (D)A	Robert Cummings-Michele Morgan	85	11/22/46	b10/19/46
	Copacabana (M-C)F	C. Miranda-A. Russell-G. Marx	92	5/30/47	b5/24/47
	Dangerous Venture (W)F	A. Clyde-W. Boyd-B. Alexander	59	5/23/47	a2/22/47
	Devil's Playground, The (W)F	William Boyd-Andy Clyde	65	11/15/46	b9/21/46
	Dishonored Lady (D)A	H. Lamarr-D. O'Keefe-J. Loder	89	5/19/47	b4/26/47
	Fabulous Dorseys, The (M)F	T. Dorsey-J. Dorsey-J. Blair	87	2/21/47	b3/1/47
	Fool's Gold (W)F	William Boyd-Andy Clyde	65	1/31/47	b10/12/46
	Fun on a Weekend (C)A	Priscilla Lane-Eddie Bracken	93	5/15/47	b4/12/47
	Little Iodine (C)F	J. Ann Marlowe-Marc Cramer	57	10/11/46	b9/14/46
	Macomber Affair, The (D)A	Gregory Peck-Joan Bennett	90	3/21/47	b1/25/47
	New Orleans (D-M)A	A. deCordova-D. Patrick	90	4/16/47	b5/3/47
	Private Affairs of Bel Ami, The (D)A	George Sanders-Angela Lansbury	115	3/7/47	b3/1/47
	Ramrod (W-D)A	J. McCrea-V. Lake-D. DeFore	94	5/2/47	b3/1/47
	Red House, The (My)A	Ed. G. Robinson-L. McCallister	98	2/7/47	b2/8/47
	Sin of Harold Diddlebock, The	H. Lloyd-R. Washburn-J. Conlin	89	4/4/47	a2/9/46
	Stork Bites Man	Jackie Cooper-Gene Roberts	74	6/21/47	a2/15/47
	Strange Woman, The (D)A	H. Lamarr-G. Sanders-L. Hayward	100	10/25/46	b11/2/46
	Susie Steps Out (C-D)F	David Bruce-Cleatus Caldwell	65	12/13/46	b11/23/46
	Unexpected Guest, The (W)F	Wm. Boyd-Andy Clyde	60	3/28/47	b12/14/46
	COMING				
	Atlantis	Maria Montez-Jean Pierre Aumont			a4/5/47
	A Miracle Can Happen	James Stewart-Henry Fonda			
	Arch of Triumph (D)	I. Bergman-C. Boyer			a5/3/47
	Body and Soul	John Garfield-Lillie Palmer			
	Christmas Eve	G. Raft-G. Brent-R. Scott-J. Blondell			a3/29/47
	Curly *C	Frances Rafferty-Larry Olsen			a5/25/46
	Dead Don't Dream, The (W)	W. Boyd-A. Clyde			
	Fabulous Joe	Walter Abel-Margot Grahame			
	Fanny By Gaslight	James Mason-Phyllis Calvert			
	Heaven Only Knows (F-D)A	Robert Cummings-Brian Donlevy	96		b8/2/47
	Henry the Fifth (D)F *T	L. Olivier-R. Asherson	134		b4/27/46
	Here Comes Trouble	William Tracy-Patti Morgan			a8/24/46
	Hoppy's Holiday (W)F	W. Boyd-Mary Ware	60	7/18/47	b5/10/47
	Intrigue	G. Raft-J. Havoc-D. Seymour			
	Lured (My)A	G. Sanders-L. Ball	102	Sept. '47	b7/19/47
	Mad Wednesday (D)F	H. Lloyd-R. Washburn-J. Conlin	89	4/8/47	b2/22/47
	Marauders, The (W)F	W. Boyd-R. Brooks-A. Clyde	63		b7/19/47
	Monsieur Verdoux (C-D)A	Charles Chaplin-Martha Raye	123		b4/19/47
	Other Love, The (D)A	B. Stanwyck-David Nivin	96	7/11/47	b4/5/47
	Sleep, My Love	C. Colbert-R. Cummings-D. Ameche			
	Stampede	John Wayne-Walter Brennan			
	Time of Your Life	J. Cagney-Wm. Bendix-J. Cagney			
	Vendetta (D)	Hillary Brooke-Faith Domergue			a5/10/47
	Without Honor	William Boyd-Andy Clyde			
	Who Killed Doc Robin?	E. Janssen-L. Olsen-D. Belding			a5/31/47

UNIVERSAL-INTERNATIONAL

	CURRENT				
	Brief Encounter (D)A	Celia Johnson-Trevor Howard	86		b5/3/47
620	Brute Force (D)A	B. Lancaster-H. Cronyn-C. Bickford	98	Aug. '47	b6/21/47
612	Buck Privates Come Home (C)F	Bud Abbott-Lou Costello	77	April	b3/15/47
	Captive Heart, The (D)A	Michael Redgrave-Mervyn Johns	87		b4/13/47
601	Dark Mirror, The (My)A	O. DeHavilland-Lew Ayres	85	Oct.	b10/15/46
2791	Destry Rides Again	M. Dietrich-J. Stewart	94	Mar.	Reissue
613	Egg and I, The (C)F	Claudette Colbert-Fred MacMurray	108		b3/23/47
619	Great Expectations (D)F	J. Mills-Valerie Hobson	116	July	b12/21/46
607	I'll Be Yours (C-M)F	D. Durbin-T. Drake-W. Bendix	93	Jan.	b1/25/47
2794	I Stole a Million	G. Raft-C. Trevor-D. Foran	78	April	Reissue
616	Ivy (D)A	Joan Fontaine-Patric Knowles	99	June	b6/14/47
	Johnny Frenchman	Francoise Rosay-Patricia Roc	104		
602	Magnificent Doll (D)F	G. Rogers-D. Niven-B. Meredith	94	Nov.	b11/23/46
2795	Magnificent Obsession	Irene Dunne-Robert Taylor	101	May	Reissue
610	Michigan Kid *C (W)F	John Hall-Rita Johnson	69	Mar.	b2/15/47
1066	Notorious Gentleman, The (D)A	Rex Harrison-Lilli Palmer	106	Nov.	b2/16/46
617	Odd Man Out (D)A	James Mason-Robert Newton	116	June	b2/14/47
2796	One Hundred Men and a Girl	Deanna Durbin-L. Stokowski	84	May	Reissue
608	Song of Scheherazade *T (M)F	Y. DeCarlo-B. Donlevy-J. P. Aumont	106	Mar.	b2/1/47
623	Slave Girl *T (C-R)A	Yvonne deCarlo-George Brent	80	Aug.	b7/19/47
609	Smash-Up, The Story of a Woman (D)A	S. Hayward-L. Bowman-E. Albert	102	Mar.	b2/8/47
611	Stairway to Heaven *T (D)A	David Niven-R. Massey	103	Mar.	b11/16/46
606	Swell Guy (D)A	Sonny Tufts-Ann Blyth	86	Jan.	b12/14/46
604	Temptation (D)A	M. Oberon-G. Brent-C. Korvin	98	Dec.	b12/14/46
	This Happy Breed *T (D)A	Robert Newton-Celia Johnson	110		b4/19/47
614	Time Out of Mind (D)A	P. Calvert-R. Hutton-E. Raines	88	May	b3/22/47
2793	You Can't Cheat an Honest Man	W. C. Fields-Edgar Bergen	73	April	Reissue
618	Vigilantes Return *C	Jon Hall-Margaret Lindsay	67	July	a7/13/46
615	Web, The (M)	V. Prince-E. Raines	87	June	b5/24/47
2792	When the Daltons Rode	R. Scott-K. Francis-B. Donlevy	81	Mar.	Reissue
605	Wicked Lady, The (D)A	M. Lockwood-J. Mason-P. Roc	98	Jan.	b1/12/47
	COMING				
	A Double Life	Ronald Colman-Signo Hasse			
	A Lady Surrenders (D)A	Margaret Lockwood-Stewart Granger	113		b10/12/46
	Black Bart, Highwayman *T	Y. De Carlo-D. Duryea			a8/2/47
	Black Narcissus *T (D)F	D. Kerr-Sabu	100		b5/3/47
	Exile, The	D. Fairbanks, Jr.-M. Montez-P. Croset			a6/28/47
	I Know Where I'm Going (D)F	W. Hiller-R. Livesy-P. Brown	91		b1/5/46
	Lost Moment, The	S. Hayward-R. Cummings-J. Loring			
	Magic Bow, The (D-M)F	Stewart Granger-Phyllis Calvert	106		b9/28/46
	My Heart Goes Crazy *T (M)F	Sid Field-Greta Gynt	120		b9/7/46
	Naked City, The (D)	B. Fitzgerald-D. Hart			
	Oh Say Can You Sing	Sheila Ryan-Fred Brady			a5/25/46
	Pirates of Monterey *T	Maria Montez-Rod Cameron-P. Reed			a5/25/46
	Ride the Pink Horse	R. Montgomery-W. Hendrix			
	Secret Beyond the Door (D)	J. Bennett-M. Redgrave-A. Revere			a5/17/47
	Senator Was Indiscreet, The	W. Powell-E. Raines			
622	Singapore (D)	F. MacMurray-A. Gardner-P. Dorn		Aug.	a6/7/47
621	Something in the Wind (M)A	D. Durbin-J. Dall-D. O'Connor	89	Aug.	b7/26/47
	Tap Roots	Van Heflin-Susan Hayward			
	Wistful Widow of Wagon Gap (C)	B. Abbott-L. Costello-M. Main			a7/12/47
	Years Between, The	M. Redgrave-V. Hobson-F. Robson			

WARNER BROS. CURRENT 1946-'47

613 Beast With Five Fingers, The (H)	Robert Alda-Andrea King	88	2/8/47	b12/21/46
622 Cheyenne (W-D)F	Dennis Morgan-Jane Wyman	100	6/14/47	b4/26/47
625 Cry Wolf (My)A	Errol Flynn-Barbara Stanwyck	83	7/6/47	b7/5/47
605 Deception (D)A	B. Davis-P. Henreid-C. Rains	112	10/26/46	b10/19/46
Dust Be My Destiny	J. Garfield-A. Hale-P. Lane	88	8/7/47	Reissue
612 Humoresque (D)A	J. Crawford-J. Garfield-O. Levant	126	1/25/47	b12/23/46
608 Kings Row	A. Sheridan-R. Cummings-R. Reagan	127	12/7/46	Reissue
620 Love and Learn (C-M)A	J. Carson-R. Hutton-M. Vickers-J. Paige	83	5/3/47	b3/29/47
Marked Woman	B. Davis-H. Bogart	96	8/7/47	Reissue
606 Never Say Goodbye (C)F	Errol Flynn-Eleanor Parker	96	11/9/46	b10/26/46
614 Nora Prentiss (D)A	A. Sheridan-K. Smith-R. Alda	113	2/22/47	b2/8/47
604 Nobody Lives Forever (D)A	J. Garfield-G. Fitzgerald	100	10/12/46	b9/28/46
624 Possessed (D)A	J. Crawford-Van Heflin-R. Massey	108	7/28/47	b5/31/47
615 Pursued	Teresa Wright-Robert Mitchum	101	3/2/47	
616 The Sea Hawk	Errol Flynn-Claude Rains	109	4/26/47	Reissue
619 The Sea Wolf	E. G. Robinson-I. Lupino-J. Garfield	87	4/25/47	Reissue
602 Shadow of a Woman (D)A	Andrea King-Helmut Dantine	78	9/14/46	b8/17/46
617 Stallion Road (D)A	R. Reagan-A. Smith-Z. Scott	97	4/12/47	b3/2/47
616 That Way With Women (C)F	S. Greenstreet-M. Vickers-D. Clark	85	3/29/47	b2/15/47
611 The Man I Love (D)A	Ida Lupino-Robert Alda	97	1/11/47	b12/28/46
610 The Time, the Place and the Girl *T (CM)F	D. Morgan-J. Carson-J. Wyman	108	12/28/46	b12/14/46
621 Two Mrs. Carrolls, The (D)A	H. Bogart-B. Stanwyck-A. Smith	99	5/24/47	b4/5/47
723 Unfaithful, The (D)A	A. Sheridan-Z. Scott-L. Ayers	110	7/5/47	b5/31/47
607 Verdict, The (D)A	S. Greenstreet-P. Lorre-J. Lorring	86	11/23/46	b11/9/46
609 Wild Bill Hickok Rides	C. Bennett-B. Cabot-W. William	72	12/7/46	Reissue

COMING

Always Together	J. Reynolds-R. Hutton			
Dark Passage (D)	H. Bogart-L. Bacall-B. Bennett			a5/17/47
Deep Valley	Dane Clark-Ida Lupino-Wayne Morris			a4/5/47
Escape Me Never	E. Flynn-I. Lupino-G. Young			a3/8/46
Ever the Beginning	L. Palmer-S. Wanamaker-A. Tamiroff			
Life With Father *T	I. Dunne-W. Powell-E. Taylor			a9/14/46
My Wild Irish Rose *T	D. Morgan-A. King-A. Dahl			
Night Unto Night (D)	Ronald Reagan-Viveca Lindfors			a5/10/47
Romance in High C *T	Jack Carson-Doris Day-Janis Paige			
Silver River	E. Flynn-A. Sheridan-T. Mitchell			
That Hagen Girl	S. Temple-R. Reagan-R. Calhoun			
To the Victor	Dennis Morgan-Viveca Lindfors			
Treasure of the Sierra Madre	H. Bogart-W. Huston-T. Holt			
Two Guys From Texas *T	J. Carson-D. Morgan-D. Malone			
Unsuspected, The (D)	C. Rains-J. Caulfield-A. Totter			a6/14/47
Voice of the Turtle, The (C-D)	R. Reagan-E. Parker-E. Arden			a7/5/47
Wallflower (C-D)	Robert Hutton-Joyce Reynolds			a7/12/47
Whiplash	D. Clark-A. Smith-S. Z. Sakall			
Woman in White, The	A. Smith-E. Parker-S. Greenstreet			a4/26/47

BRITISH PRODUCT (U. S. Distribution Not Set)

A Man About the House (D)A	Margaret Johnson-Dulcie Gray	97	Lon. Films	b6/28/47
Beware of Pity (D)A	Lilli Palmer-Albert Lieven	105	Rank	b6/29/46
Carnival (D)A	Sally Gray-Michael Wilding	93	Rank	b10/26/46
Courtneys of Curzon St. (D-M)	Anna Neagle-Michael Wilding	120	London	b4/19/47
Dancing With Crime (D)A	Richard Attenborough-Shelia Sim	82	Para.	b6/28/47
Dear Murderer (D)A	E. Portman-G. Gynt-D. Price	94	Rank	b6/7/47
Frieda (D)A	Mai Zetterling-David Farrar	98	Rank	b6/28/47
Green Cockatoo, The (G)A	J. Mills-R. Ray-R. Newton	65	Devonshire	b8/2/47
Green Fingers (D)A	Robert Beaty-Carol Raye	85	ABPC	b10/26/46
Hue and Cry (D)F	Alastair Sim-Valerie White	82	Rank	b2/22/47
Hungry Hill (D)A	Margaret Lockwood-Dennis Price	109	Rank	b1/18/47
Laughing Lady *T (M)F	Anne Zeigler-Webster Booth	90	ABPC	b10/26/46
Loves of Joanna Godden, The (D)A	G. Withers-J. Macallum	85		b6/21/47
The Man Within *T (D)A	Michael Redgrave-Jean Kent	85	Rank	b4/12/47
Men of Two Worlds *T (D)A	Phyllis Calvert-Eric Portman	109	Rank	b7/27/46
Nicholas Nickelby (D)F	Cedric Hardwicke-Sally Howes	105	Rank	b3/22/47
Root of All Evil (D)A	Phyllis Calvert-Michael Rennie	110	Rank	b2/22/47
School for Secrets (D)F	Ralph Richardson-Pamela Matthews	108	Rank	b11/16/46
Take My Life (D)F	Hugh Williams-Greta Gynt	79	Rank	b5/17/47
Temptation Harbour (D)A	Robert Newton-Simone Simon	110	ABPC	b3/29/47
The Brothers (D)A	Patricia Roc-Will Fyffe-M. Reed	98	Rank	b5/24/47
Upturned Glass, The (D)A	J. Mason-Rosamond John	86	Univ. Int.	b6/28/47
While the Sun Shines (C)A	Barbara White-Ronald Howard	89	ABPC	b2/8/47
White Cradle Inn (D)F	M. Carroll-I. Hunter-M. Rennie	83	London	b3/29/47

MISCELLANEOUS

A Dairy for Timothy (Doc)F	Documentary	40	Eng. Films	b12/28/46
Angel and Sinner (D)A	Micheline Preslie-Louis Salou	86	A.F.E.	b3/1/47
A Yank in Rome (D)F	Valentina Cortese-Leo Dale	97	Film Rights	b3/22/47
Barber of Seville (Opera)	F. Tagliavini-T. Gobbi	110	Excelsior	b4/19/47
Before Him All Rome Trembled (D-M)A	Anna Magnani-Gina Sinimberghi	105	Superfilm	b3/1/47
Broken Love (D)A	B. Gigli-E. Grammatica	92	Ital.	b8/2/47
Bellman, The (D)A	Lucien Coedel-Fernand Ledoux	95	Mage	b4/5/47
Carmen (D)A	Viviane Romance-Jean Marais	101	Superfilm	b12/7/46
Citizen Saint (B)F	J. Prouty-L. MacMartin	65	Elliott	b5/3/47
Clandestine (D)A	Constant Remy-Suzy Carrier	89	W. Hem.	b1/18/47
Colonel Chabert (D)A	Raimu-M. Bell	93	Siritzky	b6/21/47
Devil's Hand, The (D)A	Pierre Fresnay-Josseline Gael	80		b11/16/46
Francis the First (C)A	Ferandel-Mona Goya	90	Vog Films	b1/25/47
Genius & the Nightingale, The (D)F	M. Cebotari-R. Brazzi	100	Superfilm	b8/2/47
Girl and the Devil, The (D)A	Gunn Wallgren-Strig Jarrell	87	Scandia	b5/17/27
Ivan the Terrible (D)A	N. Cherkassov-L. Tselikovskaya	96	Artkino	b3/15/47
King's Jester, The (D-M)A	M. Simon-R. Brazzi	94	Superfilm	b6/21/47
Laugh, Pagliacci (D-M)F	Alida Valli-Beniamino Gigli	82	Continental	b5/10/47
Miracle of Monte Cassino (R-B)F	Fosco Giachetti-Nino Pavese	90	Simpex	b5/31/47
On Parade	G. Davis-F. Blanchard-T. Harmon			
Queen for a Night (O)A	Gurlie Lemon Bernhard-G. Bjoerling	89	Saga Films	b1/4/47
Queen's Necklace, The (D)A	Viviane Romance-Marion Dorian	105	Siritzky	b5/10/47
Roosevelt Story, The (Doc)F		80	Tola	b7/5/47
St. Francis of Assisi (D)F	Jose Luis Jimenez-Alicia DePhillips	119	Simpex	b4/5/47
School for Danger (Doc)F	Capt. H. Ree-J. Nearne	60	Eng. Films	b2/22/47
Sepia Cinderella (C-M)A	B. Daniels-S. Guyse-Tondaleyo	58	Herald	b7/26/47
Shop Girls of Paris (D)A	M. Simon-A. Prejean	90	Mage	b6/21/47
Swing, Cowboy, Swing (W-M)F	C. Shrun-D. Weston-A. Lee	57	Westernair	b9/7/46
They Made Me a Fugitive (D)A	Sally Gray-Trevor Howard		Alliance	b7/12/47
Thunder in the Hills (D)A	J. Prucha-J. Kacer-V. Nasova	78	Gen. Film	b5/10/47
Torment (D)A	Alf Kjellin-Mai Jetterling	95	Oxford	b4/19/47
Two Anonymous Letters (D)A	C. Calamai-A. Checchi	83	Film Rights	b5/3/47
Vow, The (D)A	M. Gelovani	103	Artkino	b6/21/47
Welldigger's Daughter, The (C)A	Raimu-Fernandel	122	Siritzky	b10/5/46

ADVANCE DATA

(Continued from Preceding Page)

NIGHTMARE ALLEY (20th-Fox). *Drama. Principals*: Tyrone Power, Joan Blondell, Helen Walker. *Director*, Edmund Goulding. *Plot*: A man and his wife leave the carnival and start a mind-reading act in a large Chicago hotel. A woman psychologist becomes interested in them and through her they set up a fake ghost racket, using the information from her files. They are discovered and he sends his wife back to the carnival.

THE SENATOR WAS INDISCREET (U-I) *Drama. Principals*: William Powell, Ella Raines, Peter Lind Hayes. *Director*, George S. Kaufman. *Plot*: After twenty years in the Senate, a man is struck with the idea that he could become the President of the United States. His dream grows under the skillful ballyhoo of a political press agent. The party leader orders him to stop, but the Senator threatens to publish his diary if the party does not support him. The diary falls into the hands of a newspaperwoman and her paper's expose forces the Senator to quit the country.

NATIONAL REVIEWING COMMITTEES' CLASSIFICATIONS

PERILS OF PAULINE (Para.)
FAMILY—National Board of Review.
CLASS A—SEC. I—National Legion of Decency.

STEPCHILD (PRC)
FAMILY—National Board of Review.
CLASS B—National Legion of Decency (reflects the acceptability of divorce).

THAT'S MY GAL (Rep.)
FAMILY—National Board of Review.
CLASS A—SEC. II—National Legion of Decency.

The authorities quoted in this column are as follows:

GENERAL FEDERATION OF WOMEN'S CLUBS. The motion picture committee is headed by Mrs. Arretus F. Burt, chairman, of St. Louis. Two reviewing committees are maintained—Mrs. Mary Lilly, New York, Eastern Committee chairman; Mrs. John Sterns Thayer, Los Angeles, Western Committee chairman. Designations used; FAMILY—8 years and up; MATURE FAMILY—14 years and up; ADULTS—Senior High School Students and Adults; **—indicates picture is rated as "Exceptional."

NATIONAL BOARD OF REVIEW: Founded in 1909 "to represent the interest of the motion picture public." The reviewing committee consists of some 300 men and women of all ages, "representing a cross-section of public taste." Designations used: FAMILY—14 years of age and up (recommendations for age groups under 14 are by Schools M. P. Committee of the National Board); MATURE—18 years old up; *—indicates picture "especially worth seeing."

NATIONAL LEGION OF DECENCY: Committee of International Federation of Catholic Alumnae reviews pictures and publishes its classifications for guidance of members of the Legion—composed of those members of the Catholic Church who join the Legion. Designations used: Class A—Section I — Unobjectionable for General Patronage; Class A—Section II—Unobjectionable for Adults; Class B—Objectionable in Part; Class C—Condemned.

SHORT Booking GUIDE

Short subjects are listed by series under headings of companies distributing them. Numerals in parenthesis following series title indicate number of releases in that group announced for, or sold for, the season. Numerals at left of titles is production or release number. Films reviewed are indicated by reviewers' ratings following titles. Third column gives running time of the subject and final column refers to date on which review of the subject was published.

1946-1947 RELEASES

COLUMBIA

ALL-STAR COMEDIES (10)

8431	Society Mugs ..... Fair	16	..12/28/46
8432	So's Your Antenna..... Juvenile	17	..11/18/46
8433	Slapplly Married ..... Nonsense	16½	..12/ 7/46
8434	Moron Than Off..... Fair	18	.. 2/ 8/47
8435	Andy Plays Hookey.... Fair	18	.. 3/15/47
8436	Meet Mr. Mischief..... Good	17½	.. 5/10/47
8437	Scooper Dooper ..... Funny	18	.. 5/10/47
8438	The Good Bad Egg.....	17	.....
8439	Bride and Gloom.....	16	.....
8440	Two Jills and a Jack.....	18	.....

ASSORTED 2-REEL COMEDIES (6)

8421	Pardon My Terror.....	16½	.....
8422	Honeymoon Blues ..... Dull	17	..11/16/46
8423	Reno-vated	17	.....
8424	Hot Heir ..... Funny	18	.. 4/ 5/47
8425	Cupid Goes Nuts.....		
8426	Nervous Shakedown	15½	.....
8427	Training For Trouble.....	15½	.....

THREE STOOGES COMEDIES (10)

8401	G. I. Wanna Home.....	15½	.....
8402	Rhythm and Weep..... Fair	17½	..11/ 2/46
8403	Three Little Pirates.... Funny	18	..3/15/47
8404	Half-Wit's Holiday .... Funny	17½	.. 3/29/47
8405	Fright Night ..... Funny	17	.. 5/10/47
8406	Out West ..... Funny	17½	.. 5/10/47
8407	Hold That Lion.....	16½	.....

COLOR RHAPSODIES—Technicolor (10)

8501	Loco Lobo ..... Cute	6	..12/ 7/46
8502	Cockatoos for Two.....	6	.....
8503	Big House Blues.....	7	.....
8504	Mother Huba-Huba-Hubbard	8	.....
8505	Up'n Atom	6	.....

COLOR PHANTASIES (12)

8701	Fowl Brawl ..... Funny	6	.. 4/ 5/47
8702	The Uncultured Vulture.. Funny	5½	.. 5/10/47
8703	Wacky Quacky ..... Good	6	.. 8/ 2/47
8704	Leave Us Chase It.....	6½	.....
8705	Tooth or Consequences.....	6½	.....

COMMUNITY SINGS (10)

8651	No. 1 (Leibert) The Gypsy	9½	.....
8652	No. 2 (Bakers) It's a Pity to Say Goodnight. Entertaining ..	10	..11/ 2/46
8653	No. 3 (Leibert) Surrender ..... Good	9½	..11/16/46
8654	No. 4 (Baker) Pretending	9½	.....
8655	No. 5 (Liebert) Rumors Are Flying ..... Singable	10	.. 3/15/47
8656	No. 6 (Baker) Ole Buttermilk Sky ..... Good	10	.. 5/10/47
8657	No. 7 (Leibert) The Coffee Song & Open the Door Richard ..... Good	9½	.. 5/10/47
8658	No. 8 (Baker) I'll Close My Eyes	10½	.....
8659	No. 9 (Leibert) For Sentimental Reasons	10½	.....
8660	No. 10 Managua, Nicaragua		

THRILLS OF MUSIC (8)

8951	Jerry Wald & Orch.....	10	.....
8952	Machito & Orch..... Good	10½	..11/16/46
8953	Les Elgart & Orch..... Fair	10	.. 1/25/47
8954	Ray McKinley & Orch.....	9½	.....
8955	Shorty Sherock & Orch... Good	8½	.. 5/ 3/47
8956	Buddy Morrow & Orch.....	9½	.....
8957	George Towne & Orch.....	10	.....
8958	Ray Anthony & Orch.....	10½	.....

SCREEN SNAPSHOTS (12)

8851	No. 1 (Radio Characters).....	10	.....
8852	No. 2 (Looking Down on Hollywood ..... Good	10	..11/16/46
8853	No. 3 (Rodeo) ..... Very Good	10	.. 2/ 8/47
8854	No. 4 (Skolsky Party).....	9½	.....
8855	No. 5 (Movie Columnists) ..... Interesting	9	.. 3/15/47
8856	No. 6 (Behind the Mike) ..... Fair	9	.. 3/29/47
8857	No. 7 (Holiday in Las Vegas)	10	.....
8858	No. 8 My Pal Ringeye (Smiley Burnette)	10	.....

SCREEN SNAPSHOTS (Series 26) 1 Reel

8859	Famous Hollywood Mothers	10	.....
8860	So This Is 'Ollywood.....	9	.....

SPORTS REELS (12)

8801	Army Football Champions. Excellent	11	..11/ 2/46
8802	Ten Pin Magic ..... Fair	10	..11/16/46
8803	Hi-Li ..... Interesting	9½	..12/28/46
8804	Best in Show (Dogs).....	9	.....
8805	Polo ..... Interesting	9	.. 5/10/47
8806	Cue Tricks	9	.....
8807	Tennis Wizards	9	.....
8808	Goofy Golf	9	.....
8809	Grappling Groaners	9	.....
8810	Volley-Oop!	8	.....

SERIALS

8120	Son of the Guardsmen..... 15 Chaps.	26	.10/26/46
8140	Jack Armstrong ..... 15 Chap.	26-25..	3/ 1/47
8160	The Vigilante ..... Exploitable	....20-25..	7/19/47

METRO-GOLDWYN-MAYER

MGM TECHNICOLOR CARTOONS (16)

W-831	Henpecked Hoboes		
W-834	Hound Hunters	7	.....
W-836	Red Hot Rangers.....	8	.. 5/31/47
W-839	Uncle Tom's Cabana.....	8	.....

TOM & JERRY (Technicolor) CARTOONS

W-832	Cat Fishin'	8	.....
W-833	Part Time Pal.....	8	.....
W-835	Cat Concerto ..... Excellent	7	.. 5/10/47
W-837	Dr. Jekyll & Mr. Mouse	7	.....
W-838	Salt Water Tabby.....	7	.....

PETE SMITH SPECIALTIES (10)

S-851	Football Thrills of 1945.....	10	.....
S-852	Sure Cures ..... Excellent	10	..10/ 5/46
S-853	I Love My Husband But.....		
S-854	Playing By Ear.....		
S-855	Athletiquiz		
S-856	Diamond Demon ..... Amazing	10	.. 3/ 1/46
S-857	Early Sports Quiz.....	9	.....
S-858	I Love My Wife But.....	9	.....
S-859	Neighbor Pests		
S-860	Pet Peeves	9	.....

TWO REEL SPECIALS (4)

A-801	Luckiest Guy in the World		

PASSING PARADE (6)

K-871	A Really Important Person		

TRAVELTALKS

T-811	Glimpses of California.....		
T-812	Calling on Costa Rica.....	10	.....
T-813	Around the World in California	9	.....5/17/47
T-814	On the Shores of Nova Scotia	8	.....

MGM SPECIALS

A-802	Give Us The Earth.....		.....6/21/47

PARAMOUNT

NOVELTOONS—Technicolor (65)

P6-1	Spree for All ..... Good Start	7	..10/26/46
P6-2	The Stupidstitious Cat.... Funny	7	.. 5/10/47
P6-3	The Enchanted Square... Very Good	10	.. 5/10/47
P6-4	Madhattan Island	9	.....
P6-5	Much Ado About Mutton.....	8	.....
P6-6	The Wee Men.....	10	.....
P6-7	The Mild West.....	7	.....
P6-8	Naughty But Mice.....	7	.....

PACEMAKERS (6)

K6-1	Brooklyn I Love You.... Superb	10	..10/26/46
K6-2	Love in Tune..... Different	9½	..11/16/46
K6-3	Radio, Take It Away.... Swell Satire	11	.. 3/ 1/47
K6-4	Try and Catch Me.....	9	.....
K6-5	Brains Can Be Beautiful.....	10	.....
K6-6	Everybody Talks About It.....	11	.....

POPULAR SCIENCE—Magnacolor (6)

J6-1	No. 1 ..... Average	11	..11/16/46
J6-2	The Sponge Divers..... Fair	11	.. 1/25/46
J6-3	Air-Borne Pastures ..... Good	11	.. 2/ 8/47
J6-4	Marine Miracles ..... Fascinating	10	.. 5/ 3/47
J6-5	Moon Rockets	10	.....
J6-6	20th Century Vikings.....		

SPORTLIGHTS (10)

R6-1	Race Horses Are Born... Good	9	..10/26/46
R6-2	Dive-Hi Champs ..... Good	10	..11/16/46
R6-3	Queen of the Court..... Very Good	10	.. 1/25/46
R6-4	Like Father—Like Son... Interesting	10	.. 1/25/46
R6-5	Jumping Jacks ..... Excellent	9½	.. 3/15/47
R6-6	Selling the Sun..... Excellent	10	.. 2/ 8/47
R6-7	Under White Sails.....	9	.....
R6-8	Iced Lightning ..... Good	10	.. 5/10/47
R6-9	Making the Varsity..... Interesting	10	.. 7/26/47
R6-10	Diamond Gals	10	.....

UNUSUAL OCCUPATIONS—Magnacolor (6)

L6-1	No. 1 ..... Average	10	..11/16/46
L6-2	Swedish Glass Makers.... Interesting	10	.. 2/ 5/47
L6-3	G.I. Hobbies	11	.....
L6-4	Stunt Girl ..... Good	11	.. 7/19/47
L6-5	Arctic Artisan	11	.....
L6-6	Film Tot Fairyland.....	11	.....

SPEAKING OF ANIMALS (6)

Y6-1	Stork Crazy ..... Very Good	10	.. 1/25/47
Y6-2	Pooch Parade ..... Good	10	.. 1/25/47
Y6-3	Country Life	9	.....
Y6-4	They're Not So Dumb.....	8	.....
Y6-5	In Love ..... Very Funny	10	.. 7/26/47
Y6-6	As Our Friends.....	10	.....

MUSICAL PARADES (8)

FF6-1	Sweet and Low.....	19	.....
FF6-2	Champaigne for Two.....	20	.....
FF6-3	Smooth Sailing	20	.....
FF6-4	Paris in the Spring.....	19	.....

GEORGE PAL PUPPETOONS—Technicolor (6)

U6-1	Wilbur the Lion..... Excellent	10	.. 5/ 3/47
U6-2	Tubby the Tuba.....	10	.....

POPEYE (6)

E6-1	Abusement Park	7	.....
E6-2	I'll Be Ski-ing Ya.....	8	.....
E6-3	Popeye and the Pirates.....	8	.....
E6-4	Royal Four Flusher.....	6	.....

TWO REEL SPECIAL

87	Two Decades of History.....	22½	.....

LITTLE LULU

D6-1	Loose in the Caboose..... Funny	8	.. 5/10/47
D6-2	Cad and Caddie.....	8	.....
D6-3	A Bout With a Trout.....	8	.....

RKO RADIO

EDGAR KENNEDY (6)

73401	I'll Build It Myself..... Hilarious	16	..10/26/46
73402	Do Or Diet..... Good	18	.. 3/15/47
73403	Social Terrers	18	.....
73404	Heading for Trouble.....	16	.....
73405	Host-to-a-Ghost	17	.....

FLICKER FLASHBACKS (8)

74201	No. 1 ..... Excellent	9	..10/25/46
74202	No. 2 ..... Good	9	..11/16/46
74203	No. 3	8	.....
74204	No. 4	10	.....
74205	No. 5 ..... Good	8	.. 5/10/47
74206	No. 6	9	.....
74207	No. 7	9	.....

RAY WHITLEY MUSICALS (4)

73501	Bar Buckaroo	16	.....
73502	Cupid Rides the Range.....	16	.....
73503	Bandits and Ballads.....	17	.....
73504	A Buckaroo Broadcast.....	16	.....

SPORTSCOPES (13)

74301	Skating Lady ..... Smooth	8	..10/26/46
74302	Hail Notre Dame.....	8	.....
74303	Bowling Fever ..... Fair	8	..12/28/46
74304	Kentucky Basketeers .... Excellent	8	.. 1/25/46
74305	College Climbers	8	.....
74306	Ski Champion ..... Excellent	8	.. 3/15/47
74307	Ice Skippers	8	.....
74308	Wild Turkey	8	.....
74309	Racing Sleuth	8	.....
74310	Summer Tale	8	.....
74311	Ski Belles	8	.....
74312	Chasing Rainbows	8	.....

THIS IS AMERICA (13)

73101	Beauty for Sale..... Interesting	17	..12/ 7/46
73102	Germany Today ..... Informative	16	.. 1/25/46
73103	A Nation Is Born.....	20	.....
73104	Campus Boom ..... Timely	16	.. 3/15/47
73105	San Francisco—Pacific Gateway ..... Excellent	16	.. 3/22/47
73106	Forgotten Island	18	.....
73107	Big Party	17	.....
73108	I Am An Alcoholic.....	18	.....
73109	Passport to Nowhere..... Stirring	19	.. 7/12/47
73110	Whistle in the Night... Entertaining	18	.. 8/ 2/47

MUSICAL FEATURETTES (4)

73201	Melody Time ..... Very Good	18	.. 1/25/47
73202	Follow That Music.....	18	.....
73203	Let's Make Rhythm.....	20	.....

SPECIAL

73981	Football Highlights of 1946	20	.....

LEON ERROL

73701	Borrowed Blonde ..... Fair	15	.. 3/29/47
73702	Wife Tames Wolf..... Fair	17	.. 5/10/47
73703	In Room 303.....	17	.....
73704	Hired Husband	19	.....

WALT DISNEY

64116	Rescue Dog ..... Hilarious	7	.. 5/10/47
64117	Straight Shooters ..... Funny	6	.. 8/ 2/47
64118	Sleepy Time Donald.....	7	.....
74101	Figaro and Frankie.....	7	.....
74102	Clown of the Jungle.....	6	.....
74103	Donald's Dilemma ..... Very Funny	7	.. 7/19/47

20th CENTURY-FOX

MOVIETONE ADVENTURES (12)

7201	Fantasy of Siam ..... Excellent	8	.. 2/ 8/47
7202	Royalty of the Range.... Interesting	9	.. 3/29/47
7203	Harvest of the Sea..... Interesting	8	.. 3/29/47

(Color)

7251	Sons of Courage.....	8	.....
7252	Jamaica ..... Excellent	8	..10/26/46

7253 Historic Capetown .....Excellent ..... 8 .. 9/21/46
7254 Girls and Gags..... 8 .....
7255 The Cape of Good Hope..Interesting .... 8 .. 5/10/47
7256 Zululand .....Interesting .... 8 .. 3/29/47
7257 Gardens of the Sea.....
7258 Romance of the Fjords.....
7259 Sweden .....

SPORTS REVIEWS—Technicolor (6)

7301 Football Fanfare .....Good ..... 8 .. 9/14/46
7302 Style of the Stars.....Good ..... 10 .. 3/29/47
7303 Tanbark Champion .....
(Technicolor)
7351 Winter Holiday .....Good ..... 8 .. 9/21/46
7352 Summer Trails .....Beautiful ..... 8 .. 1/25/46
7353 Playtime's Journey ..... 8 .....

TERRYTOONS—Technicolor (20)

7501 Winning the West.....Good ..... 7 .. 9/14/46
7502 The Tortoise Wins Again.Good ..... 7 .. 8/17/46
7503 The Elitetronic Mouse Trap .....Very Good .... 7 .. 2/ 8/47
7504 The Jail Break.....Fine ..... 7 ..10/ 5/46
7505 The Snow Man..... 7 .....
7506 The Housing Problem....Funny ..... 7 .. 9/21/46
7507 The Crockpot King.....Wonderful .... 7 .. 1/25/46
7508 The Uninvited Pests..... 7 .....
7509 Mighty Mouse and the Hep Cat .....Very Good .... 7 .. 1/25/47
7510 Beanstalk Jack ..... 7 .....
7511 Crying Wolf ..... 7 .....
7512 McDougal's Rest Farm..Very Funny ... 7 .. 3/28/47
7513 Dead End Cats..... 7 .....
7514 Happy Go Lucky..... 7 .....
7515 Mexican Baseball ..... 7 .....
7516 Aladdin's Lamp ..... 7 .....
7517 Cat Trouble ..... 7 .....
7518 Sky Is Falling..... 7 .....
7519 The Intruder ..... 7 .....
7520 Mighty Mouse Meets Deadeye Dick ..... 7 .....

MARCH OF TIME (13)

1 Is Everybody Happy ..... 18 .....
2 World Food Problem....Excellent ..... 17 ..10/ 5/44
3 The Soviets' Neighbor...Revealing .... 18 ..11/ 2/46
4 The American Cop.....Good ..... 18 ..12/8/46
5 Nobody's Children .....Excellent ..... 17 ..12/28/46
6 Germany—Handle With Care .....Excellent ..... 19 .. 2/ 8/47
7 Fashion Means Business.Excelent ..... 17½.. 3/ 1/47
8 The Teachers' Crisis .....
9 Storm Over Britain.....
10 The Russians Nobody Knows .....
11 Your Doctors—1947 ..... 19 .....
12 New Trains for Old?....Good ..... 18½.. 7/12/47
13 Turkey's 100 Million..... 18 .....

DRIBBLE PUSS PARADE

7901 Monkey-Tone News ....Amusing ..... 9 .. 2/ 8/47
7951 Fisherman's Nightmare .Entertaining .. 8 .. 3/15/47

UNITED ARTISTS

DAFFY DITTIES

Choo Choo Amigo.....Excellent ..... 8 .. 8/ 7/46
The Lady Said No..... 8 .....
Pepito's Serenade ..... 7½.....

MUSICOLORS (7)

Toccata and Fugue.....Intriguing .... 10 ..10/28/46

WORLD TODAY

Wonder Eye .....Interesting .... 10 .. 7/12/47

UNIVERSAL

NAME BAND MUSICALS (13)

2301 Frontier Frolic .....Good ..... 15 ..12/28/46
2302 Champaigne Music .....Good ..... 15 .. 1/25/47
2303 Tumbleweed Tempos ....Very Good .... 15 ..12/28/47
2304 Moonlight Melodies .....Excellent ..... 15 ..12/28/46
2305 Tex Beneke & the Glenn Miller Orch. ..... 15 .....
2306 Melody Maestro ..... 15 .....
2307 Tommy Tucker Orch..... 15 .....
2308 Charlie Barnet Orch..... 15 .....
2309 Charlie Spivac Orch..... 15 .. 7/26/47
2310 Jitterumba ..... 15 ....
2311 Record Party 7/2/47

SING AND BE HAPPY (8)

2381 A Bit of Blarney.....Good ..... 11 ..10/12/46
2382 The Singing Barbers..... 10 .....
2383 Let's Sing a College Song..... 10 .....
2384 Let's Sing a Western Song..... 10 .....

TECHNICOLOR CARTUNES (13)

2321 Fair Weather Fiends....Funny ..... 7 ..12/28/46
2322 The Wacky Weed.....Good ..... 7 ..12/28/46
2323 Musical Moments ..... 7 .....
2324 Smoked Hams .....Good ..... 7 .. 5/10/47
2325 Coo-Coo Bird ..... 7 .....
2326 Overture to William Tell ..... 7 .....
2327 Well Oiled .....

THE ANSWER MAN (8)

2391 No. 1 .....Interesting .... 10 ..10/26/46
2392 Nature's Atom Bomb....Interesting .... 10 ..12/28/46
2393 The Jungle Gangster.....Good ..... 9 .. 5/10/47
2394 Red Fury .....Interesting .... 8 .. 5/10/47
2395 Storm Warning .....

VARIETY VIEWS (8)

2341 Bear Facts ..... 9 .....
2342 Pelican Pranks .....
2343 Wild West Chimp..... Funny ..... 9 .. 5/10/47
2344 Rhumba Holiday .....Good ..... 9 .. 5/10/47
2345 Patio Museum 6/23/47
2346 Bronco Babes 6/23/47

JUVENILE JURY SERIES (8)

2361 Juvenile Jury No. 1..... 10 .....
2362 Juvenile Jury No. 2.....Poor ..... 10 .. 5/10/47
2363 Juvenile Jury No. 3.....5/26/47
2364 Juvenile Jury No. 4.....6/2/47

SERIALS (1)

Mysterious Mr. M.....

VITAPHONE-WARNER BROS.

BLUE RIBBON CARTOONS—Technicolor (18)

3301 Fox Pop ..... 7 .....
3302 Wacky Worm ..... 7 .....
3303 You're an Education..... 7 .....
3304 Have You Got Any Castles ..... 7 .....
3305 Pigs is Pigs..... 7 .....
3306 Cat's Tale ..... 7 .....
3307 Goofy Groceries ..... 7 .....
3308 Doggone Modern ..... 7 .....
3309 Sneezing Weasel ..... 7 .....
3310 Rhapsody in Rivets..... 7 .....
3311 Sniffles Bells the Cat..... 7 .....

FEATURETTES (6)

3102 Minstrel Days ..... 20 .....
3103 Alice in Movieland..... 20 .....
3104 Dog in the Orchard..... 20 .....
3105 Keystone Hotel ..... 18 .....
3106 Remember When ..... 20 .....

MELODY MASTERS (6)

3601 Desi Arnaz & Orch..... 18 ....
3602 Melody of Youth.....Very Good .... 10 .. 3/ 1 47
3603 Big Time Review.....Fair ..... 10 .. 3 29 47
3604 Stan Kenton & Orch.....Fair ..... 10 .. 4/ 5/47
3605 Vaudeville Revue ..... 10 .....
3606 Zero Girl ..... 10 .....

MERRIE MELODIES—Technicolor (20)

2701 Kitty Kornered .....All Right ..... 7 .. 7/28/46
2702 Hollywood Daffy .....Very Good .... 7 .. 8/ 3/46
2703 Eager Beaver .....Very Good .... 7 .. 8/14/46
2704 Great Piggy Bank Robbery .....Good ..... 7 .. 9/14/46
2705 Bacall to Arms.....Novel ..... 7 .. 9/14/46
2706 Of Thee I Sting.....Very Good .... 7 .. 9/ 7/46
2707 Walky Talky Hawky....Excellent ..... 7 .. 9/ 7/46
2708 Fair and Wormer.....Fast ..... 7 ..10/12 46
2709 Mousemerized Cat .....Fair ..... 7 ..11/18 46
2710 Mouse Menace .....Good ..... 7 ..12/28 46
2711 Roughly Squeaking ..... 7 .....
2712 One Meat Brawl.....Funny ..... 7 .. 5/ 3/47
2713 Goofy Gophers ..... Very Funny ... 7 .. 5/10/47
2714 Gay Anties ..... Good ..... 7 .. 5/10/47
2715 Scent-imental Over You ..... 7 ...
2716 Birth of a Notion.....Amusing ..... 7 .. 8/ 2/47
2717 Tweetle Pie ..... 7 .....
2719 Hobo Bobo ..... 7 .....
2720 Along Came Daffy..... 7 .....
3701 Inki at the Circus..... 7 .....
3702 Growing Pains ..... 7 .....
3703 Pest in the House..... 7 .....
3704 Foxy Duckling ..... 7 .....
3705 House Hunting Mice..... 7 .....

BUGS BUNNY SPECIALS—Technicolor

2718 Rabbit Transit ..... 7 .....
2721 Hair Raising Hare..... 7 .....
2722 Acrobatty Bunny ..... 7 .....
2723 Rackateer Rabbit ..... 7 .....
2724 Big Snooze ..... 7 .....
2725 Rhapsody Rabbit ..... 7 .....
2726 Hare Grows in Manhattan..... 7 .....
3719 Easter Yeggs ..... 7 .....

SPORTS PARADE—Technicolor (13)

3501 King of the Everglades..... 10 .....
3502 Lazy Hunter .....Good ..... 10 .. 11/16/46
3503 Battle of Champs.....Excellent ..... 10 .. 5/ 3/47
3504 American Sports Album..Interesting .... 10 .. 4/ 5/47
3505 Let's Go Swimming.....Good ..... 10 .. 3/ 1/47
3606 Arrow Magic ..... 10 .....
3607 Harness Racing ..... 10 .....
3508 Flying Sportsman in Jamaica ..... 10 .....
3509 A Day at Hollywood Park..... 10 .....
3510 Tennis Town ..... 10 .....
3511 Sportsman's Playground ..... 10 .....
3512 Carnival of Sports..... 10 .....

TECHNICOLOR ADVENTURES (6)

3801 Star Spangled City.....Excellent ..... 10 ..11/16/46
3802 Rubber River .....Fair ..... 10 ..12/28/46
3803 Kingdom of the Wild..... 10 .....
3804 Circus Horse ..... 10 .....
3505 Glamour Town ..... 10 .....
3806 Branding Irons ..... 10 .....

TECHNICOLOR SPECIALS (8)

3001 Cinderella's Feller ..... 20 .....
3002 The Last Bomb.....Tremendous ... 20 .. 9/21/46
3003 A Boy and His Dog..... 20 .....
3004 Saddle Up ..... 16 .....
3005 Song of a Nation..... 20 .....
3006 Hollywood Wonderland ..... 20 .....
3007 Romance and Dance..... 20 .....

VITAPHONE VARIETIES (6)

3401 So You Want to Keep Your Hair .....Fair ..... 10 .12/28/46
3402 So You Want to Play the Horses .....Funny ..... 10 .11/ 2/46
3403 So You Think You're a Nervous Wreck .....Fair ..... 10 . 3/29/47
3404 So You're Going to be a Father ..... 10 .....
3405 So You Want to Be in Pictures ..... 10 .....
3406 So You're Going on Vacation ..... 10 .....
3513 Fishing the Florida Keys..... 10 .....

1947-1948 RELEASES

20th CENTURY-FOX

MOVIETONE ADVENTURES (12)

8201 Horizons of Tomorrow..... 8 .....
8202 The 3 R's Go Modern..... 9 .....
8251 Holiday in South Africa..... 8 .....
8252 Home of the Danes..... 8 .....
8253 Jungle Closeups ..... 8 .....
8254 Copenhagen Pageantry ..... 8 .....

SPORTS REVIEWS—TECHNICOLOR (6)

8301 Gridiron Greatness ..... 9 .....
8351 Vacation Magic ..... 8 .....
8352 Aqua Capers ..... 8 .....

TERRYTOONS—TECHNICOLOR (20)

8502 The Talking Magpies in Flying South ..... 7 .....
8503 Mighty Mouse in a Date for Dinner..... 7 .....
8504 The Talking Magpies in Fishing by the Sea..... 7 .....
8505 Mighty Mouse in the First Snow ..... 7 .....
8506 The Talking Magpies in the Super Salesman..... 7 .....
8507 Mighty Mouse in a Fight to the Finish..... 7 .....
8508 The Wolf's Pardon..... 7 .....
8509 Mighty Mouse in Swiss Cheese ..... 7 .....
8510 The Talking Magpies in Hitch Hikers ..... 7 .....
8511 Mighty Mouse in Lazy Little Beaver ..... 7 .....

DRIBBLE PUSS PARADE

8901 Album of Animals..... 8 .....

VITAPHONE-WARNER BROS.

MELODY MASTERS (6)

4201 Freddy Martin & Orch..... 10 .....

MEMORIES OF MELODY LANE (6)

4201 Let's Sing a Song of the West ..... 10 .....

VITAPHONE VARIETIES (6)

4401 So You Want to Be a Salesman ..... 10 .....

Shorts Reviews

Champagne for Two *(Good)*

Para. (FF6-2) Musical Parade 20 mins.

This Technicolor short is based on a Billy Rose newspaper column in which an elderly woman informs a night club owner that she has overheard crooks planning to rob his night club and that she can identify the men. The police are notified and planted in the club as the woman and her husband are guests of the management. They have a fine dinner and champagne. As the evening draws to a close, the woman confesses that it is a hoax her husband knows nothing about—she is prepared to be arrested after explaining that she had to do this for their 50th wedding anniversary. The short closes with the police, the club owner and his wife and the entire floor show having their own private celebration with the old couple. Isabelita, George Reeves, Ida Moore, Griff Barnett, Billy Daniels, Dogulas Wright and Company and the Guadalajara Trio are featured. Musical numebsr are very good, as is the entire short.

Moon Rockets *(Excellent)*

Para. (J6-5) Popular Science 10 mins.

This is an exceptionally interesting study of experiments now being conducted on a western desert with German V-2 rockets, 30,000-pound missiles which travel miles above the ionosphere, taking motion pictures as they leave the earth's atmosphere. Magnacolor reproductions of the films are enormously exciting. Other footage shows a splashless shower bath and a one man haybaler, which does the work of five men. Excellent and plenty exploitable.

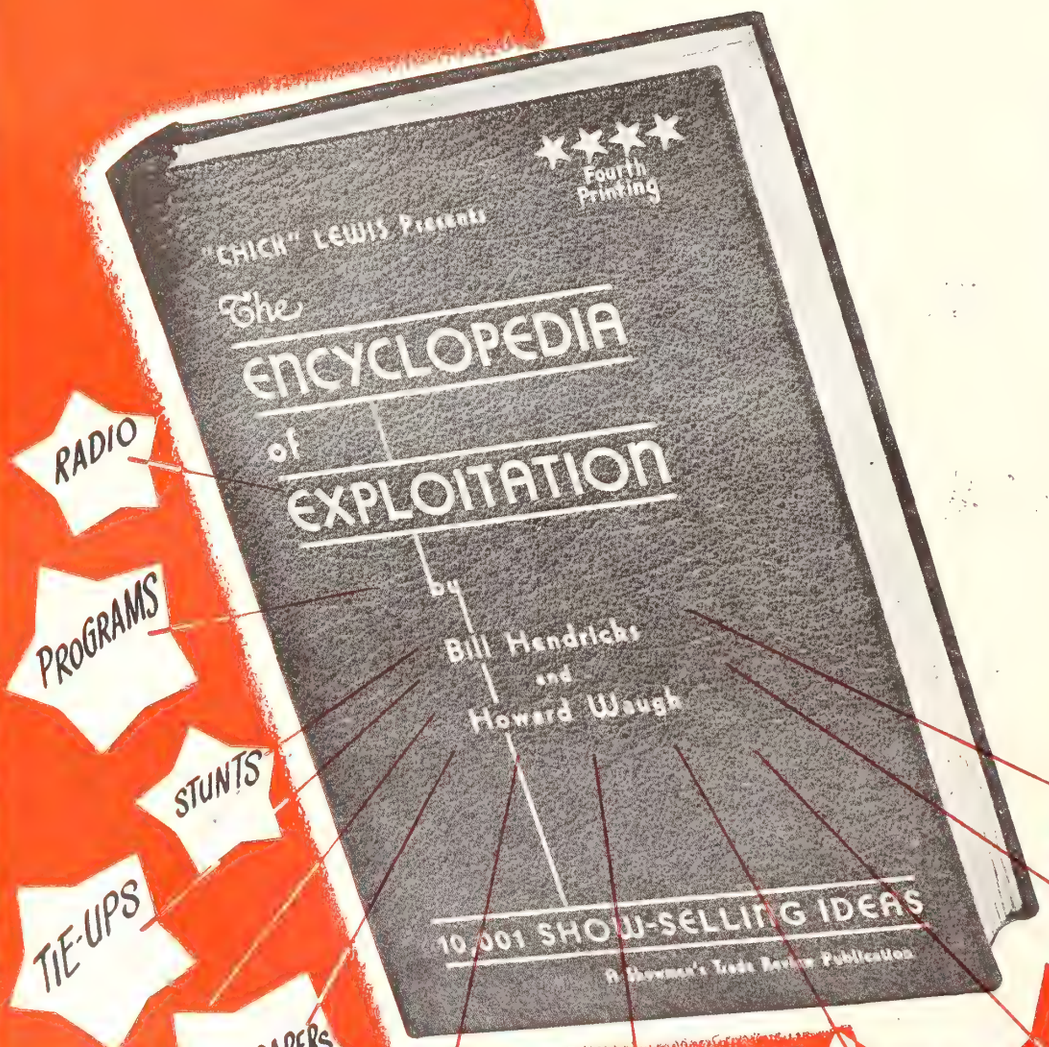
Brains Can Be Beautiful *(Interesting)*

Para. (K6-5) Pacemakers 10 mins.

Paramount's short subjects writer, producer and director Justin Herman is responsible for this interesting camera analyzation of Jinx Falkenburg, as she broadcasts her daily program, models, handles a fashion show, writes articles, sets up next day's broadcast, goes home for dinner and to put the baby to bed, and returns to the television studio for a nightly show! Then Jacqueline Cochrane, internationally known flyer, owner of a cosmetics concern, supervisor of her own citrus ranch, is shown conducting her myriad activities. Next Mademoiselle Eve Curie, famous daughter of the discoverer of radium, whose lecture tour in the United States keeps her pretty busy, is shown on her busy itinerary. Which all goes to prove, according to Mr. Herman, that beauty very often is accompanied by brains.

★ ★ ★ ★ **Re-Issued By Popular Demand of Showmen**

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SHOWMEN'S TRADE REVIEW

THE SERVICE PAPER OF THE MOTION PICTURE INDUSTRY

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Vol. 47 / No. 7

AUGUST 16, 1947

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CHARLES E. 'CHICK' LEWIS
Editor and Publisher

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GRIFFITH'S DRIVE-IN EXPANSION

SEES FOUNDATION BAR TO 'ISMS'

BLAMES COAST UNION FOR STRIFE

Featuring THE MOTION PICTURE THEATRE

(Commences Following Page 34)

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to start the
BIGGEST
season of
the year!

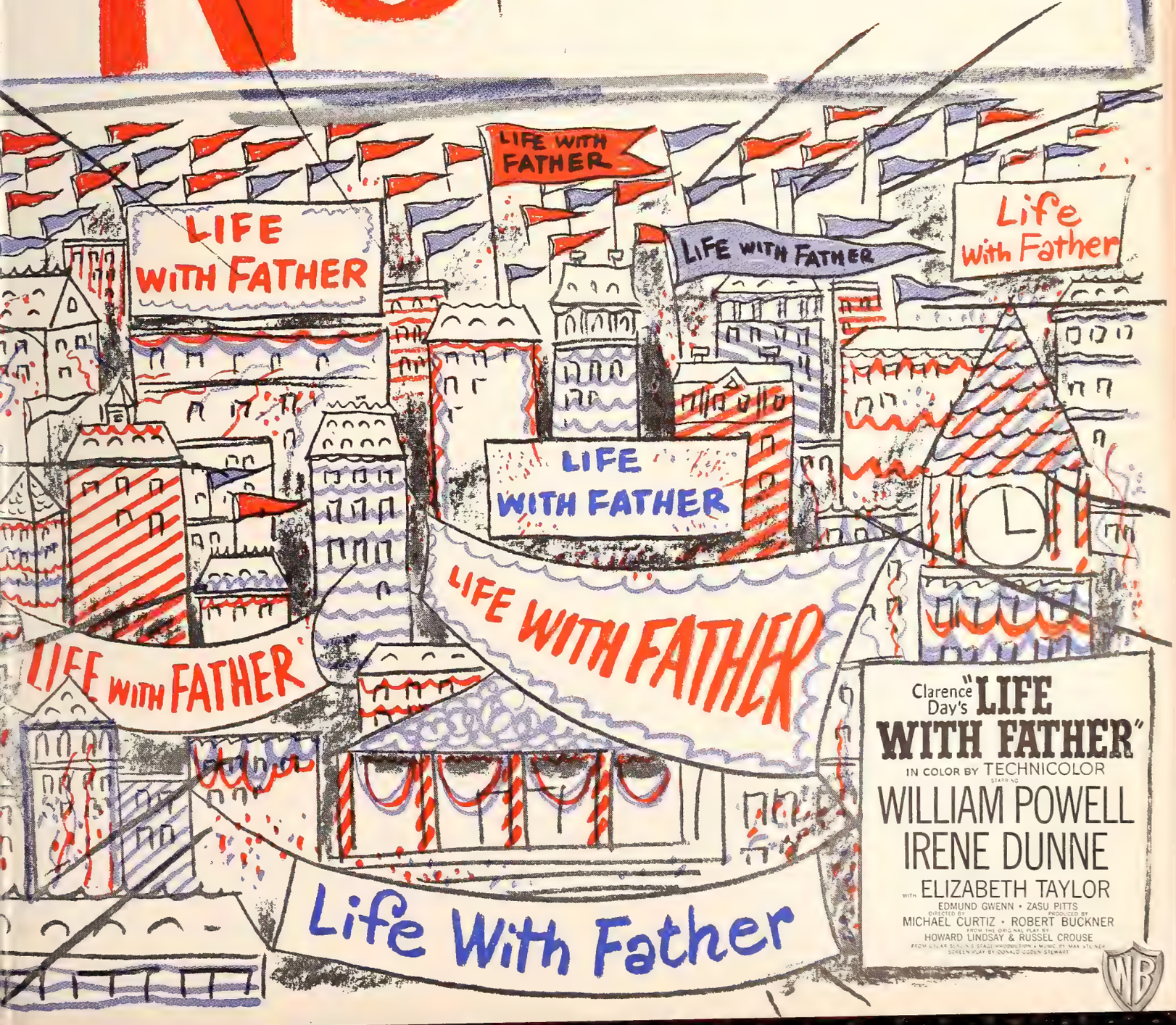


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Columbia Pictures presents RITA HAYWORTH - LARRY PARKS in DOWN TO EARTH in Technicolor with Marc Platt - Roland Culver - James Gleason - Edward Everett Ho

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THE *look-of-the-month* FOR AUGUST!



looking up!

Motion Picture Herald acclaims MIRACLE ON 34th STREET a box-office champion! Winner of Boxoffice Magazine Blue Ribbon Award! *Maureen O'Hara, John Payne, Edmund Gwenn.* I WONDER WHO'S KISSING HER NOW 4th Week Chicago—New York, holdovers, moveovers everywhere! *June Haver, Mark Stevens—Technicolor.*

looking 'em over!



Trade press critics this week will see two of 20th's great new attractions—MOTHER WORE TIGHTS starring Betty Grable with Dan Dailey—Technicolor too!... and KISS OF DEATH starring Victor Mature, Brian Donlevy and Coleen Gray. (*"This One Was Written With A Machine Gun," Says Walter Winchell*). ***Read the reviews next week!***



looking ahead!

The whole industry is looking forward to THE FOXES OF HARROW *Rex Harrison, Maureen O'Hara,* NIGHTMARE ALLEY *Tyrone Power, Joan Blondell, Coleen Gray, Helen Walker,* DAISY KENYON *Joan Crawford, Dana Andrews, Henry Fonda,* THE SNAKE PIT *Olivia de Havilland, Mark Stevens,* and FOREVER AMBER *Linda Darnell, Cornel Wilde, Richard Greene, George Sanders—Technicolor,* CAPTAIN FROM CASTILE *Tyrone Power, Jean Peters, Cesar Romero—Technicolor* and GENTLEMAN'S AGREEMENT *Gregory Peck, Dorothy McGuire, John Garfield.*

EVERY EXHIBITOR *looks* TO 20 CENTURY-FOX

THE STR EDITORIAL PAGE

The British Situation

Although reports at this writing indicate that compromise may be effected with the British government on the 75 per cent tax on American films, it might be well to take stock of the situation as it stands at the moment.

Supposing that the 75 per cent tax sticks and the American companies stay out of that country. There is no question but that it would be a serious blow from the standpoint of lost revenue to the American industry, and Britain's theatres, also.

We recall that when Hitler started expanding, the market elsewhere in this great, big world was gradually being choked off. The industry here thought it was going to have a tough time keeping out of the red with the loss of so much foreign revenue. Yet, we did pretty good, thank you, and you, and you.

If you have to fight fire with fire then the first important step would have to be a deep cut in production costs in Hollywood, Hollywood "can't be done" claims to the contrary, notwithstanding. After which the domestic market and the balance of the foreign market would have to carry the freight.

The answer is not going to be higher film rentals or percentage terms in this country. Too many exhibitors remember how the salesmen used the loss of foreign markets before the war as the reason for higher terms here. Besides, many exhibitors cannot afford higher rentals now.

This industry is too big for any such set-back as this to hinder its continuing success. We will simply have to take stock and bring down production costs until such time as the British screens are again available on fair terms.

▼ ▼ ▼

Avoid The Jitters

In recent months, too many of our companies were going overboard in cutting their advertising and showmanship activity under the questionable guise of economy.

It is not like our industry executives to get such jitters, but if they are now going to use this British situation to continue or expand those jitters then we may really find ourselves in a jam.

Box-office receipts in this country are not too bad, especially when there are good pictures available. Many theatres are still doing a fine business and the returns to the distributors are still in the high brackets. A steady flow of good screen fare will insure a continuation of high revenue but it will take the combined efforts of both the distributors and the exhibitors to make this possible.

If the jitters take hold of the home office executives, then it stands to reason that it will spread to the exhibitors too, and the net result may be a period of bad business all around.

The big companies and the small companies have tremendous sums tied up in completed product and pictures in production. To gain the fullest possible returns from these pictures the companies must advertise and exploit them to the nth degree so that the theatremen will do likewise in their respective communities.

By so doing, everyone will benefit and profit and we'll go on building this great industry as we have been doing for the past twenty-five years or more.

Jitters can do strange things to otherwise smart and sensible men. We sincerely hope they don't let it go too far in their frenzy to try and make up the loss of millions through the, so-called, savings of pennies by comparison. They will only succeed in hurting the potential revenue from our own country.

▼ ▼ ▼

Fair Enough

Theatremen generally will second the motion of "Theatre Facts," official bulletin of Associated Theatre Owners of Indiana, in commending a tax assessor who holds that the athletic field of an educational institution should be subject to tax because the institution sometimes receives a percentage of gate receipts collected by private enterprises which lease the field for sports or other events.

The tax assessor holds that the educational institution "should not engage tax free in open competition with other businesses in the operation of its non-educational properties."

The IAO of Indiana bulletin further points out that a recent U. S. Supreme Court decision held that income-producing property held by charitable, benevolent and educational organizations is taxable.

There is no reason why such properties should not be called upon to share their part of the burden of local government, to say nothing of their unfair competition, when not so taxed, with local theatres, which are taxed.

—CHICK LEWIS

WHAT'S NEWS
In the Film Industry This Week

DISTRIBUTION—It was a jam-packed meeting for the British Film Producers Association in London—one of the largest in that organization's history. The reason: British producers, alarmed at the action that eight American distributors took in halting film shipments to Britain after that country imposed a 75 per cent import duty on foreign films, wanted to get together with the Americans to see what could be done to work out a more equitable plan. (P. 9.)

It wasn't altruism or loving hands-across-the-sea. It was hard fact. Without American films, British theatres stand a good chance of having to curtail their operations since the British producers who were meeting, even with herculean efforts, can't produce enough to keep the screens of Britain lighted six nights a week. If British exhibitors have to close, even part time, British producers will find less money coming their way, etc.—the old vicious economic cycle.

The British producer move, which may be considered by the Motion Picture Association if there is any indication that the British Government will listen to the results of the conferences, is no wrong move. British exhibitors have already called upon the Government to do something; a good section of the British public doesn't like the idea of not getting American pictures.

All in all, the hope for a modified tax or some other plan is pretty fair. The American distributors want to do business in Europe; their drastic action was thought taken only because under the law they could only receive 25 per cent of their film rentals; the rest would go as tax. And with 25 per cent they can't operate their British exchanges profitably.

One of the most immediate effects of the British act on the American industry late this week seemed to be that banks might be a lot more strict in their loans for production. This applied particularly to independent producers. Another possibility was that American production in Britain might be cut or discontinued.

Meanwhile the American industry was talking of making up for the loss of the British market through intensified selling on the home market and in the Latin Americas. The importance of the Latin-American markets was stressed by United Artists' Walter Gould at a recent interview.

In a move to expand its advertising, publicity and exploitation to meet its wider production needs, RKO split this department into three divisions—advertising, publicity, exploitation with S. Barret McCormick in charge of the first, Paul Hollister of the second and Terry Turner of the third.

Astor President Bob Savini reported that his plan of getting added playing time for his Negro features by putting them on 16-mm. and roadshowing or selling them outside of theatres, had clicked with "Beware" and "Tall, Tan and Terrific."

Organization of a new distribution organization covering 10 exchange areas, took place this week as United Film Distributors was formed in Memphis, and Selznick Releasing Organization President Neil Agnew announced that Pioneer Films would handle physical distribution for his organization in Canada.

* * *

LABOR—In Hollywood Pat Casey, former labor relations chief for the Association of Motion Picture Producers (Johnston office), accused the International Brotherhood of Carpenters and Joiners of being responsible for the strike situation, while Columbia Vice-President B. B. Kahane, speaking for the producers, declared that the jurisdictional strike was purely labor's baby and that the producers were helpless to do anything about it. He fixed the number of innocent bystanders unemployed as a result of this labor difficulty at 30,000.

In New York, the Screen Publicists Guild, apparently unable to get a hearing from 20th-Fox President Spyros Skouras, picketed the Roxy Theatre, distributing pamphlets. The action followed discharge of nine SPG members from the 20th-Fox ad and publicity department to effect an economy of approximately $49,000 yearly. Publicists claim this is a violation of their contract since the work they did is being spread to other members. On the West Coast, 20th-Fox studios laid off 300 but stated this was routine applying to "transient help" because production had been completed on several pictures.

Back in New York the home office workers, seeking pay raise and shorter hours, were handing out leaflets to everyone entering the Paramount Building expressing their need for wage increases. Angle is that the average film company employe is still in the very low wage class.

* * *

EXHIBITION — Steps to revitalize the reactivated United Artists Theatre Circuit, Inc., were taken this week as Stanley Meyer, formerly with National Theatres, was named a vice-president and general manager of both that circuit and of Metropolitan Playhouses as well as a director of the Skouras Theatre Corporation and the Randforce Amusement Company. George P. Skouras was elected a vice-president and director of UA Circuit as well as executive vice-president of Metropolitan. Raymond V. Temple is treasurer of both circuits.

United Artists Theatres, controlled by Joseph M. Schenck and Lee Shubert, Broadway theatre operator and producer, controls over 300 theatres from New York to Texas to California. It is not connected with United Artists, the distributor. Meyer, who now heads its active operations, had been a district manager for the Los Angeles Fox West Coast houses.

Schine Circuit appointed Gus Lampe as circuit operation chief.

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TRADE SLANTS

WALTER E. GREEN

discusses

The Theatre Equipment Situation

as reported by

TOM KENNEDY

If you need new theatre equipment, go ahead and buy it at current prices. You won't save any money by waiting—because prices are not going down. So, if the old house needs some new apparatus and you can get it—only chairs and carpets are now in acute short supply—the sooner the better things get fixed to keep the plant up to snuff in order to hold onto the customers.



Walter E. Green

That, above, is a paraphrase of the situation in the theatre equipment field by Walter E. Green, head of National Theatre Supply. (And if Walter doesn't know what goes in the equipment phase of this industry, who does?)

"There are no indications," he said, "of any reduction in the prices of theatre equipment—in the foreseeable future, at least."

Then he makes these points as added factors: theatre equipment is not the type of merchandise that is affected by sudden shifts in general conditions of the over-all market; equipment items have advanced only 15 to 20 per cent from pre-war levels; wages in the manufacturing branch have gone ahead far more than that figure, and there is no indication that labor will work for less, or even be asked to.

The president of National-Simplex-Bludworth, Inc., and vice-president of General Precision Equipment Corporation—parent organization of International Projector and many other manufacturers of theatre equipment—Mr. Green is in a position to see the picture from a superior vantage point. In addition, he has been associated with the industry, in the equipment branch, from its inception as a modern industry, and views things with the experienced eye of one who has seen the distribution of equipment develop from a mere "bicycle shop" type of operation to a national network of branches offering 24-hour service and stocking a heavy inventory of merchandise for immediate delivery.

The chair shortage in the field is matched only by the shortage of carpets. The latter, Green says, is now coming through in better supply and "in very good quality." As to theatre chairs, they are coming through, but at a rate that still leaves a tremendous backlog of orders unfilled—the rate of production so far has succeeded in whittling down the backlog, as of the end of the war, at the rate of 30 per cent of demand.

Theatre equipment business has been excellent. In 1946 National Theatre Supply did the biggest year in its history—which dates back to 1929. Indications are that the first half of 1947 will equal the volume of business for the same period in record-breaking 1946.

The one greatest need in the theatre field today, as in every field, is new building. A huge program of theatre building has piled up behind the blockade of shortages.

Hope Stirs for Cut in 75% British Impost On Films as U. S. Majors Halt Shipments

English Industry Opposes Levy; Seeks Meeting With Americans For Substitute

Hope that a solution could be found to the present Anglo-American impasse over the 75 per cent *ad valorem* tax which Great Britain placed on all foreign films, persisted late this week as British exhibitors called upon their Government to repeal the tax and eight major American distributors stood firm in their refusal to ship any more film to England as long as present duties existed.

The British producers also opposing the tax were seeking a meeting with the American distributors in hopes of working out an alternative plan.

The action of the American distributors, taken through the Motion Picture Export Association and the international subsidiaries of Paramount, 20th Century-Fox, RKO, Universal, United Artists, Columbia, Loew's (MGM), and Warner Bros., followed rapidly on the British Treasury's imposition of an import duty on foreign films which would take 75 per cent of their rentals and allow the distributor a 25 per cent remittance.

The decision reached by the eight majors, with whom Monogram will align on Sept. 1 when it becomes a member of both the Export Association and the Motion Picture Association, staggered the British as much as the British tax staggered the American industry.

At a 25 per cent remittance, the American distributors reportedly could not operate their exchanges abroad with profit. For this reason the figure was thought unfortunate since it was evident that the American industry wanted to reach an agreement with the British. The reason why the British Government imposed the tax so suddenly and arbitrarily is still a undisclosed fact though it was thought in some circles that it wished to stop American films temporarily pending discussion of an agreement and of the forthcoming loan which the United States is expected to make to Britain.

In Britain Labor Parliamentarian Tom O'Brien, general secretary of the National Association of Theatrical and Kine Employes

(*Continued on Page* 12)

In Brief

The Anglo-American situation in brief follows:

Aug. 6—Official sources explained the Attlee plan, as it would affect foreign films, meant freezing 75 per cent of a film's rentals and permitting 25 per cent remittance to the owner. (The Motion Picture Ass'n reportedly had proposed a 25 per cent freeze and a 75 per cent remittance.)

Aug. 7—The British Treasury ordered a 75 per cent ad valorem foreign film tax which actually confiscates 75 per cent of the rentals and allows 25 per cent remittance.

Reaction—In the U. S. eight majors stopped film shipments to Britain; MPA President Eric Johnston assailed the move as violative of existing tax and treaties. In England: Those who dislike American films approved the Government tax; those who like them didn't. Some labor, producers and exhibitors, who face a product dearth, were sharply critical.

The situation at press time—hope for revision of the tax was seen as British exhibitors, some of whom faced eventual closing through dearth of product, were set to protest to the government and British producers were cold to the tax. In America distributors were preparing to recover loss of British revenue through inensifying selling in the American market with American exhibitor organizations cool to any thought of more film rentals and not thinking of boycotting British films.

Closed British Market May Not Affect Distributors' Advertising Policies

Efforts of the major distributors to make up in the home market what they anticipate losing in the presently closed British market, do not necessarily imply any increase in advertising or exploitation or by any change in advertising technique or media, a survey made this week by SHOWMEN'S TRADE REVIEW indicates.

Questioned on the possibility that some changes might be necessary in an effort to draw more dollars from the United States markets, Howard Dietz, director of advertising, publicity and exploitation for MGM, said:

"I don't think that's so. The way you can get more money from films isn't necessarily from advertising. The question is whether you get a larger net."

Some films, Dietz explained, develop greatly under increased exploitation; others do not show an income increase in proportion to the increased advertising or exploitation put into them.

"The place," he continued, "where the money should be stepped up is on the part of the exhibitor."

Paul Lazarus, chief of United Artists advertising, publicity and exploitation departments, declared in reply to a query whether the need for a greater home market would change his plans:

"Not at the moment. What changes there may be will have to be developed as we go along." He was unable to say whether this changed market problem would mean any change in advertising media.

Max Youngstein, director of advertising, publicity and exploitation for Eagle-Lion, a heavy plugger for its films, was very positive in his position even in view of different sales problems. "It isn't going to change it with us," he said.

Both Charles Schlaifer, advertising, publicity and exploitation director for 20th Century-Fox, and Maurice Bergman, eastern ad head for Universal, were out of town and could not be reached for comment.

Paramount had "no comment" on the situation. Columbia plans no change.

London Scene

Foreign Film Tax to Alter Entire British Industry

By JOCK MacGREGOR
London Correspondent

Never has the British film industry been so shaken as it was at the announcement of the crippling *ad valorem* tax amounting to 75 per cent, and the not unexpected action of the American producers in retaliating by stoppage of film supplies to this country.

The result, if no change comes into the situation, will alter the entire industry from production right on through to exhibition.

Some observers maintain that the Dalton tax is a bargaining weapon for the entry of British films into America. Others are more practical about it.

The general run of cinemas may not be affected for many months. There are some 100 British and other films ready for release. In this backlog on hand, UA, Columbia, Warners, and British Lion-Republic are prominently represented with important pictures awaiting premieres here. Probably the first West End cinema to feel the squeeze will be MGM's Em-

(*Continued on Page* 13)

Majors Sue Mallers

Eight suits charging fraud on percentage picture returns were filed in the federal district court at Ft. Wayne, Ind., against Peter G., George and Charles Mallers, and eight separate corporations Monday by Columbia, 20th Century-Fox, Loew's (MGM), Paramount, RKO, United Artists, Universal and Warner.

Available U. S. Product

6-Month Supply of American Pictures in England

British exhibitors apparently face no immediate dearth of American product as a result of the decision made by the major American distributors to stop shipping films to England since the imposition of a 75 per cent *ad valorem* tax.

Conservative estimates are that there is at least six months of American product, unplayed in Britain, which having entered the country before the new tax went into effect, can be rented without having to comply with the new

(*Continued on Page* 13)

CHICAGO'S HOT

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OPENS AUG. 14

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WUD 76 NL PD CHICAGO ILL AUG.5 1947

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DESPITE FACT OPENING DAY WAS HOTTEST AUGUST 4 IN SEVENTY-SIX YEARS AND MERCURY HIT 100 DEGREES WE BROKE OPENING DAY RECORD OF "KID FROM BROOKLYN," AND FOR THE FIRST TIME IN OUR HISTORY THE SECOND DAY TOPS THE FIRST= CRITIC HENRY T. MURDOCK OF CHICAGO SUN SAYS "IT IS DANNY KAYE'S BEST VEHICLE SINCE 'UP IN ARMS.'" MAE TINEE, CHICAGO TRIBUNE, SAYS "YOU AN MARK UP ANOTHER SUCCESS FOR DANNY KAYE...VERY, VERY FUNNY ROM BEGINNING TO END." JUDGING FROM AUDIENCE REACTION ICAGO AGREES WITH CRITICS.

I LOOK FOR A SMASH LONG RUN WITH "WALTER MITTY," ICAL OF THE MANY CONSECUTIVE GOLDWYN HITS TO PLAY THE WOODS. WOULDN'T SURPRISE ME IF "THE SECRET LIFE OF WALTER MITTY" S AN OSCAR. IT IS INDEED A COMEDY CLASSIC.=

JACK BELASCO, MANAGER, WOODS THEATRE

3A AUG 6

Entertainment in the Goldwyn manner

May Revise British Film Tax

(*Continued from Page 9*)

whose members stand to lose employment if lack of film should curtail theatre operations, attacked the 75 per cent tax, declaring that even a "national emergency did not justify it."

Almost simultaneously the Cinematograph Exhibitors Association declared the tax, followed by the decision of the eight American distributors not to ship film to England, threatened the majority of Britain's motion picture theatres with closing. The exhibitor organization was to make representations to the Government.

No Alternative

Its secretary, W. R. Fuller, declared that the tax left the exhibitor no alternative but eventually to close down, which in turn would ruin the British producing industry.

"It is no use discussing possible alternatives for filling up program after the supply of new American films have run out," Fuller said. "The fact is there are none."

He echoed a previously expressed opinion that American reissues might serve for a time, but warned that these would eventually stop the public attendance at picture houses since they were not interested in reissues.

The exhibitor indignation lies in the fact that Britain's industry makes about 60 pictures a year and with an all-out effort could not produce more than 100. This figure is not sufficient to keep even the J. Arthur Rank-controlled circuits going and the exhibitor who has no producer affiliation is in a difficult position.

Wednesday the British Film Producers Association held an emergency meet to discuss an alternative to the present tax and also methods of stepping up British production.

Though the motion picture industry in Britain and a good deal of the average John Bull looks askance at the tax, there was also a portion of the public which approved the measure, reports from London indicated. The elements which have been persistently attacking American films on moral, cultural or ethical grounds seemed pleased. Some even hazarded the opinion that it would assist the British industry.

There was also circulated reports to the effect that American distributors as business men would prefer eventually to get 25 per cent than nothing at all.

In the United States the major American producers were looking after ways and means of making up what they would lose from the loss of the British market. The general tendency seemed to be that the home market would have to be worked so as to bring in a larger net picture by picture and that something would have to be done about production costs. More intensive working of the Latin-American markets also seemed in the making.

Want Bigger Rents

That an attempt to put part of this burden on the exhibitor was in the making seemed evident from privately expressed opinion. And as early as last Friday, plain-talking Bill Scully, general sales manager of Universal-International, came out with a statement that was regarded as making a bid for a greater share of the box-office for his company.

Cowdin's optimism quietly seemed to be the order of the day in most companies. No retrenchment orders appeared to have been issued, though one company did put out a notice that no overtime should be allowed to accumulate in the home office.

And in the main the distributors who decided not to send film to England after the tax had been imposed, seemed in a pretty fair trading position.

Block Shipments

Decision not to send films abroad was echoed by the eight majors last Friday after a meeting which MPA President Eric Johnston had called upon hearing that the British planned to freeze 75 per cent of the film rentals and remit 25 per cent to the distributors. This was an official interpretation given the Attlee plan insofar as films were concerned.

At the time Johnston had been trying to stave off a proposed *ad valorem* tax with several alternate offers, one of which reportedly offered to freeze 25 per cent of the film rentals and remit 75 per cent.

While the eight majors and Johnston were in conference, it became known that the Treasury had actually passed an *ad valorem* duty, to which Johnston was opposed in principle, and that the *ad valorem* duty which raised film taxes from a five-pence-a-foot import to 75 per cent of the rentals. The majors then decided not to ship film and Johnston issued a statement branding the tax as one which "confiscates 75 per cent of the earnings on future imports of the American film industry."

"If the British do not want American picture," he continued, "that's one thing. If they do, they shouldn't expect to get a dollar's worth of films for a quarter."

Johnston denounced the bill as violating the Double Taxation Treaty, the British American Reciprocal Trade Agreement of 1938 and the present British Loan agreement. (The British denied this; the U. S. State Department was reportedly studying the possibility of such violations.)

Johnston added that the tax had been imposed "at a time when the American industry, conscious of Britain's dollar crisis, had voluntarily suggested measures of a practical nature to help at once the drain on the British exchange."

Johnston then departed to resume an interrupted vacation without revealing what the "suggested measures" had been.

In Hollywood it appeared likely that the Society of Independent Motion Picture Producers would authorize Johnston to speak for them in the move against the British tax.

Me Too

The following is a press release:

"Grand International Pictures, first of the independents to line up with the Big Eight in the current American, Anglo-Film situation, announced today that it has decided to curtail shipment of films to England following present commitments, which called for the delivery of 12 two-reel comedy shorts of the 'Nickelodeon Chuckles' series."

Dime Theatre Drop

Theatre collections for the March of Dimes during 1947 raised $1,500,000 or some $4,000,000 less than they did during 1946, Basil O'Connor, president of the National Foundation for Infantile Paralysis, announced last week. The drop in theatre returns was due to the fact that less theatres participated. Total March of Dimes collections from all sources for 1947 was $17,987,800.66, or nearly $2,000,000 more than that raised by all sources in 1946.

British Tax Ups Value of So. Amer. Markets—Gould

Increasing importance of the Latin-American markets as a result of the British tax action was stressed by Walter Gould, United Artists foreign chief, in New York Wednesday.

Declaring "Latin America is one of our strongholds and of all these countries, Argentina is the most important one," Gould stated that American distributors abroad had the edge of others because of the extent of their distribution set-up which enabled them to get larger returns on pictures.

United Artists, he added, has returned to a pre-war policy of distributing foreign-made pictures abroad and will have deals with Mexican, French and English producers, to say nothing of the recent deal with Argentina's Manuel Pene Rodriguez to distribute five of his pictures in Latin America with an option for world distribution.

Ende Joins Film Classics

Joseph Ende, formerly with Price, Waterhouse and Company, and formerly with Paramount, Warner Bros., RKO and Columbia, has joined Film Classics as comptroller.

Hollywood

'Watchful Waiting' by Studios on British Tax

By JAY GOLDBERG
Hollywood Bureau

Hollywood's immediate reaction to the British tax was one of watchful waiting, with every studio alerted for future developments before committing itself to a formally announced policy. According to a survey made by SHOWMEN'S TRADE REVIEW, there are nearly 170 pictures in the backlog amounting to more than $200,000,000, that will automatically be shut out of the heretofore rich British market.

A spokesman for the Association of Motion Picture Producers, the major group, said:

"We feel that if the tax remains in effect we will undoubtedly have to reduce production and cut down in every way. If this problem is not solved properly, with the cooperation of all branches of the business, it could put our industry out of business."

(International News Service reported from Hollywood that studios had delayed setting dates for high-budgeted pictures and were expected to "mark time" in hope of a compromise in the British situation.)

A new note was injected into the situation by another producers' spokesman who predicted that as soon as other countries have time to digest the English action, they, too, will levy prohibitive taxes. This authority warned therefore that American film-makers must start angling their product more for the domestic market than ever before—and forget about foreign markets.

United Artists is typical of companies affected, having the largest number of unreleased films of any company: 25 pictures worth more than $40,000,000. Even a small organization like Producers Releasing Corporation has 10 unreleased flickers. On the list of other companies are such tidy items as 20th Century-Fox's four-million-dollar special, "Captain From Castille," and the five-million-dollar production, "Forever Amber."

6-Month Supply of U. S. Pictures in England

(*Continued from Page 9*)

law. In addition, several majors, by what seems to be a fortunate break, got their latest releases in shortly before the surprise tax took effect.

Leading the American distributors with product to offer are United Artists and Columbia. Both these companies, because they apparently controlled no theatres in the United States and could not make playing time deals, had some difficulty in getting circuit playing time in England. They now probably will find their product in demand.

Furthermore, the American distributors can extend the life of their pictures in Britain by reducing the number of their monthly releases, a plan which is reported to be ready to go into effect.

Companies which got their latest releases into Britain before the tax include:

Columbia, which sent "Down to Earth" over. Other Columbia recents in England before the tax took effect are:

MGM, which had sent over "Fiesta," "Merton of the Movies," "Song of the Thin Man," "The Hucksters," "The Great Waltz," "Undercover Maisie," and "The Yearling."

RKO, which got in with its "Bachelor and the Bobby-Soxer," "Crossfire," "Fun and Fancy Free," "Out of the Past," "Honeymoon," "The Long Night," "Nocturne," "They Won't Believe Me," "Woman on the Beach," "Fugitive."

Twentieth Century-Fox, which got under the wire with "Alexander's Ragtime Band," "Boomerang," "The Brasher Doubloon," "The Ghost and Mrs. Muir," "Homestretch," "I Wonder Who's Kissing Her Now," "The Late George Apley," "Moss Rose."

Universal-International which has "Something in the Wind," "Time Out of Mind," "Vigilante's Return," "The Egg and I," "Brute Force," "Ivy," "Smash Up," "The Web."

United Artists with "Copacabana," and "New Orleans."

British Face Closings As U. S. Stops Films

(*Continued from Page 9*)

pire, which currently is running "Fiesta" with "Song of the Thin Man" set to follow up. "Song of Love" had been booked for early screening, but has not been received in England, though "Merton of the Movies," fourth on the Empire's current schedule, beat the new tax by arriving ahead of the deadline.

The shortage may force circuits, and particularly Rank theatres to give extended playing time. This is a point that the renters have been trying to force on Rank for some time. While ABC and some independents have been extending time per picture for the better product in key situations, the Rank theatres have resisted so far.

PCC Trustees to Meet in Salt Lake City, Aug. 19-21

Trustees of the Pacific Coast Conference of Independent Theatre Owners will hold their next meeting in Salt Lake City Aug. 19-21, it was announced this week.

Scheduled to be discussed are the PCC demand that major distributors modify their national sales policies; the PCC ASCAP program; the *amicus curiae* brief to be presented the Supreme Court in the anti-trust suit appeal; policing in territories under the anti-trust suit decree; federal admission tax; co-operative buying.

Votes City Tax Cut

The city council of St. Paul, Minn., has approved an amendment to cut the proposed municipal amusement tax from one cent on each 10 cents to one cent on each 20 cents or major fraction thereof. The ordinance must lay on the table for eight days, but its passage by a 5-to-1 vote is equivalent to approval by the council. Independent theatres, led by North Central Allied, still have hopes of killing the tax, and have announced that, if necessary, they will seek a legal court test of the tax.

Schine Names Lampe Circuit Operations Head

Gus Lampe was appointed in charge of circuit operations for the Schine Circuit this week as 35 members of the managerial staff met at Gloversville, N. Y. for the circuit's annual meeting. Other appointments made from within the organization, as announced by Louis W. Schine, were: William Kraemer, from head booker to eastern zone manager; Harry Unterfort, from Syracuse city manager to the Central New York zone; Wilbur Eckard, Ohio group manager to zone manager; George Cameron, Norwalk Theatre manager, Norwalk, O., Bud Sommers, Madison Theatre, Richmond, Ky., manager, promoted to group managers.

Astor 16-mm. Policy for Negro Films 'Successful'

Policy of putting his Negro features on 16-mm. film to play auditoriums and other halls in towns where he could not otherwise get a booking, or to open new markets for these pictures, has proved successful, Astor Pictures President Bob Savini declared this week.

Savini started this policy with "Caldonia," "Tall, Tan and Terrific," and "Beware" early this year after he had been dissatisfied with the terms offered his pictures in some territories. The films have played Dallas and other cities in 16-mm. form with success, the Astor president said. In situations where bookings run normal, Savini is selling the 16-mm. versions with the provision that they play in no location closer to a regular theatre than 10 miles.

SPG Calls Fox Discharges Breach of Its Contract

Declaring that it considered the discharge of nine of its member employes from the home office advertising and publicity departments of 20th Century-Fox as a breach of contract, the Screen Publicists Guild declared in New York Tuesday that if unable to reach an agreement with the company management, it would seek legal support of its claim through the contract arbitration clauses.

The discharge was made by 20th-Fox as an economy move which involves a saving of approximately $49,000 a year in salaries. Those discharged include two in the radio department, two in the art department, two in the contact department, and one in ad copywriting and record keeping.

The SPG claims that the discharges are illegal because, it asserts, the work done by these members, has been apportioned on the remainder of the staff. Its contract, it claims, allows discharges, unless for inability or misconduct, only if the job is abolished.

A union spokesman said the arbitration would first be referred to the distributor committee for this purpose. It can also appeal, under its contract, to the American Arbitration Association.

Twentieth-Fox has already paid the discharged publicists the double severance pay required for discharges on causes other than inability or misconduct, the union spokesman said.

Says Foundation Can Be Bulwark Against 'Isms'

The Motion Picture Foundation can not only be an innovation in American business which may be copied by other industries, but can be a bulwark against un-American "isms," E. V. Richards, president of Paramount-Richards Theatres, told the convention of Southeastern Theatre Owners in Miami this week.

The meeting, held in the rooms of the Variety Club Tent No. 33, was opened by President Mack Jackson. Other speakers were: Mitchell Wolfson, arrangements committee chairman; Nat Williams, William Jenkins, Leonard Goldenson, Claude Lee, Robert Coyne, H. M. Richey.

RKO Splits Dept. 3 for 1

In a move designed to expand its advertising, publicity and exploitation activities to meet the increased activities of the companies in these fields, RKO this week split its advertising, publicity and exploitation department into three separate divisions whose work will be coordinated under the personal supervision of Executive Vice-President Ned Depinet.



S. Barret McCormick



Paul Hollister



Terry Turner

Under the revamped set up S. Barrett McCormick will head the advertising division as director. Terry Turner will take over the exploitation division as director there and Paul Hollister, eastern studio representative, will become director of the new publicity division.

McCormick, who has been with RKO for years, has developed a brisk and thorough advertising policy which has put RKO out in front frequently with its campaigns. Among those most readily remembered are the ad campaigns on "Sister Kenny," "The Spiral Staircase" and "Bells of St. Mary's."

Turner, who has been associated with RKO for more than 10 years, is one of the industry's best known exploiters with campaigns such as those on "The Long Night," "Bad Man's Territory" and "Hitler's Children" to his credit.

Hollister joined RKO over a year ago as eastern studio representative. He will continue these duties as well as heading the publicity division.

Ruling Perils Immunity To Tax of Ind. Colleges

A ruling which may eventually exempt Indiana university auditoriums, football fields, etc., from tax immunity when they are used for commercial purposes, was handed down this week in Washington Township by Assessor Paul E. Tegarden.

Tegarden's rule, directed at Butler University Bowl and Fieldhouse, ruled that these were non-taxable as long as used for college functions. But, it added, that the University received about 20 per cent of its gate receipts for the use of its facilities by private enterprises.

"When they do this they are violating everything under our college laws," Tegarden said. "Though I respect the part Butler is playing in educational training, it nevertheless should not engage tax free in open competition with other businesses in the operation of its non-educational enterprises."

16 of 25 Griffith-ET Drive-ins for Oklahoma

Over one million dollars worth of drive-in theatres, most in Oklahoma, are to be built by the Griffith Theatres and Theatre Enterprises. Construction on the 25 outdoor theatres will begin immediately and is scheduled to be completed by early 1948. Henry S. Griffing, executive vice-president of Griffith Theatres, said that 16 of the houses will be built in Oklahoma and are expected to operate six months of the year, beginning with the 1948 season.

This joint enterprise of the two companies will be operated out of Tulsa, Okla., where sections of the buildings are being assembled.

Locations named for Oklahoma were Shawnee-Seminole area; Holdenville-Ada area; Ardmore; Miami-Picher area; Ponca City; Cordell-Clinton area; Sayre-Elk City area; Okmulgee-Henryetta area; Stillwater; Bartlesville; Altus-Frederick area; Enid and four at Tulsa.

For Theatre Enterprises, which is headquartered in Dallas, sites will be: Rosewell, N. M.; Carlsbad, N. M.; Hobbs, N. M.; Manhattan, Kansas; Junction City, Kansas; and Chillicothe, Missouri.

Republic Increasing Use Of Color This Year by 50%

Republic has increased its use of color in pictures by 50 per cent, Production Vice-President Allen Wilson claimed in Hollywood this week, stating that the current year would see 12 features and one short in color as compared with six features last year.

The color schedule for the year includes "The Red Pony," three Roy Rogers, "Along the Oregon Trail," "Under Colorado Skies," two musical westerns, "California Firebrand," "Timber Trail," "Night Time in Nevada," 'Bill and Coo," the cartoon "It's a Grand Old Nag."

'Dolphin Street' Reaction In MGM Sectional Survey

MGM's Motion Picture Research Bureau this week announced that it had experimented with a sectional survey of public reaction to "Green Dolphin Street" by showing the picture in a rough cut at Long Beach, Calif., Glendale, Calif., and Flushing, Long Island, N. Y.

The public reaction was similar in all cities with regard to rating the picture and its stars, and in selecting the earthquake sequence as the most interesting sequence in the film. MGM plans to continue such experiments.

NEWSREEL CLIPS

Bookings

A top booking of over 300 major key-runs is arleady in the bag for Paramount's "Variety Girl," musical based on an incident in the founding of the Variety Club International, according to Distribution Vice-President Charles Reagan.

Allied Artists meanwhile is putting out its chest over the 103 day-and-date bookings which it has garnered for "Black Gold" in Iowa and Nebraska, starting Aug. 29, and Columbia has a wide schedule of special openings for "Down to Earth" which is set to open at the Radio City Music Hall on a date as yet unset. Other special openings are Buffalo, Aug. 20; Cincinnati, Aug. 23; Pittsburgh, Aug. 23; San Francisco, Oakland, Sacramento, Stockton, Aug. 27; Baltimore, Aug. 28; Wheeling, Sept. 11; Altoona, Sept. 18; Erie, Sept. 19.

United Artists, which has reissued Robert J. Flaherty's "Nanook of the North," which first came out a quarter of a century ago, finds that Great Britain and other foreign markets are giving it quite a play; at the London Pavilion it opened its fourth week recently.

And MGM may find that "Bathing Beauty" is one of its top grossers by virtue of the international business it has done. In Latin America it was a record smasher; in Manila where the top run is 19 days it did 33; in Cairo, the nationalists put aside their prejudices long enough to look; in Britain and in Stockholm it set up new marks to shoot at; in China a shortage of prints caused the distributors to teach the natives to bicycle!

"The Outlaw" went into its eighth week at the Chicago Rialto on second-run.

Foreign

Shearing the sheep may turn out to be a big benefit for the United States motion picture industry.

For sheep shearing gives wool and the increased wool exports from Australia and New Zealand to the United States is big enough to insure a balance of trade and almost to assure there there won't be any dollar restrictions on film rentals in those countries.

Take the word of RKO's Managing Director for that region, Ralph R. Doyle, who points out that sheep shearing gave Australia an income of $100,000,000 from the United States this year, while such pictures as "Notorious," "The Bachelor and the Bobby-Soxer" have been bringing some of it back home. This, at a time when other countries are trying to shear the U. S. film industry, may soon have the executives of the majors singing "Baa, Baa, Black Sheep" in reverent choral style.

Brussels is saying that following the regular prizes presented at its recent film festival, the critics' circle of the world which, with a profound love of brevity, is entitled La Critique Cinematographique Internationale, handed another prize to "Le Diable au Corps."

Pioneer Films, Ltd., will handle the physical distribution of Selznick films in Canada, SRO President Neil F. Agnew announced Wednesday.

Names

United Artists Executive Vice-President Arthur W. Kelly flew for London Wednesday to confer with J. Arthur Rank and to look over Denmark, France, Belgium, Sweden and Switzerland. Film Classics General Manager Samuel N. Wheeler is off to California and to tour exchanges in the midwest and on the coast. Paramount Advertising and Public Director Curtis Mitchell is off to Virginia for a two-week vacation while James A. Sixsmith, secretary-treasurer for Paramount in Australia and New Zealand, is visiting New York. Western Electric's Bombay Engineer, Dennis Smith, is in New York looking over recording techniques. He's to be here about a year, splitting time between New York and Hollywood.

Financial

Paramount reported estimated earnings for its second quarter, ending July 5, of $7,885,000 after providing for income taxes of $1.11 a share on the common. Same quarter last year was $10,205,000 or $1.36 a share of common. Dividend of 50 cents on common stock payable Sept. 26 was declared.

Quotes

"A moving picture exhibition is a device to enable the patrons of licensed places to see the images captured on the film. The television exposure is precisely the same thing, namely, to enable the patrons to see what might have been captured on a film, but which is brought to the scene directly from where the activity is taking place. So far as the patrons are concerned, both are devices for the accomplishment of the same end, namely, to see what was done."—Judge Williams M. Hargest of Dauphin County Court in ruling that Philadelphia bars using television had to take out an amusement license.

Calendar

AUGUST:

19, Territorial meeting of Allied Theatre Owners of the Gulf States, Jung Hotel, New Orleans.

19-21. Trustees' meeting of the Pacific Coast Conference of Independent Theatre Owners, Salt Lake City.

21, Meeting of all independent exhibitors of Utah, Montana and southern Idaho, Utah Hotel, Salt Lake City.

21, Territorial meeting of Allied Theatre Owners of the Gulf States, Robert E. Lee Hotel, Jackson, Miss.

SEPTEMBER:

19-20, ATA-MPTOA Ratification Convention, Shoreham Hotel, Washington, D. C.

23, House public hearing on Communism in Hollywood, in Washington.

25-29, Annual convention of Theatre Equipment Dealers Protective Association, Shoreham Hotel, Washington, D. C.

BOX OFFICE SLANT

Life with Father

(Technicolor)

Warner Bros. Comedy Drama 118 mins.

AUDIENCE SLANT: (Family) The vast audience awaiting this screen version of the most successful play in Broadway history will be rewarded with brilliantly convincing portrayals of the appealing characters, artistic and technical excellence of scenes occurring in a quaintly colorful period, and moments of glowing humor that abound in a richly human narrative.

BOX-OFFICE SLANT: A "Must" picture if ever there was one for the average theatregoer.

Cast: Irene Dunne, William Powell, Elizabeth Taylor, Edmund Gwenn, ZaSu Pitts, Jimmy Lydon, Emma Dunn, Moroni Olsen, Elizabeth Risdon, Derek Scott, Johnny Calkins, Martin Milner, and others. Credits: Produced by Robert Buckner. Directed by Michael Curtiz. Screenplay by Donald Ogden Stewart. From the original play by Howard Lindsay and Russel Crouse. From Oscar Serlin's stage production. Directors of photography, Peverell Marley, William V. Skall. Technicolor director, Natalie Kalmus; associate, Monroe W. Burbank. Art director, Robert Haas.

Plot: The time, the 1880's; the scene, the New York home and those immediate environments into which the precisely-regulated lives of the family of Clarence Day project. Father Day (William Powell) is a blustering, ruggedly-individualistic but devoted head of a well-to-do family consisting of his wife Vinnie (Irene Dunne) and four young sons. Father would like to rule his household with autocratic authority, but so deeply does he love Vinnie and the boys that his commands more often turn into compromise, and even surrender. That's how it happens that, although Vinnie—shocked to learn that her husband has never been baptized—repeatedly has been told that he will not submit to such a ceremony now that he is an adult and family head, a final scene shows the whole family in a cab bound for a church far from the neighborhood, so that Father can be baptized in quiet and remoteness from fellow parishioners of the church he regularly attends.

Comment: In every detail of characterization, scene and situation, this is a meticulously faithful screen transcription of the original play. And to discuss a play that holds the long-run record for the American theatre would be a waste of space. Surely, there must be "audience appeal" in "Life With Father." What average picturegoers will enjoy will be the skillful acting of William Powell as Father; the extraordinarily winning and wholesome Vinnie whom Irene Dunne makes so lovely to contemplate and behold; the authentic portrayals by Elizabeth Taylor and all the others in this exceptional cast. For these and the great visual delights of vividly quaint scenes, settings and costumes revealed by Technicolor photography, are of the motion picture, by the motion picture and for the devotee of the motion picture. Characterization and humor, rather than plot and comedy, are the vital ingredients of "Life With Father." As was to be anticipated in translating the play into terms of motion picture, the latent element of plot becomes more pronounced. However, there is such lustiness of character and such chuckling good humor to these incidents and episodes in the life of a lovable and delightful family, that the dramatic quandary—the fact that Father has not been baptized and feels self-conscious about having the rite performed now that he is an adult—remains subordinate to the sustained mood of humor and superb characterization which gave heart beat and life to the original. The incidents in the family life of the Days as revealed in this picture are, basically, so parallel to common experience of every youth and adult of both sexes that there is certain to result a breadth of appeal such as accounted for the tremendous popular success of the original play.

Stork Bites Man

United Artists Comedy 67 mins.

AUDIENCE SLANT: (Adult) Some bright dialogue and ridiculous situations plus a sprinkling of excellent comedy bits make this good entertainment for average audiences.

BOX-OFFICE SLANT: Lacks initial name draw, but strong exploitation possibilities and probable word of mouth approval might put it close to the "sleeper" category.

Cast: Jackie Cooper, Gene Roberts, Gus Schilling, Emory Parnell, Stanley Prager, Sarah Selby, Marjorie Beckett. Credits: Produced by Buddy Rogers and Ralph Cohn. Direction and screenplay by Cyril Endfield. Associate producer, Harold Greene. From an original story by Louis Pollock. Photography, Vincent Farrar. A Comet Production.

Plot: A young veteran, a prospective father, is manager of a swank apartment house in which he and his wife live. He is terrified lest the apartment owner discover the impending event because of his stern edict against children in his premises. The owner does find out, however, orders the young couple out, firing the husband, and the wife goes to her mother's home to await the baby's arrival. With the advice of an invisible stork, the young man conducts a campaign against the apartment house owner aided by a strike of all employes of the building, succeeds in forcing a change of the owner's mind.

Comment: Just when the plot of "Stork Bites Man" threatens to drag a bit, some hilarious incident pops up to make audiences forget the dull parts. There is some fast, chuckly dialogue, ridiculous situations such as Jackie Cooper carrying on silly conversations with an invisible stork and Gus Schilling as press-agent of an organization that supplies baby clothes, layettes, etc., giving instruction to Cooper as to how to care for a baby. These are pretty sure to roll audiences into the aisles. There are nice performances from Gene Roberts as Cooper's wife, Sarah Selby as his mother-in-law; Emory Parnell as the apartment house owner and particularly from Stanley Prager, as the voice of the Stork, heard but never seen. Production values are adequate and Cyril Endfield's direction keeps the story moving along at a neat pace, except for a few short sequences. The exploitation possibilities of "Stork Bites Man" with Veterans' organizations, housing authorities, etc., are enormous. Properly exploited the picture might come close to the "sleeper" category. Otherwise it is just suitable for double bill situations.

Robin Hood of Monterey

Monogram Drama 56 mins.

AUDIENCE SLANT: (Family) Best of the "Cisco Kid" series to date, with plenty of laughs, action and excitement.

BOX-OFFICE SLANT: Ought to do nicely as lower half of double bills, or as sustaining feature in action situations.

Cast: Gilbert Roland, Chris-Pin Martin, Evelyn Brent, Jack LaRue, Travis Kent, Donna De Mario, Ernie Adams, Pedro De Cordoba, Nestor Paiva. Credits: Producer, Jeffrey Bernerd. Director, Christy Cabanne. Original screenplay, Bennett Cohen. Photography, William Sickner.

Plot: The Cisco Kid rescues a young grandee who is being pursued by the agents of an evil woman, who has killed her wealthy husband to gain control of a great ranch. With his sidekick, Pancho, the hero manages to escape certain death and trap the woman into a confession.

Comment: This is the best of the Monogram Cisco Kid series to date. The story is up to the old comic-opera traditions of this venerable group of releases. Gilbert Roland is as smooth as ever, and Chris-Pin Martin provides some laugh-provoking moments. Evelyn Brent and Jack LaRue are excellent heavies, and the rest of the cast is more than adequate. Nestor Paiva, especially, does a swell job as the befuddled commandant of the little Mexican town. This is an excellent bet for the average audience, and can be used as double-bill support; or in action houses, stand on its own feet.

Singapore

Universal-International Drama 79 mins.

AUDIENCE SLANT: (Adult) An outstanding dramatic offering that will be found exceptionally good entertainment by all those who like good, suspenseful dramatic fare. They will enjoy, also, the fine performances turned in by the cast, especially Fred MacMurray's and Ava Gardner's.

BOX-OFFICE SLANT: Quality of production, plus word-of-mouth spread and the marquee strength of the Fred MacMurray and Ava Gardner names, should put this in the big grosses.

Cast: Fred MacMurray, Ava Gardner, Roland Culver, Richard Haydn, Spring Byington, Thomas Gomez, Porter Hall, George Lloyd, Maylia, Holmes Herbert, Edith Evanson, Frederic Worlock, Lal Chand Mehra, Curt Conway. Credits: Produced by Jerry Bresler. Directed by John Brahm. Screenplay by Seton I. Miller and Robert Thoeren. Original story by Seton I. Miller. Director of Photography, Maury Gertsman.

Plot: In Singapore just before the war, a young couple on their way to be married are caught in a Japanese attack. Believing the girl to be killed by a bomb, the man leaves Singapore. After the war, he returns to recover some pearls and finds her a victim of amnesia, married to another man. A blow on the head restores her memory. After explaining to her husband, she leaves for the United States with her first love.

Comment: "Singapore" is a deftly-handled, superbly mounted and splendidly portrayed attraction that is bound to please all theatregoers who like fine suspenseful dramatic fare.

(*Continued on Page* 18)

THEY'RE NOT JUST "SOCKO"

THEY'RE NOT JUST "SMASHES"

THEY'RE NOT JUST "TERRIFIC"

THEY'RE BOXOF

WELCOME STRANGER

"Giant, colossal house record in Detroit" tops "Going My Way" by 60%...

Tops "Going My Way" in Minneapolis 1st week...

Tops "Going My Way" in New York opening...

Tops "Going My Way" in Rochester opening...

Tops "Going My Way" in Kansas City opening...

Tops "Going My Way" in Fort Worth opening..

All-time record in San Francisco...

"Doubled average gross in Chicago!"—*M. P. Daily*

And N. Y. Sun's "Best of the Crosby comedies... even better than 'Going My Way'," keys the Broadway bouquets for...



BING CROSBY · JOAN CAULFIELD · BARRY FITZGERALD
in "WELCOME STRANGER"
with Wanda Hendrix · Frank Faylen · Elizabeth Patterson
Robert Shayne · Larry Young · Percy Kilbride
Directed by ELLIOTT NUGENT
Screen Play by Arthur Sheekman · Adaptation by Arthur Sheekman and N. Richard Nash · Story by Frank Butler · Lyrics by Johnny Burke · Music by James Van Heusen
Produced by Sol C. Siegel

'GIANTS!"

Says VARIETY

THE PERILS OF PAULINE

"Giant gross in Seattle," *says Variety*... And Variety headlines "Pauline's" performance everywhere: "Biggest of the year in Omaha"... "Best in weeks in Philadelphia"..."Rousing business in Denver"..."Solid in Baltimore"...



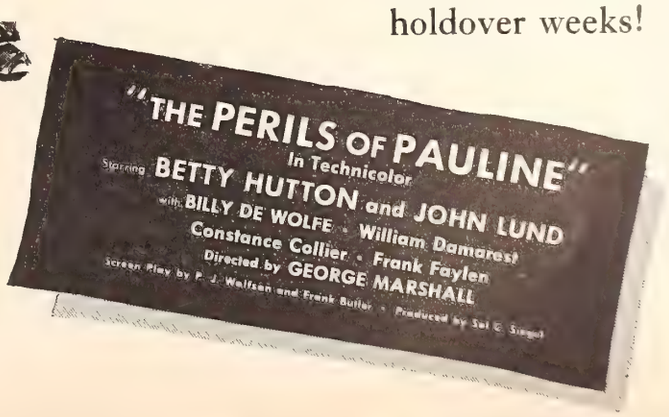
"'Dear Ruth' remarkable long run film, St. Louis" —*Variety*

"Unusual power in 3rd week, Kansas City"—*Variety*

'Biggest in Philadelphia" —*Variety*

All-time, all-picture record in Beaumont, Tex.

Topping "Two Years Before The Mast" in holdover weeks!



KEEP AMERICA UNCONQUERED

Box-Office Slants

Singapore

(*Continued from Page* 15)

It is a credit to all concerned with its making for it presents what might have been just another jewel-smuggling story, in a manner that will be found outstanding entertainment. And these qualities, plus the marquee strength of the Fred MacMurray and Ava Gardner names, and word-of-mouth spread, should put this film in the big grosses. The performances of the entire cast rate superlatives. Fred MacMurray gives his usual smooth, convincing performance in the role of the American who is willing to gamble his freedom against the British authorities catching him trying to smuggle through a fortune in rare pearls. Excellent is the portrayal Ava Gardner turns in as the young girl in love with him, but who, because of amnesia, has forgotten her past, Roland Culver is splendid as the man she marries after they have been together for three years in an internment camp, and Richard Haydn capable as the British officer. Thomas Gomez and George Lloyd give convincing delineations of real, undercover crooks and Spring Byington and Porter Hall act and look like the typical American tourist. Top credit for a showmanly picture must go to producer Jerry Bresler, whose first Universal-International picture this is . . . and to John Brahm whose direction is responsible for the excellence of the pace, the suspense and the fine performances turned in by the entire cast.

Body and Soul

United Artists **Drama** **105 mins.**

AUDIENCE SLANT: (Adult) Powerfully produced story that has splendid cast, top-notch technical work and strong human interest.

BOX-OFFICE SLANT: Ought to do well at ticket windows everywhere because of Garfield's name, plus word-of-mouth advertising.

Cast: John Garfield, Lilli Palmer, Hazel Brooks, Anne Revere, William Conrad, Joseph Pevney, Canada Lee, Lloyd Goff, Art Smith, James Burke, Virginia Gregg, Peter Virgo, Joe Devlin. **Credits:** Producer, Bob Roberts. Director, Robert Rossen. Screenplay, Abraham Polonsky. Photography, James Wong Howe.

Plot: When a young New York boy sees his father killed by gangsters, he determines to become a fighter. His career is against the wishes of his mother, but he manages to become world's champion. In the process he becomes too closely attached to a crooked promoter and a no-account girl singer; and forgets the ones who befriended him. At the last moment, although it means virtually certain death, he double-crosses the promoter and wins a fight he was supposed to lose.

Comment: This Enterprise production has just about all the elements that a top-notch box-office attraction should possess. There is ample humor, pathos and dramatic punch in the story; the cast, headed by John Garfield, is superb; and technical departments are letter-perfect, including Howe's great photography. Hazel Brooks scores solidly in her introductory appearance as the villainess, and Lloyd Goff as the crooked fight promoter is unforgettable. The fight sequences are among the most thrilling ever screened, and the final bout will have the theatre audience cheering almost as loudly as the extras in the film. Exhibitors can't miss with this release, all things being equal.

The Son of Rusty

Columbia **Drama** **67 mins.**

AUDIENCE SLANT: (Family) Superbly done film with a message of tolerance that should be presented to every American.

BOX-OFFICE SLANT: Rusty series has done well to date, and this release should cement its popularity.

Cast: Ted Donaldson, Stephen Dunne, Tom Powers, Ann Doran, Thurston Hall, Matt Willis, Rudy Robles, Teddy Infuhr and Rusty. **Credits:** Producer, Wallace McDonald. Director, Lew Landers. Original screenplay, Malcolm Stuart Boylan. Based on characters created by Al Martin. Photography, Henry Freulich.

Plot: A young man and his dog come to a small town and the dog makes friends with a group of boys and their dog, Rusty. The boys become suspicious when they see him address a letter to an army prison, and when he accidentally injures Rusty, the town becomes alive with rumors about him and threaten to run him out. A noted lawyer defends the man and brings out the true facts: that he is a combat veteran suffering from mental shock.

Comment: Columbia can well be proud of this picture. Unpretentious and produced on a moderate-budget its lesson of tolerance is very skillfully drawn. All concerned with its production do a grand job of bringing scenarist Boylan's splendid script to life. Especially good are Thurston Hall as the brilliant lawyer who makes the townspeople see that they are on trial for slander and intolerance, rather than the accused man; and Stephen Dunne as the defendant. Theatres should devote extra effort to this release; it will repay exhibitors by sure-fire audience interest.

Holiday Camp

Reviewed in London

Rank **Drama** **97 mins.**

AUDIENCE SLANT: (Adult) Exceptionally well produced and fast moving, this combines most ingredients for popular success. A warmly appealing poor man's "Grand Hotel."

BOX-OFFICE SLANT: For Britain this is a showman's natural, but in the U. S. where the players are little known, its technical qualities commend it for the art houses. With cutting it should get by on duals.

Cast: Flora Robson, Dennis Price, Jack Warner, Hazel Court, Kathleen Harrison, Yvonne Owen, Esmond Knight, Jimmy Hanley, Esme Cannon, John Blythe, Susan Shaw and others. **Credits:** Story, Godfrey Winn. Screenplay, Muriel & Sydney Box and Peter Rogers. Producer, Sydney Box. Director, Ken Annakin. A Gainsborough Picture presented by J. Arthur Rank. UK Distribution: GFD.

Plot: Shortly before the war, as an alternative to expensive hotels and dingy boarding houses at the seaside, a group of holiday camps to provide every sort of amenity for the vacation at a moderate inclusive fee, were opened. This is the story of such an establishment and the people who visit it. They include: Jack Warner and Kathleen Harrison, a bus driver and his wife and Hazel Court, their war-widowed daughter; Flora Robson, repressed after years of nursing an invalid mother, seeking relaxation; Jimmy Hanley, a sailor trying to forget a broken engagement; Dennis Price, a murderer posing as a war hero, and Esme Cannon seeking the romance which so successfully eludes her are among the varied campers.

Comment: This is virtually the poor man's "Grand Hotel." The star is the holiday camp around which the many sub-plots revolve. Though his first directorial feature effort, it is to Ken Annakin's credit that the result is very evenly balanced. He keeps the many side issues under control, maintaining interest in all and letting none flood the proceedings. For an omnibus story, the construction is exceptionally good and with the many varied characters, there is no lack of popular appeal. Humor, drama, spectacle, romance, pathos, glamor and even suspense are skilfully blended in a homely manner. It is a faithful picture of life in these establishments. For Britain, it is a box-office and showman's natural. Millions have visited these camps and will associate themselves with the situations and characters in the film. For America its technical excellence and sincerity recommend it to the art houses for skilled as the players are, their names are not strong enough to lift it above duals, for which it is over long. Flora Robson gives a delightfully tender performance as the woman who dedicates her life to others. Jack Warner and Kathleen Harrison are perfectly natural as the working class couple. Hazel Court has never looked more attractive and rising Rank starlet Susan Shaw catches the eye for the first time. Dennis Price makes the most of the least credible character in the film.

Kiss of Death

20th-Fox **Drama** **98 mins.**

AUDIENCE SLANT: (Adult) A powerful dramatic tale, of one man with plenty of killings, cruelties and the kind of suspense that will keep most spectators on edge. Not for the timid.

BOX-OFFICE SLANT: Draw of the title and word-of-mouth it will develop, will keep business coming in. Has all the makings of a box-office winner.

Cast: Victor Mature, Brian Donlevy, Coleen Gray, Richard Widmark, Taylor Holmes, Howard Smith, Karl Malden, Anthony Ross, Mildred Dunnock, Millard Mitchell, Temple Texas, J. Scott Smart. **Credits:** Produced by Fred Kohlmar. Directed by Henry Hathaway. Screenplay by Ben Hecht and Charles Lederer. Director of Photography, Norbert Brodine.

Plot: In a jewelry store holdup, one of the crooks is caught and sentenced to 20 years because he refuses to squeal. His wife and children suffer; the wife begins to drink heavily, finally commits suicide. Worried about his children, and anxious to see them, the prisoner consents to talk. He is paroled and faithfully gives information to the State. Picture ends when he shoots it out with a killer.

Comment: An offering of this kind (good strong dramatic fare with splendid performances and a powerful tale of a man's struggle to become a clean, honest citizen, in spite of the odds against him) has all the makings of a box-office winner. There's the draw of the title "Kiss of Death," the excellence of the product in general, the marquee strength of the Victor Mature, Brian Donlevy names and the word-of-mouth that will develop, to bring in the business and keep it coming in. This is not a picture for the timid for it has lots of killings and cruelties (one scene in particular will set anyone back on his heels) and the suspense it carries, due to Henry Hathaway's expert direction, is so powerful that it will keep most spectators sitting on the edge of their seats. Victor Mature's portrayal of the crook who turns stool-pigeon

(*Continued on Page* 31)

SELLING THE PICTURE

Quest for 'Unconquered' National Stunt for Film

Paramount has set a contest for all of its branch cities to find the person in the United States who best epitomizes the unconquered spirit of the American nation as a country-wide promotional stunt for its forthcoming Cecil B. DeMille Technicolor production titled, naturally, "Unconquered." Contest in each city will be sponsored by a local newspaper. For instance, in Pittsburgh, where "Unconquered" will have its American premiere at Loew's Penn Theatre on Oct. 3, contest will be sponsored by the *Sun Telegram*.

Names of contestants, men or women, must be submitted by persons other than the contestants. A board of judges from the sponsoring newspaper will select a winner from submitted names of persons who have triumphed over any handicap, physical or otherwise, while the national winner will be selected by a board of judges representing the Pittsburgh *Sun Telegram*. Serving on this board will be Governor James Duff of Pennsylvania and Pittsburgh Mayor David Lawrence. Prizes will be awarded to nominator and winner alike in each instance.

Winners in the various cities will be guests, along with the national winner at the premiere and at a big civic banquet at the William Penn Hotel night before the opening and will participate in a parade to precede the premiere. The national winner will be the guest of President Truman at the White House following the opening.

Fete, P.A. Tour, Pioneer Hunt, for 'Unconquered'

The Pittsburgh Chamber of Commerce will fete Cecil B. DeMille at breakfast on the morning of the gala American premiere of his latest picture, "Unconquered," at Loew's Penn Theatre on Oct. 3. Heading those who will turn out to honor the Paramount producer will be Mayor David Lawrence, officials of the Chamber of Commerce, and film and industrial leaders of the city.

Following the breakfast DeMille will dedicate Point Park, which the state will maintain on the city's Golden Triangle, site of Fort Pitt, around which the action of "Unconquered" revolves.

An additional facet of the many-faceted campaign is the plan just projected for De Mille to make a personal appearance tour of 12 key cities, timed with local premieres of the film. The tour, to be accompanied by local fetes, ballyhoo, etc., will get under way immediately following the American premiere in Pittsburgh.

And just on the heels of this announcement comes another from Paramount to the effect that a national search is under way to find the pioneer motion picture exhibitor of the United States to be a guest of the company at the Pittsburgh premiere and at the De Mille banquet, breakfast and other festivities being set up in the city which saw the establishment of America's first all-film theatre by the late John P. Harris, State Senator from Pittsburgh and founder of the Harris Amusement Company which his son, John H. Harris, now heads.

Premieres, Heavily-Backed First Runs Feature of Week

Distributor-sponsored ballyhoo and advertising embracing local demonstrations, national radio, and big-scale advertising for opening engagements, stirred up interest in the new bigger attractions as showmanship beat the drums in various sections of the country this week.

From New England, scene of a novel world premiere as well as one of the most extensive radio stunts for a picture that was completing its first week of pre-release area premieres; to Houston, Texas, where another big-scale premiere took place, there were evidences of full-scale exploitation getting into action in behalf of key-run engagements of newer pictures.

RKO exploitation and publicity forces culminated their outstanding multi-theatre premiere for "The Long Night" with a big radio show emanating from Boston on Wednesday night.

That same night the Warner forces were traveling with a trainload of guests to the famous "straw hat" theatre at Skowhegan, Maine, for the premiere of "Life With Father" at the theatre where the play had its initial tryout on the stage.

On Tuesday, Max Youngstein, head of exploitation for Eagle-Lion, brought to a colorful climax his elaborately planned and expansive campaign in Houston for the premiere of "The Red Stallion."

The amusement pages of New York newspapers this week were emblazoned with punchy, large-space displays for first runs of "Welcome Stranger," at the Paramount; Goldwyn's "Secret Life of Walter Mitty" at the Astor; Universal's advertisements for the Rank productions, "Black Narcissus," at the Fulton (stage house converted for this showing), and "Frieda" at the Park Avenue.

The details of the outstanding radio tieup featuring a mock trial in connection with the campaign in New England and Upper New York for "The Long Night" are covered in a special feature elsewhere in this issue.

The "Life With Father" premiere ballyhoo was set to extend over two days in and around Skowhegan, with a national broadcast on the afternoon prior to the Thursday night premiere.

Color Ads, Stars, Dog Promote 'Red Stallion'

Quarter-page ads in color in all Houston and surrounding territory newspapers, personal appearances by, and interviews with, important cast players, and a tour of the area by Daisy, the dog, were features of the exploitation of Eagle-Lion's "Red Stallion" at the Majestic Theatre, Houston, Tex., and openings at one-day intervals thereafter in San Antonio, Dallas and Fort Worth. The campaign was originated and set in motion by Eagle-Lion Director of Publicity and Advertising Max E. Youngstein.

Every radio station in the area was tied in with the campaign through guest starring spots for Robert Paige, Billy House, Lucille Bremer, Arlene Whelan and the dog, Daisy, all of whom also appeared in person at the premiere. Daisy made an advance tour around all leading Texas cities in which the picture had been booked. Newspapers gave Daisy's presence big breaks. Her tour was climaxed by "interviews" with her in Houston. Daisy's tour was followed by that of Baylor University's famed mascot bear.

The stallion-bear fight in "The Red Stallion" was featured in the windows of Houston's leading stores and keynoted the marquee display. A special police department traffic squad tie-up with the local safety drive resulted in placing a policeman on duty in front of the theatre, and others on prominent street corners, with banners reading: "Show as much sense as 'Red Stallion'—drive carefully."

Schine Okays Code

Full expression of support was given to the newly revised advertising code Wednesday (13th) at a meeting of Schine Circuit Division and District Managers in Gloversville, N. Y. Christy Wilbert, Advertising Manager for Twentieth Century-Fox, outlined the details of the code and the program of the Advertising Advisory Council, headed by Charles Schlaifer, to bring the program to the full attention of every part and branch of the industry.

MGM in Mass Promotion Tie-up With Photo-Fair

A promotional tie-up that is said to be the biggest in southern California's history has been made by MGM with Hollywood's first Photo-Fair being held at the National Guard armory this Saturday and Sunday. The Photo-Fair is a non-profit event sponsored by the Southern California Council of Camera Clubs, photo, drug and camera stores and manufacturers.

The company will place on display at the fair's motion picture section large photographic scenes from the studio's newest pictures, including "Green Dolphin Street," "Cynthia," "The Unfinished Dance" and "The Romance of Rosy Ridge," together with models dressed in appropriate costumes.

Picture credits will be included in 200,000 "stuffers," 100,000 special admission tickets, 5,000 window banners and 20,000 programs. More than 325,000 printed circulars to herald the photographers' show will also plug the new MGM product.

Newsweek Issues Brochure On WB 'Life With Father'

Newsweek Magazine has put out a four-page brochure, almost the same size as the regular issue of the publication, on Warner Bros.' "Life With Father."

The booklet illustrates how *Newsweek* would have reported the American scene at the time of the Clarence Day family as portrayed in the film.

Copies will be distributed by *Newsweek's* Club and Educational Bureau to schools, colleges, libraries, clubs, discussion groups and other important channels.

A Leading Showmanship Campaign of 1947

THE LONG NIGHT

(RKO Radio)

'Mock Trial' Stunt Sets 'Show History' as 347 Theatres, 61 Stations Bally 'Long Night'

What has been claimed by its sponsors to be "The greatest area world premiere in history" (and it might be just that) accomplished enormously effective audience penetration for RKO's "The Long Night" when the picture was booked into 347 theatres in New England and upper New York State. Each of the houses actively participated in an exploitation campaign that has had few if any equals in scope and activity.

Under the direction and active supervision of Exploitation Director Terry Turner, with Harry Reiners as special assistant and aided by Ralph Banghart, Boston; Alan Weider, Buffalo; Maury Passero, Albany; Douglas Beck, New Haven; Hugh MacKenzie, Northern New England, the entire territory has been blanketed by a series of "mock trial" radio, newspaper and Little Theatre stunts with 61 leading stations of the Yankee network pounding away with intermittent announcements about the "trials" and the picture ten days in advance of its August 6th premiere at the various theatres.

Mock Trial Follows

A unique angle to the vast promotion was the staging of an immense "mock trial" from the stage of Boston's Symphony Hall last Wednesday night (13th) which was broadcast on a full hour program via the Yankee Network and many other contributing stations, a full week *after* the picture had opened throughout the area. This follow-up feature gave a tremendous lift to second week holdovers and subsequent runs. The mock trial was followed Thursday night (14th) by a Little Theatre group's presentation of a similar mock trial from the stage of Kleinman's Music Hall in Buffalo, which also was broadcast. For other radio stations whose commitments prevented their taking active part in the broadcasts when the "trials" actually were staged, transcriptions have been cut and will be re-broadcast locally.

In addition to the 10 day barrage of spot announcements from stations of the Yankee network, many of the stations had broadcast a series of six 15 minute transcriptions with Henry Fonda, Barbara Bel Geddes, Vincent Price and Ann Dvorak enacting their original roles. This was supplemented by wide coverage about the big "mock trial" at Boston's Symphony Hall by the Boston *Sunday Advertiser, Record* and *American*, which newspapers cover large areas of New England. The Buffalo "trial" was sponsored by the Buffalo *Courier-Express*. Proceeds from the Boston and Buffalo affairs (both sell-outs at advanced prices) were donated to charitable enterprises.

Local interest in many of the cities where other Little Theatre groups already have staged mock trials of their own, has been hypoed by the active part taken in the affairs by prominent political figures, such as police chiefs, district-attorneys, attorneys-general, judges of various courts, etc., each taking the part of prosecutor, defender, judge, etc., and each preparing his own case for conviction or aquittal of the actor taking the part of Henry Fonda, who, in the picture, "kills for love" and is charged with first degree murder. The defense in all cases is based on the tenets of what has been termed in many actual cases as "the unwritten law." The fate of the man playing Fonda, after a real judge has charged a jury of citizens in each city as to the legal aspects of the case, and after two noted local attorneys have summed up for the prosecution and defense, rests with the radio audience and spectators, who serve as the jury.

This procedure follows that set up for the Boston and Buffalo trials which brought out in Boston, Herbert Callahan, famed attorney who only recently achieved acquittal of a man charged with first degree murder in a case given considerable prominence in Boston newspapers. He served as counsel for the defense. Judge Thomas J. Courtney of Chicago, who recently was defeated by a slim margin in a race for the Governorship of Illinois, was prosecutor, with each attorney adding excitement to the "trial" spontaneously and unrehearsed, by summing up vigorously in the manner that gained prominence for both in real cases, in real courtrooms.

For the Boston affair, Victor Mature played the role enacted by Henry Fonda in "The Long Night," with Jacqueline White taking the part played by Barbara Bel Geddes in the picture, while Ann Dvorak, one of the picture's stars, played her own role as "Charlene."

Thousands of persons in Boston, unable to get into Symphony Hall to see the Hollywood personalities enact their parts, jammed the streets outside the Hall and heard the proceedings via 24 loud speakers set up on all sides of the structure, which also had been entirely surrounded by the inevitable sun light arc lamps.

Following the Boston festivities, the Hollywood contingent immediately entrained with producer Robert Hakim for Buffalo to see the Little Theatre group take over their parts.

Arrangements to turn over full proceeds of the Boston event to that city's Children's Hospital were made between J .Wells Farley, head of the local hospital drive and Ned E. Depinet, executive vice-president of RKO Radio Picture. Proceeds of the Buffalo event went to the local Cancer Fund.

Meanwhile, other regional premieres for the film are being set up along the same lines with the Southwest affair now in process of organization with the entire territory to be covered under the supervision of Robert Hickey, aided by RKO Radio field men Edward Terhune, Dallas; Leo Young, Oklahoma City and Jack Quirk, New Orleans.

The film will break in Dallas and Oklahoma City September 11th and it is expected that more than 300 theatres in the Southwest territory will participate in the regional exploitation campaign.

Radio saturation along the lines set up in New England is now being arranged with deals already having been completed with the Texas Quality Network and the Texas State Network. TQN has the big and important stations in Dallas, Fort Worth, San Antonio and Houston while TSN covers 20 of the most important cities in the state. Deals are pending for several independent stations, also.



RADIO FORUM IN SESSION. Typical of the radio forums at which the views of prominent legal lights were broadcast for and against the conviction of Henry Fonda for the "unwritten law" murder committed in "The Long Night" is this gathering in Worcester, Mass. at which the following (l to r) gave their views: Walter D. Allen, city solicitor; Rene Brassard, attorney general; John F. Kileen, attorney; John S. Durham, district attorney; Art Wallberg, WAAB announcer; William Buckley, attorney. Discussion followed a screening of the film.

Dance Instruction in Brooklyn Para. Lounge

Admission to the Brooklyn Paramount Theatre at night from Monday through Friday entitles patrons to free instruction in dancing the rhumba and the samba, the instructors being from the Arthur Murray dancing school. Classes are held from 8 to 10 P.M. in the lower lounge.

Credit this novel "first" to Manager Gene Pleshette and his publicist, Henry Spiegel, who plan the novel attendance promotion as a regular and permanent "extra activity." Theatre will play up its free dance instruction on the screen, on posters and marquee, and in special display newspaper advertising. The stunt will not be tied up to any picture; it is merely a good-will gesture which will doubtless attract a host of youngsters, mainly due to the excellence of the instruction being given.

'New Orleans' Contest Gets Novel Twist

A novel twist to the radio contest that has become one of the standard promotion features on United Artists' "New Orleans" was provided by the Plaza Theatre, Stamford, Conn. As usual, the contest, based upon a question about jazz music, offered Louis Armstrong records, Kid Ory record albums, and guest tickets as prizes. In this case, however, Fred Hartman, star disc jockey of WSTC, who conducted the contest for one week on his 800 Club program, made a personal appearance at the Plaza to award the prizes from the stage.

T. W. Ryder, assistant manager of the Plaza Theatre, and Charles Reed Jones, special representative of Jules Levey, producer of "New Orleans," arranged the stunt.



GO TO THEATRE, LEARN TO DANCE. There is no fee. An admission ticket to the Brooklyn, N. Y. Paramount Theatre entitles patrons who wish to receive instruction in dancing the rhumba and the samba from teachers from the Arthur Murray dancing school. Manager Gene Pleshette and Publicist Henry Spiegel arranged for the free dancing lessons as a good-will builder.

Tells New Haven About 'Move-Over' Program

Assistant Manager Norman Levinson, Loew Poli-College Theatre, New Haven, energetically set up an inexpensive but effective exploitation program for the move-over engagement of "I Wonder Who's Kissing Her Now" and "Crimson Key" which included a radio contest for listeners to name bands playing different arrangements of the title song; several effective window displays and considerable disc jockey cooperation.

The radio contest was sponsored by the Music Corner store, which also carried a window display which had been used in the lobby of the theatre holding the previous run. The store also ran a cooperative newspaper ad.

Window displays also were set up in a flower shop, shoe repair shop and three radio-record stores. One entire half hour radio record progam was devoted to the music of Joe Howard, with appropriate credits to the theatre and picture.

'Cynthia' in Radio Tieup

Elizabeth Taylor and Jimmy Lydon are featured in a 15 minute radio show sponsored by the magazine, *Calling All Girls,* as part of MGM's national promotion on "Cynthia." The 65-station broadcast begins this week with radio promotion in the cities from which the broadcast emanates and with additional promotion in 325 department stores throughout the country.



New Catch Tactics Hypo 'Dear Ruth' in K. C.

Paramount's "Dear Ruth" recently wound up a three-week run of gratifying proportions at the Paramount Theatre in Kansas City, but it required an almost complete reversal of form on advertising and promotion to accomplish the trick. In some early engagements the picture came off with moderate grosses, so the Paramount powers-that-be encouraged managers to try new tactics.

Paramount Theatre Manager M. D. "Babe" Cohn, determined to do something about it, made two important changes in the campaign. One was to come in with a flood of radio spot announcements (about 200 the first week), and the other was to change the tone of the display ads to a theme of testimonials on a"swell show" and "amusing picture for the whole family."

The campaign was rounded out with a direct mail scheme whereby the theatre furnished penny postals for patrons to mail to friends telling how enjoyable the picture was; a personal appearance in the lobby by Joan Caulfield, in town to plug the forthcoming showing of "Welcome Stranger"; a sneak preview of the picture, and a broadcast of a wire-recorded interview with patrons who saw the sneak preview.

Cohn also took the occasion to survey patrons to determine the effectiveness of various types of advertising. Penny postals were distributed to about 500 patrons, with requests to check and return. Of 108 replies, 37 credited radio spots with influencing their choice, 28 credited newspaper ads, 25 heard about the picture from friends, 18 came because of the movie reviews, 13 saw the stage play and wanted to compare it with the picture, 12 read national magazine ads, 10 credited the screen trailer, five credited the theatre front, five the lobby posters, and 25 gave miscellaneous reasons.—K.C.

Covers Harrisburg Radio With 'Ruth' Publicity

With the aid of Paramount's national plan to exploit its "Dear Ruth" manager Gerry Wollaston of Harrisburg's State Theatre went all out in buying radio spot time to plug the film, which ran two full weeks at the house.

In addition to radio features which included a half-hour open forum in which movie critics were interviewed by a radio commentator, Wollaston bought 150 spots, blanketing the city's three stations. He also obtained displays in three dime stores, bulletin boards at hotels, imprinted menus in restaurants and window displays in three radio shops showing Joan Caulfield displaying a Philco radio. Considerably more than normal newspaper advertising space also was part of the campaign.

Wonderful Home Comforts Plug 'Wonderful Life'

A play upon the word "wonderful" in the title of RKO's Liberty Film production, "It's a Wonderful Life," was used by Manager Leo Raelson of the St. Albans Theatre, St. Albans, N. Y., in his lobby exploitation for the film.

He placed near the entrance, close to the sidewalk, a rocking chair with foot rest, bed slippers, pipe and smoking stand. A 30x40 card above the chair read: "It's wonderful to be able to go to a wonderful theatre like the St. Albans and see that wonderful hit, 'It's a Wonderful Life' starring Jimmy Stewart."

Staging the Display





The basic idea in the two exploitation displays illustrated above is the same—though one of them appeared in the lobby and the other took center stage under spotlights at different theatres. At top, the advance lobby promotion for "Blaze At Noon" at the Lexington Theatre, New York, occupied a stage setting with miniature proscenium framing the announcements, which was pictorially dressed up with cutouts of star's heads. Below, the 13-foot set-piece, mounted on a dolly which was wheeled onto the stage of the Kimo Theatre, Kansas City, as a novelty advance "trailer" announcing "Bedelia."

Ties up 'Buck Privates' With Recruiting Drive

Harvey Fleischman, manager of the Park Theatre in Tampa, Florida, arranged a series of successful tie-ups for Universal-International's "Buck Privates Come Home." Tieing in with the U. S. Army's recruiting drive, an Army recruiting truck carried a special display on the picture and featured an additional poster reading, "The Army needs replacements but not like Abbott and Costello in Buck Privates Come Home."

One of the local stores featured a potato peeling display in its windows tieing up with the picture and a racing car was on display in the Park lobby, courtesy of one of the local garages.

Kisses, Flying Saucers, Layette, 'Ivy' Promotion

"This ain't 'Ivy' but it's sweet" was the sign hung above a sprig of mistletoe in the lobby of the Home Theatre in Oklahoma City as one of the promotion stunts for Universal-International's "Ivy," devised by Manager Gene Hudgens and U-I Exploiteer Ralph Ober. Wary and unwary females caught under the mistletoe had to pay the forfeit of a kiss. Isn't this the first time that kisses (other than candy) have plugged a film?

A layette was the prize offered by Harbour Longmire, one of the city's largest children's wear department stores, for the first child named Ivy during the showing of the picture. The store also took a cooperative ad and displayed prominent signs in windows and interior.

From the roof of the highest building 500 "flying saucers" advertising the picture were loosed over the center of the city. Finders were entitled to pairs of guest tickets. Radio station KCCY and the Oklahoma City *Advertiser* helped to promote the flying disc stunt. The newspaper also ran a contest in which its readers picked out the titles of Joan Fontaine's previous pictures.

Six of the city's largest book stores plugged the picture through window display of the book upon which the film was based. Twenty stores in the Veazey drug chain featured an "Ivy" sundae. To further stimulate sales, passes were awarded the clerks making the heaviest sales of the sundae. Richardson Florist Shop featured ivy plants in its windows with credit cards. Phone calls for Ivy were made to hotels, ball parks and other places where crowds gathered. Newspapers were generous in the use of stories and stills and the disc jockeys of five radio stations were supplied with "Ivy" recordings.

Feature and Short Both Exploited by Alexander

With Ray Anthony and his orchestra, featured in the Columbia short, "Thrills of Music" No. 8, in Cincinnati at the time of his booking of the company's feature, "Framed," and the short, Manager Joe Alexander of the RKO Albee in Cincinnati, and his publicity director, Nate Wise, divided their exploitation campaign between the two. A number of radio appearances were obtained for Anthony who also appeared in person at the Fair store, together with his vocalist, Dee Keating, where they autographed copies of their records.

A tie-up with the Cincinnati *Times-Star* on its national snapshot contest resulted in several art breaks for the feature, "Framed," in that newspaper. The Fair gave it three full windows with playdate credit, using 40x60 and 30x40 blowups of the film's stars. Columbia's national tie-up with Jergen's Lotion resulted in more than a hundred of the 11x24 streamers, promoting both "Framed" and its playdate, in windows of all the Dow drug stores in the city. It received radio plugs over four stations, one broadcasting from the theatre lobby.

Played 12 Records

Manager Joe Borenstein of the Warner Strand in New Britain, Conn., tied up with Birnbaum's furniture store to exploit Universal-International's "Song of Scheherazade." He borrowed a record player from the store and played 12 records of music from the picture daily. The store also gave the attraction a window display and gave it a play in its own advertising.—HFD.

Free 15-Minute Radio Quiz Stranger's Stand-by

Manager Michael Stranger of Loew's State Theatre in White Plains, N. Y., has, as a standby exploitation promotion, a regular free 15-minute radio quiz program. While the program is on, patrons at their telephones phone answers to questions asked in the broadcast, winners' names and addresses being announced at program's close. Stranger is assisted by Irving Kaminer in his promotion work.

Another standby promotion is an attractive counter display in advance and during current run of pictures in Grant's five-and-dime store. Still others are reader board and lobby display in the Roger Smith Hotel, and regular window tieups along the main stem. All of the promotion stunts were used recently for such varied attractions as Paramount's "My Favorite Brunette," and "Blaze of Noon" and MGM's "The Yearling" and "It Happened in Brooklyn."

Special stunts on "It Happened in Brooklyn" were the playing of records, promoted from Davega's with phonograph, played in the lobby at peak hours, with large cutout of Frank Sinatra alongside the recorder; advance and current window displays in Davega's and in other music and record shops; three music stores distributing contest blanks on a Columbia quiz program, with a 40x60 on contest, film, theatre and playdate.

Stunt specialized on "Yearling" promotion consisted of 2,000 heralds promoting a coloring contest of a picture of Claude Jarman, Jr., and the deer Flag, with 100 cards of novelty buttons as the awards.

Stranger arranged a model airplane contest on Paramount's "Blaze of Noon." Entry blanks, with note attached, were launched from atop the Roger Sherman Hotel at the "blaze of noon" into the crowds below. The note read: "No! Not flying a saucer but Loew's 'Blaze of Noon' model airplane contest. Hurry! Get your entry in now!"

War-Bonnet Mayor

Few mayors of our towns are the possessors of an Indian war bonnet—and a Cheyenne Indian war bonnet at that. Mayor George Denny of Indianapolis is the exception. Chief Little Bear and Chief Po-Nee-Poe of the Cheyenne tribe presented the mayor with such feathered headgear recently while Minnie Little Bear and Miss Waterfall looked on. The mayor is reported proud of the new headpiece, but will he wear it? Yes, it was a stunt to ballyhoo Allied Artists' "Black Gold" at the Lyric Theatre. The visiting Cheyennes were the guests of Indianapolis' Indians, the baseball team, at Victory Field.

Roller-Massager

A roller-massager borrowed from a reducing salon was placed in the lobby of the Patio Theatre, Brooklyn, N. Y., by Manager Allen Grant as a display for Universal-International's "I'll Be Yours." Copy on sign around the machine was "Ladies, you're invited to get in shape for the day when you say 'I'll Be Yours.' Don't Miss . . . ."

May Uses New Orleans Hall to Promote Film

A New Orleans ball in Miami Beach's swank Cadillac Hotel was a publicity-getting stunt for United Artists' Jules Levey picture, "New Orleans," which Manager Ed May of the Miami Beach's Lincoln Theatre put across with signal success. The hotel bore all the expense. The program consisted of characteristic dances of New Orleans during the past 30 years, which were exemplified by leading dance teams appearing at various hotels and night spots. Theatre passes were given as prizes during the ballroom dance.

May promoted a 15-minute radio interview on "Copa Cabana" program night before the opening, and personally plugged the picture. He also promoted a record album which got him free time on three radio stations which plugged the music of "New Orleans." Large window displays were obtained in two music stores, and 500 stickers plugging the film and its music were placed on 500 juke boxes throughout Greater Miami. Ten thousand heralds were distributed by a cleaning establishment with which May has a tie-up that has been of great value on different occasions. May also induced Broussards of New Orleans, famous ocean front restaurant, to take, and pay for, a large newspaper display ad.

Stages Beauty Contest

RKO City Manager Harry Schreiber is conducting the second annual Miss Columbus Beauty Contest on the stage of the RKO Palace Theatre, Columbus, Ohio.



Store in 'Bess' Coloring Contest

The J. C. Penney store in Monmouth, Ill., recently tied up with the Rivoli Theatre in that city for coloring contest exploitation stunt on MGM's "Gallant Bess." Directed toward the boys and girls of Monmouth, the contest offered 50 free guest tickets for the best, most original and neatest crayon coloring job on the outline sketch of a horse contained in the quarter-page ad which the store ran (and paid for) in the Monmouth Daily Review Atlas. Picture's title, theatre and playdate credits, along with a cut, appeared in the ad as did instructions, entry blank with name, age, address and phone number of the contestants. Replies were sent to the J. C. Penney store which also gave out the free tickets to winners.

Bathing Beauty Contest 6-Night 'Cheyenne' Plug

A bathing beauty contest conducted from the stage of the Midwest Theatre in Oklahoma City, to select "Miss Cheyenne" of that city, gave Warners' "Cheyenne" six nights' advance plugs. Stunt was arranged by Marcell Brazee and George Bannan of the Midwest. Winner of each night's contest was awarded a $25 government bond. Contest winner was decided by popular applause on the final night. For her award, she was sent to Cheyenne, Wyo., accompanied by a newspaperwoman assigned by the cooperating newspaper, *The Oklahoman,* to cover the contest and to send in daily communiques on Miss Cheyenne's plane flight to Cheyenne and her doings there for advance publicity on Frontier Days. She was entertained at luncheons, interviewed and gave radio broadcasts as the "Frontier Girl from Oklahoma City."

Miss Cheyenne presented to Governor Hunt of Wyoming a letter of greeting from Governor Roy Turner of Oklahoma, and on her return presented to Governor Turner a Cheyenne hat and a letter of greeting from Governor Hunt.

Other "Cheyenne" stunts in Oklahoma City included a window display of the hat presentation; a display of the costume worn by Jane Wyman in the picture with a blowup of the star and scene stills of her and Dennis Morgan; a cut of Miss Wyman in her costume in the *Sunday Oklahoman;* opening day feature stories on her in both the *Oklahoman* and *The Times;* and Burma Shave-type cards featuring stars and playdate spotted at busy approaches to the city, in ball parks and other concentrated areas.

Merchants in 3 Cities Plug 'Miracle' in Ads

Merchants in three Pennsylvania cities helped in the promotion of 20th Century-Fox's "Miracle on 34th Street" through newspaper advertising for film's showing at three A. R. Boyd Enterprises houses—the Boyd Theatre, Bethlehem, the Boyd Theatre, Chester and the Cinema, Allentown. Merchant tie-ups followed the line set in the New York City campaign, the various stores taking large newspaper space to advertise their "Miracle Values" and devoting part of the space to coming of the picture to the theatre in their towns.

A special advance screening of the picture for outstanding personalities in the three cities resulted in quotations favorable to the film from such bigwigs as the mayors, heads of the chambers of commerce, superintendents of schools, etc. These were used in the theatres' advertising. The managers of the stands emphasized the family angle of "Miracle on 34th Street," personally recommending it in a large-scale ad barrage. Top grosses were reported by all three theatres.

Davis, Powell Hold Contest for Parents

A newspaper contest directed to parents was arranged by Manager Elmer Davis and his publicity assistant, Betty Powell, for the showing of MGM's "My Brother Talks to Horses" at the Bison Theatre, Shawnee, Okla. Parents were asked to write a brief account of their child's most imaginative experience as suggested by "Butch" Jenkins talking to horses in the picture.

10,000 Letters

To promote his showing of Universal-International's British production, "Odd Man Out," Guy Hevia, city manager of Reade Theatres in Morristown, N. J., and Manager Berney Feld of the Jersey in that town, wrote and mailed 10,000 letters on the production, its stars, James Mason and Kathleen Ryan, and hailing the British-made motion picture.

Gilman Takes 'Hucksters' Blurb as Promotion Slogan

Taking the "love that soap" blurb from the MGM picture, "The Hucksters," for a promotion angle, Manager Sam Gilman of Loew's Regent, Harrisburg, Pa., altered it to "Love that 'Hucksters' " and plastered the town with it, to results that were good for a two weeks' run. Music stores altered it to "love that music" as a catchword for record, sheet-music, window and counter displays and had it imprinted on record envelopes—all tieing in with the film. Candy shops fell in line with "love that candy" imprints on bags. Book stores, circulating libraries employed "Love that 'Hucksters' " on book jackets and book insert cards. Small cards reading "We suggest you read 'the Hucksters' then see the picture at Loew's" were tacked on the shelves of circulating libraries.

The Three Harrisburg dailies gave the picture much free space. The *Telegraph* in cooperation with radio station WHGB sponsored a jingle contest which was further publicized in a cooperative ad. Ten copies of the book were offered as prizes. The contest drew more than 400 entries.

"Closed" cards for store doors informing the public that the stores which had customarily been open on Thursday nights for years, would be closed, were seized upon by Gilman. Under the store signs, "Closed Thursday nights in July and August," Gilman posted this copy: "Gone to Loew's to see 'The Hucksters' tonight."

In addition to radio reviews, the film was reviewed by Rabbi Philip D. Bookstaber for the Beth-El Temple Ladies Auxiliary.

Atmospheric Displays Still Sell 'Em





Moving the atmosphere of the feature picture outside to lobby or front entrance is still a good stunt for giving the theatre that "something new is added" flavor.

Among many recent successful applications of the idea are the two displays illustrated here.

Above, western hitching posts were featured in a setup that ballyhooed the showing of Republic's "Springtime in the Sierras" and "Saddle Pals" at the Capitol Theatre, Philadelphia. Added attractions to the colorful front effects were the presence of three cowboys and a lone cowgirl, plus, of course, banners and posters on the theatre.

At left, Manager Dave Levine's display for "The Farmer's Daughter" at the RKO Albee Theatre, Providence, R. I. It was an advance attractor based on posters for the picture and employing a liberal use of stills.

THEATRE MANAGEMENT

Interstate Prepares 1947 Mirth of a Nation Show

Due to the success of its first film variety show, "Mirth of a Nation," the Interstate Circuit has prepared a new show for 1947, consisting of 11 "acts" which the circuit assures its managers are suitable for showing on their screens at any time. The program was arranged by Debbs Reynolds of the circuit, whom General Manager Robert J. O'Donnell sent to the Warner studios for that purpose, in association with Mel Blanc, the "voice" of Bugs Bunny and various other Warner cartoon characters.

"Mirth of a Nation of 1947" consists of all first-run shorts which, with one exception, have not hitherto been seen on Interstate screens. The one exception is "Facing Your Enemy" (Norman Nevill's ride down the rapids of the Colorado) which was included in order to use all three winners of Motion Picture Academy awards, the other two being "Cat Concerto" and "A Boy and His Dog." The rest of the film variety show consists of shorts and cartoons, with Desi Arnaz and His Band as an additional "come-on" for the youngsters.

Interstate executive offices have prepared a manual for the circuit's theatre managers which contains mats of ads in assorted sizes, press stories and pictorial layouts for the newspapers, assorted stills and lobby posters of different sizes. Copy for a trailer is included, and a radio transcription announcement spoken in Mel Blanc's Bugs Bunny voice.

A page is devoted to selling angles, among which are cooperative tieups with the ASCPA on kindness to dumb animals as portrayed in "A Boy and His Dog," with stores and shops selling baby clothes and maternity dresses in connection with "So You're Going to be a Father." A special stunt is the free admission of children who bring a signed statement from their parents that there name is the same as that of one of the cartoon characters shown on the program—Bunny, George, Jerry, Butch, Woody, Desi, Judy, etc.

The "Mirth of a Nation" program is designed for balanced entertainment for the entire family.

The Time Element

In any well-regulated theatre the doorman, ushers, etc., should be able to answer questions about show times and coming attractions. The assistant manager, chief usher, etc., might be required to ask test questions of staff members to indicate their efficiency along these lines.

Check Decorative Surfaces

Blacklight decorative surfaces are still new enough in most spots to be possibly neglected in cleaning. But they will lose part of their appeal if dust is allowed to accumulate on the surfaces. Include this on the cleaning crew's routine.

Personal Check

A personal check at frequent intervals is the only method that will make a manager SURE that the projection room door is kept scrupulously UNlocked during operating hours.



The Brass Tacks of Efficient Picture Theatre Management*

ECONOMY HORSE SENSE AND NONSENSE

By Jack Jackson

There's two ends to every horse and this retrenchment nag that's been stomping around the corral of theatre operation is no exception. So, let's see what the critter looks like from both ends 'cause you'll never know his age or inclinations by confining your examination to his posterior assembly.

A careful check of existing conditions in this business will convince any impartial observer that the moguls of the industry are pretty equally divided as to which end of the retrenchment filly was being examined when various units of current curtailment programs were inspired.

I've been listening attentively to the expoundings of some pretty big men as to the need for economy. Moreover, I've done considerable chinning with the "men of figures" who care for the bank balances. By inference from the one and open assertion of the other I believe I uncovered the principle reason for the retrenchment surge.

When the "men of figures" reported on finance to the "men of money" it developed that the percentage of dollar return has been considerably less during the recent boom years than it was during hard times. The drop in percentage of gross remaining after expenses alarmed the men of money and they immediately began checking for some means of recovering the difference by paring expenses.

Reduced to simple reckoning here is a hypothetical example of the kind of reasoning at least partly responsible for the heavy wielding of cutlery: Back in the days when the admission dollar was harder to get than a seat on the 5:15 to Jamaica it was proved that for every $1,000.00 that made its way into the cash drawer, $100.00 remained after discharging all obligations. During the recent boom years, when the admission dollars were as plentiful as Spanish Moss in Louisiana swamps, it developed that for every $10,000.00 that was literally thrown into the tills by the long lines of waiting amusement seekers, only $700.00 remained free and clear of obligation. In other words it would seem that the "men of money" are dismayed at the drop in dollar-for-dollar tally and utterly dissatisfied with the increase in overall earnings.

The figures are, as I said, purely hypothetical but the reasoning is as clear as I can make of the premise expounded. Such figuring may make sense to some but to me it possesses the pungent odor of having originated too close to the crupper strap.

Good Times Compensate for Bad?

I agree that the majority of the "boomtime" profits have been plowed back into the business in the form of bigger productions, finer theatres, etc. But, does not such practice come under the heading of what the plowers consider as "sound investments"? Isn't it expected that the bigger productions and finer theatres will bring added dollars? Hasn't it always been true of this business that the good times have more than compensated for the bad times? If that isn't so, pray tell me how the businesses now presided over by the "men of money" ever grew to their present proportions?

I agree that costs of operation are on the escalator and that—in most situations—two employes and sometimes three are required to fill the job performed by one person during the "hard times" period. But it is also true that prices have increased—not much but reasonably—and that attendance has hit new peaks. It must also be admitted that hard work—the real, genuine nose-to-the-grindstone variety—is a child of necessity and seldom prolific during periods of plenty. It is difficult to vision this normally immutable law of nature as bending easily to the economy edicts or retrenchment preachments of the men of money.

The picture, as it appears to me, is one requiring an overtime job from every figment of gray matter that can be mustered into service. We have been enjoying business that can best be described as "fabulous," and reports of earnings indicate that, nationally speaking, the pace is being well maintained. There are situations where things have dropped off to the "wonderful" and "very good" classifications and it is for the purpose of keeping profits of the top brackets from falling and lifting profits of the lower to the top levels they once held that most of the retrenchment moves were inaugurated. The gray matter mentioned above has a full time task in coining ways and means of pruning superfluous activities, paring surplus or unsuited manpower, reducing and/or eliminating needless expenses and rearranging and re-directing sales effort ex-

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Jackson Urges Managerial 'Horse Sense'

(*Continued from Page 25*)

pertly calculated to attract patronage.

Those who believe that a chore of this kind can be efficiently and properly handled by edict from centralized offices are camping at the wrong end of the horse. Each theatre is individual and requires special consideration of its various problems of retrenchment and re-aligned effort. The complexities that enter into the maintenance of profitable and friendly relations with the patronage potential of one theatre are —with few exceptions—without counterpart in divergent areas. The same approach that will find acceptance by the customers in one situation will be vigorously rejected by those of another.

The identical effort that fails miserably in one locality will prove a powerful customer magnet in a neighboring vicinity. General orders promise to accomplish nothing other than managerial confusion, organizational chaos, disturb customer and business contact confidence and require expensive corrective measures.

'Killer' Prescriptions

Let me list a few of the ingredients of current retrenchment prescriptions that, to my way of thinking, hold greater promise of killing than curing:

Orders to eliminate *all* newspaper advertising space other than the regular daily papers may seriously affect the revenue of theatres in college towns where attendance of the school student body is the difference between profit and loss; in communities where certain religious factions hold sway and publish a periodical. And, there is always the theatre where the customer pattern is better covered at less cost by the neighborhood paper than by the sparsely circulated, high rated publication.

Orders *not to spend one nickel* without authority from home office supervisors can result disastrously if followed to the letter. And the heck of it is that many of the managerial tyros do follow the instructions of their superiors to the letter. So many things can happen that demand immediate cash outlay that their enumeration here is prohibitive but to list a few:

Oil for a heated motor, wax for a brand new print, fuses for a blown electrical circuit, fluid for door checks, replacements for torn or stolen posters.

Can't Always Anticipate

It is impossible for any manager to anticipate such happenings and be prepared in advance. If he abides by the retrenchment rules and his operation is impaired or closed, his customers given cause for complaint, he is branded as an idiot who should know better than to obey such rules. If he ignores the rules he is in the ill graces of the superior who wrote them.

Orders *not to buy anything locally* that can be supplied from a circuit warehouse can bring on no end of headaches. Local merchants all have a certain degree of influence with their employes, their families, their friends and an indeterminate number of social and business connections. Unless the manager rates exceptionally high in diplomatic ability the local dealer is certain to feel himself discriminated against and retaliate in kind. In such cases the theatre attendance is certain to suffer far in excess of the minor increase in profit—if any —enjoyed through warehouse purchases.

Ordering that *at least three bids* be gotten before negotiating for repairs or essential replacements is another hot potato that can not only scorch the fingers of theatre owners but melt into useless bulk a big wad of the coin that passes through the ticket window. How many communities are there that can boast three outfits capable of handling refrigeration problems, major electrical difficulties such as generator troubles, roof leaks and no end of other items that can and do go out of commission without warning and require instant attention and remain closed were the manager to obey the orders and go on a flying trip for bids in such places where the required number of qualified establishments existed? How much customer dissatisfaction, revenue loss, etc. would be incurred while he was indulging in his fool's errand. And, finally, how long would he hold his job if he complied to the letter of his orders? And, again, how much of the blame for the costly error would the superior who issued the orders be willing to accept?

Actual Excerpts

The items listed above are not hypothetical but excerpts from actual communications written within the past few weeks by men of wide experience in theatre operation. I could go on with many more that promise to accomplish more in the way of harm than good for the operations under their supervision, but believe these to be sufficient to at least encourage the managers to whom such edicts are directed to solicit detailed instructions for their theatres—such solicitation may result in the protection of their own and their superior's job.

I haven't seen the orders, but there is every evidence that distributors are also guilty of some edicts originating at the wrong end of the retrenchment horse. A marked falling off in advertising space in trade journals indicates that this very important link between producers, distributors and the fellows charged with selling the picture to the man in the street is being side-stepped. I say side-stepped because the space in fan mags is on an increase. In my book, the distributor who figures he can do his own selling direct to the public and eliminate all effort to acquaint the chap charged with retailing his merchandise is making a very serious mistake. Admitted that there are an immense number of fan mags distributed—but not many to theatre owners or managers—there still remains a vast majority of folks in every community who depend on the reputation of the theatre manager as a capable judge of moving pictures. The best, surest and least expensive way of getting theatre managers hopped up over a soon-to-be-released picture is by the liberal use of space in trade journals. Should it be that there are orders issued to curtail trade paper advertising—and there is every indication that such orders exist—then I'd seriously recommend that the originators check to make certain what end of the retrenchment nag they are observing.

Horse sense is one of the most highly desired attributes of the modern business executive but you gotta be kinda stablewise and keep a weather eye peeled to make sure the nag don't turn 'round when you ain't lookin'.

Emergency Lighting

Thunderstorms sometimes are severe enough to cut off all power. If this should occur a panic might have to be faced if there is no provision for emergency lighting.

Role of the Manager's Assistant Important to Theatre's Success

Because the wide-awake manager keeps a keen eye on the condition of his theatre and ministers to the comfort and pleasure of his patrons, the assistant manager can help materially in making the operation of the theatre a success.

There is temptation for the assistant to think his role is of minor importance, that he has only to carry out his manager's instructions, leaving all important decisions to his superior. It is a mistaken idea, which, if carried out consistently, soon makes him slipshod and careless, until he becomes a burden and not an asset. He should never labor under the impression that the theatre's success depends solely upon the manager.

There is an important responsibility attached to his job. The neatness and snap of the service staff, the thoroughness with which the cleaners freshen up the theatre's appearance, seeing that equipment is in good running order are as much a part of his duties as the manager's. The latter alone cannot perform all the duties that devolve upon the executive head of a modern film theatre. All these details of management require constant attention, and it is the assistant's duty to relieve his superior of many of the necessary, if at times annoying, details.

He should not confine his activities to detail work that should be taken care of during the morning hours before the house opens, or during the afternoon hours. Most of his time, during performances, should be spent on the floor, checking the neatness and cleanliness of the lobby, foyer and rest rooms, and always available to answer pleasantly any questions or complaints on the part of patrons. Ministering to their comfort and pleasure is as much a part of his duties as of the manager's. He should follow up the cleaning crew to see that no part of the house has been left dirty or cluttered up, with double attention to the auditorium which is a good part of a theatre's "come-again" to patrons, especially when it is kept pleasant in atmosphere, of which perfect cleanliness is a necessary part.

Anything he may do personally to please a patron helps build goodwill—that "come-again" atmosphere every theatre should strive for. Little personal attentions give patrons the feeling their patronage is appreciated.

The manager cannot be in the theatre at all performances; he is often called away on matters pertaining to bookings, to the upkeep of the house and its equipment. It is up to the assistant to be able to meet all emergencies that may develop, and to meet them tactfully and peaceably regardless of the cause or reason. When the manager gives him added responsibility, it is for a good reason and shows his superior's confidence in him—a confidence which should never be betrayed. Such experience, if met capably, is a preparation for promotion—possibly the management of a theatre and an increase in pay.

REGIONAL NEWSREEL

HARRISBURG

Opposition to the attempt to get a local option on Sunday movies for Harrisburg has started, with the Ministerial Association of Greater Harrisburg and the United Council of Churches banded together as opponents, and backed up by a group of church workers. Meantime a corps of more than 60 canvassers was busy making house-to-house contacts to get the required 5000 names on petitions which must be filed 60 days before the Nov. 4 general election, asking that the question be placed on the ballot.

Theatre managers headed by E. G. Wollaston, are going all-out this year in their efforts to at least get a vote on the matter. Assisting Wollaston, who is manager of the State, are: Sam Gilman, Loew's Regent; Jack O'Rear, Colonial; Bob Sidman, Senate; Francis DeVerter, Rio; and these neighborhood exhibitors, Walter Yost and Bob Handley, Penway, Grand and Roxy; Mark Rubinsky, Capitol; Bill Whyte, Star; Bob Kay, Broad; and Ira L. Schiffman, National and Rialto.

Gerry Wollaston, State manager, and his family, have returned from a visit at their former homes in St. Mary's and Ridgeway. Mary Rudolph, State, is on vacation.

Jack O'Rear, manager of the Colonial, started his vacation two weeks ago, then, when his wife, Charlotte, began work on the Sunday movies campign, he decided being at home alone wasn't much fun, so reported back to the office. Rachel Luciano, cashier at the Colonial, is on vacation, as is Nancy Breon, usherette. Florence Steigelman, Colonial cashier, is back after a trip to Massachusetts. Genevieve Funk, secretary, plans a vacation "at home" next week. Franklin Maury, Colonial assistant manager, went to Reading Sunday to bring home his wife and son who were there on a visit.

Charles Noble, operator of the Colonial, had his jaw broken by a city dentist when having eight teeth pulled.

At Loew's Regent, Clara Huber, staff member, is on vacation, and John Sites student assistant, returned from a trip.

KANSAS CITY

Vacations are in order for several theatre managers. Hugh Siverd, Plaza Theatre, Charles Barnes, Granada, and Kreuger Dillender, Rockhill, all headed for California. Roger Ruddick, Brookside, took off for New Oreans. All are Fox Midwest managers.

The Electric Theatre at Springfield, Mo.,—a Fox Midwest operation—will get a new front and will become the Fox Theatre in September. Roy Hill, the manager, and Mrs. Hill last week became proud parents.

Russell Borg, branch maanger, and five hands returned last week from the Warner Brothers sales convention in Chicago. All agreed it was the hottest few days ever spent in Chicago.

Pete Peterson, operator of the Plaza Theatre, Greenfield, Mo., was back on film row last week after a vacation trek to Oregon.

Paramount Western Division Sales Manager G. A. Smith and Harold Wirthwein, drive captain, met at the Paramount exchange with branch officials and salesmen this week. The two sales officials are making a tour of exchanges in the western division.

Paramount Exchange Office Manager A. H. Chaffee took off on a vacation jaunt to Minnesota, Aug. 15. Mrs. Chaffee and son Paul went along for stops in Duluth and Wisconsin.

Mrs. Florence Marvin is taking a two-month leave of absence from her duties at the Paramount exchange.

The new Drive-In Theatre on the Kansas side is expected to open within the next couple of weeks.

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HARTFORD

Theatremen in this area have been congratulating a fellow manager on a promotion. George E. Landers, manager for many years of the E. M. Loew's Theatre, Hartford, has been promoted to district manager for the circuit, to look over the circuit houses in Connecticut and Western Massachusetts. He will continue to headquarter at the Hartford theatre.

Vincent O'Brien is new manager of the Hartford Drive-In, Newington, and Dan Finn, son of the circuit's general manager, has been named assistant to O'Brien.

The new 725-seat theatre at Dover Plains, N. Y., for which Irving Rutherford, Hartford architect, drew the plans, is expected to open around Nov 1. Cost is reported at $140,000.

Free Football Movies

The Municipal Recreation Department of Milwaukee is sponsoring free football movies at various of the city's playgrounds. Large crowds are on hand and they include adults as well as youngsters. A movie put out early in August showed the Green Bay Packers playing a game, which brought out as many adults as children, all being Packers' rooters.

CHICAGO

More than 100 film rowites attended the Balaban and Katz employes' golf tournament at the Mount Prospect Golf Club. Low net winner was Harry Lustgarten, chief film buyer for B and K. Runnersup were Charley Davidson, assistant film booker, and Jack Garber of the publicity department. Jack De Wiggins and Hugh MacGinnis directed the affair.

Allen Smith has been named manager of National Theatre Supply office here, succeeding Will Dassaw, resigned.

Bill Hunt has resigned as Chicago managing editor of *Variety*, with Ben Bodec of the New York office temporarily filling in.

The Alliance Theatre Circuits reports it has taken over the Saunders Theatre at Harvard, Ill., the Miller at Woodstock, Ill., and the Walworth at Walworth, Wis., from the C. J. Pappas Circuit, giving Alliance 85 theatres.

Louis Harrison, well-known theatre owner, is now vice-president of the Levi Memorial Hospital, and says the drive to collect funds for it is off to a good start. MGM's Jack Flynn is national chairman for the amusement industry.

Apollo Theatre Manager J. Dloughy, wife and daughter are back from a northern Wisconsin vacation.

DeVry equipment has been installed in the Muncie and Evansville, Ind., drive-in theatres by owners H. J. Oches and Harry Coleman, respectively. Ken Phillips and Pete Kronas have installed DeVry equipment in their Bloomington, Ill. drive-in.

Clifford Hanley has been named treasurer of the Blackstone Theatre.

Cral H. Fulton, 51, partner in the Fulton and Grossman circuit controlling theatres in Aurora, Joliet and Bloomington, Ill., and head of the Fulton Theatre Equipment Company, is dead of a heart attack. His widow survives. Eddie Grossman, Fulton's partner, came on from Los Angeles for the funeral.

SALT LAKE CITY

Columbia Branch Manager Bill Seib is on a sales trip in the Montanan territory, breaking in R. P. Jamison as a new salesman.

Branch Manager C. R. Wade is proud of the Universal pictures which had first-runs here this week. The Centre is showing "Slave Girl," the Utah, "The Egg and I" and "Odd Man Out" is at the Capitol.

Shipper May Warner of Monogram is on a vacation at Fish Lake. Manager Don Tibbs is just back from the Oklahoma convention.

Manager W. F. Gordon is just back from the Chicago convention held for Warner Brothers, where he was accompanied by all his sales representatives—Art Barron, Keith K. Pack and Terry Brown.

Paramount Exchange Manager Frank H. Smith is en route back from the wedding of his daughter, Betty, who became Mrs. Jack Braly. Jack is the son of Paramount's Hugh Braly.

Giff Davison, in charge of operations at the RKO exchange, is in the Montana territory according to Booker Hank Smith, who himself

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REGIONAL NEWSREEL

(*Continued from Page 27*)

is just back from a vacation.

United Artists Booker Joe Madsen is recovering from an attack of "shingles."

MGM West Coast Sales Manager George Hickey left Salt Lake City after a conference with Branch Manager Carl Nedley and headed for his Los Angeles headquarters.

Harry Kerrer, sales manager here for Pioneer Films, is spending two weeks in Denver as representative of the company.

Manager Art Jolley, PRC-Eagle Lion sales representative in Salt Lake, is back from a successful swing into Montana.

OMAHA

The local press gave a final salute to James Whiting, 72, who first became affiliated with Local No. 42, Theatrical Stage Employes, 58 years ago. He died in a local hospital a week after his fiftieth wedding anniversary. Among theatres for which he worked were the old and new Boyd's, Grand Opera House, American, Trocadero, Gayety, the Academy of Music and the Orpheum for which he was working up to his recent illness.

Don Shane, Paramount manager, headed west with his family for a vacation.

RKO is trying to line up at least 100 theatres in the territory for an area premiere of "The Long Night" in November. A big press and radio program will spur it. Branch Manager Jack Renfro and Lou DuFour, publicist, left for St. Louis to confer on plans.

Anita Bruno, MGM stenographer, has returned to work after a month's leave during which she cared for her parents who were injured in the tornado at Pender, Neb.

Ralph Goldberg, local circuit owner, has returned from a New York business trip.

The Uptown Theatre Corporation, headed by Albert M. Seff, has construction under way on a new 700-seat theatre at Sioux City, Ia. H. S. Holtze Construction Company has the building contract. Cost is expected to run about $75,000.

Martin Wuebben, better known for his auctioneering and farming at Wynot, Neb., has bought into the theatre business at West Concord, Minn.

Wishing wells have been placed in the State, Military, Town, Dundee, Avenue and Military Theatres. All proceeds will go to the Children's Memorial Hospital, a pet of the Omaha Variety Club.

Ed Cohn, Universal salesman, will spend his two weeks' vacation at home. Clarence Blubaugh, MGM salesman, is spending his vacation in his Minnesota cabin.

Ruby Swetela has resigned as an inspectress at MGM. Recently her husband was appointed head of the police department's traffic bureau.

(*Adv't*)



Dust-storm Blackout

The dust storm that recently blew in over Louisville so darkened the city that theatres found it necessary to light up their theatre fronts and marquees in the middle of the afternoon. It was so dark that it seemed to be late evening. The blackout lasted but a short time, however, and the lights were soon turned off.

LOS ANGELES

This month sees the 21st anniversary of Eddie Blackburn with J. E. Brulatour, Inc.

George Kane and Marrily Gilinsky announced their engagement. He is manager of the Carthay Circle, while she is a student of UCLA.

The beautiful new Culver Theatre in Culver City was opened Aug 13, with a premiere of "Red Stallion." House was built by Principal Theatres.

Exhibitors Service, Inc., recently added the Lyric, Monrovia, and the Ritz, South Pasadena, to its list of clients for buying and booking.

C. A. and William Glenn Balch, architects, designed the new drive-in theatre near San Diego, which is being built for William Oldknow. The grading and paving have already been consummated and work is proceeding on the reinforced concrete screen structure.

Stanley Meyer, who recently resigned as co-first-run district manager for Fox West Coast in Los Angeles, has been elected vice-president and general manager of United Artists Theatres. He will move to New York, where he will spend the next six months at the circuit's home office.

An all-Paramount wedding occurred Aug. 1 at the Little Church of the Flowers in Forest Lawn. Betty Smith, who works for the local branch office, the daughter of Frank Smith, Paramount's Salt Lake City employe, was married to Jack Braly, son of Hugh Braly, the company's western district manager.

President Robert L. Lippert of the circuit bearing his name, who is also vice-president of Screen Guild Productions, has acquired the new 700-car Belmont drive-in near Burlingame, Calif., making 37 theatres in his string. He takes over operation immediately and expects an Aug. 25 opening. Lippert has also remodeled the 350-seat Round Up Theatre in the San Francisco.



SHOWMANSHIP. The sale of tickets to the Aug. 28th benefit premiere of Paramount's "Variety Girl" for the charity fund of the Connecticut Variety Club in New Haven was launched with showmanship. The first sale, as camera-recorded above, was to New Haven's Mayor William C. Celento. Making the sale is Barney Pitkin, costumed in symbolic Chief Barker fashion. Harry Rosenblatt and Harry F. Shaw of the New Haven Tent witnessed the transaction.

PHILADELPHIA

Gloria Porter, inspectress at Columbia, left last week to become a bride. She will make her home in Maryland after the ceremony.

Lynne Evans, runner-up in Oscar Neufield's "Miss Philadelphia" contest last year, has been signed by 20th Century-Fox for seven years with an option.

Dave Moliver of the Principal, has announced that he plans to reopen the remodeled Aurora the latter part of August.

Jack Feldman, who recently left Temple Hospital, is now at Jefferson for more operations and treatments. His friends are requested to get set in case he may need blood transfusions.

Progress on the new Universal-International exchange building is coming right along, and one man who will be glad to see it finished is Jimmy Ashcraft, because they are working right outside his window.

Bill Brooker, Paramount exploitation man, now enjoying a much needed vacation, was one of the judges of the "Miss Greater Philadelphia" contest.

Al Reh, manager of the Stanley-Warner Mastbaum Theatre, celebrated his 25th wedding anniversary this week.

Lester Wurtele, Columbia circuit sales manager, spent his first summer vacation in 18 years at Cape Cod.

Moe Davis, wife of Al Davis, Monogram branch head, is being acclaimed as "Queen of the Blintzehs" since some localites had the opportunity to sample her prowess.

WASHINGTON

The District Commissioners agreed to meet with Carter Barron, A. Julian Brylawski, Fred Kogod and Louis Bernheimer regarding the District recreation department's free movies. It was the claim of the MPTO that the program utilized District property in competition with owners who are paying taxes.

The 20th Century Fox Family Club held its annual picnic at Joe Bernheimer's summer home in Franklin Manor, Md.

Wade Skinner, secretary to Warner's John J. Payette, will leave for a two-week stretch with the Naval Reserve in September.

Vacation notes: George Werner, assistant in Warner Bros. booking department, is spending his vacation in Southern Maryland; Earle Yates, purchasing agent, same company, is at Bear Island, Canada; John Marcon, manager of the Metropolitan Theatre, returned from a trip to Windsor, Canada, and Detroit, Mich.

Thomas W. Baldridge of Winchester, Va., Middle Atlantic representative for MGM's promotional department, was married at Winchester last Saturday to Miss Dorothy deGrange, daughter of Mr. and Mrs. Henry Clay deGrange.

The Nelson Theatre, Mount Jackson, Va., which was a fire casualty last winter, reopened with impressive ceremonies, and many important political figures of the state present. Tom Baldridge, MGM publicist, served as master of ceremonies.

"Voice of Theatre Speakers"
JOE HORNSTEIN has it!

REGIONAL NEWSREEL

William K. Saxton, city manager, of Loew's Baltimore Theatres, has been elected to the board of governors of The Advertising Club of Baltimore and appointed chairman of the finance committee. This is the first time in the club's forty years of existence that a theatre man has been so honored.

INDIANAPOLIS

William Wallace, who operates the V and Cozy Theatres at Veedersburg, Ind., has returned from a western trip with his family.

John D. Austin, Versailles, Ind., has closed his Austin Theatre for remodeling and general repairs.

Verne S. Garrell, who operates the Isis Theatre, Winamac, Ind., has returned to his duties after a month's fishing in Canada.

Eagle-Lion District Manager Harry Mandell spent the week in Indianapolis, conferring with Sam H. Abrams, exchange manager.

Helen Thaus, bookkeeper at RKO, is spending her vacation at the May Bros. Clinic, Rochester, Minn. for a complete check-up and rest.

Republic District Manager William Baker spent Wednesday at the local branch on business.

L. S. Ayres & Company, one of the largest department stores in the city, purchased tickets for the store's entire organization to see "Miracle on 34th Street" the night of the 5th, at the Indiana Theatre.

Norma Lattimore, booking clerk at MGM is confined to her home by pneumonia.

Donald S. McLeod, office manager, MGM has resigned, after serving the company 20 years.

DENVER

A welcome with a western flavor was accorded Hugh Braly, district manager, and Harold Wirthwein, assistant, when they stepped from a plane on their way to attend a Paramount sales meeting here. The entire Paramount force was rigged out in western attire, and as a gag they had burros for Braly and Wirthwein to ride to town from the airport. But they took pity on the two, and when they had ridden out of the airport a car was waiting for them and they finished the trip in style.

Pat McGee, Cooper Foundation Theatres general manager; Ralph Ayer, assistant; Frank Roberts, comptroller, and J. Lee Raking, legal counsel and one of the Foundation directors, were in New York on company business.

Ray Bartlett has named his new Artesia, N. M., theatre the Landsun.

Milt Hossfeld, Fox Intermountain film buyer, has left for California to attend a National Theatres film buyers meeting, following which he will go on vacation.

Nat Wolfe, who recently sold the Commercial Film Exchange, has gone to Glenwood Springs, Colo., for a vacation prior to a trip to New York to visit relatives, after which he intends to locate on the west coast.

Steve Mason will open his new Felix, Hagerman, N. M., this month.

Work on remodeling the Avalon, Grand Junction, Colo., is about completed, and the theatre will be reopened as the Cooper with a gala show Aug. 27. The house is the first to be named in honor of the founder of Cooper Foundation—J. H. Cooper, who died last year.

Paul Anderson, manager the Trail, Colorado Springs, Colo., and Evelyn Jansen, were married.

In Frozen Foods

E. L. Ornstein of Ornstein Theatres, Marengo, Ind., operating two theatres in southern Indiana and one in Kentucky, has branched out into the frozen food business. He has established a frozen food locker in Marengo and reports business so booming that he forecasts a great expansion in his new enterprise.



NEW THEATRE ENTERPRISE. Ganco Theatre Corporation, has been formed in Atlanta, and will take over the Erlanger, legit theatre there, on Dec. 1 on a long-term lease. Policy will be one of first-run "A" pictures, legitimate attractions and variety stage and screen bills. Shown above are (l-r): Harvey Smith of Atlanta, vice-president and managing director, and J. F. White, Jr., of Charlotte, secretary-treasurer. President of the company is T. A. Little of Charlotte.

NEW ORLEANS

George Papps, veteran of 14 years service with 20th Century-Fox and for the past nine months with Screen Guild and Film Classics in New Orleans, has assumed duties as exchange manager for PRC. Papps was with 20th Century-Fox from 1932 to 1941. Milton Dureau, whom he replaced, has been offered a position as sales manager for the New Orleans territory.

Charley Waterall, operator of a string of theatres at Pritchard, and a number of other Alabama towns, was in New Orleans this week calling upon Luke Connor, Warner Bros. exchange manager, and other persons along film row.

Goodman Broggi was on the row this week booking pictures for the New Theatre which recently went into operation at Arabi, La.

Southland Theatre, owned by Don George Theatres, opened in Bossier City, La., (across the river from Shreveport), last week. House has been completely refurnished and is being managed by Jay Sproles, who had theatres on the other side of the river before the war. He's a native of Dallas, Tex. House will operate on Friday, Saturday and Sunday, featuring action movies mainly.

MEMPHIS

Mr. and Mrs. William Kroeger of the Shannon Theatres at Portageville, Mo., were in Memphis this last week celebrating their 14th wedding anniversary and Mr. Kroeger's 35th birthday. They also were buying equipment for their enlarged Shannon Theatre.

Dave Flexer returned this last week from California and left immediately for Minneapolis, where he plans to open his new drive-in theatre on Aug. 22. A new drive-in at St. Louis will be opened about Aug. 29.

Sunshine Daughterty of the Palace at West Helena, Ark., passed through Memphis en route to Crawfordsville, Ind., for a two-week vacation with his daughter, Mrs. John Sommer.

S. D. Wooten, Sr., retired Mississippi business man and at one time operator of silent motion picture theatres in Hernando, Coldwater, Senatobia and Como, Miss., died this last week in Hernando at the age of 81. He was the father of Hoyt Wooten, owner of station WREC at Memphis.

BOSTON

The Independent Exhibitors, Inc., is now in roomier headquarters at 36 Melrose Street. The new setup provides a much larger meeting hall as well as a private office for Business Manager Ray Feeley and an exhibitor conference room.

Ralph Roberts, owner of the Powers, Caribou, Maine, paid the district one of his rare visits.

The Motion Picture Salesmen's Club will sponsor a testimonial dinner for Tom O'Brien, with a tentative Sept. 10 date.

The Warner Bros. sales department went to New York City last week to meet with the home office and west coast executives.

United Artists New England sales staff heard an address last week by producer Hal Roach at the regional meeting at the Hotel Statler. Grace Rosenfield, Roach's New York representative, was present.

Kenneth Douglas, Jr., has retired from the Massachusetts Theatre Equipment Company, and has joined his dad at the Capitol Theatre Supply Company. Ed Comi of the former company will carry on at the old stand, and retain the firm name and assets.

The many industry friends of George Sumter will be sorry to learn of his recent death at his home in Cochituate. He at one time was manager of the Giles houses in Framingham, but later in the insurance business.

Ansel Sanborn, well-know exhibitor and legislator of New Hampshire, has returned from a prolonged fishing trip in Maine.

(*Continued on Page* 30)

(*Adv't*)



REGIONAL NEWSREEL

LONDON OBSERVATIONS

Rash of Re-Issues Expected If U. S. Product Stops; Cause As Well As Effect of Tax Puzzles Film Men

By JOCK MacGREGOR

One may well ask what has prompted the Government to take the drastic step of a prohibitive import tax against an industry whose dollar expenditure is but four per cent of the total and who, if any, have been their advisors.

While it is apparent that CEA Secretary W. R. Fuller was in the know (it was he who first suggested that the 75 per cent was a tax, not a freezing of remittances in that amount), it is blatantly obvious that he was no partner to such a plan as finally evolved.



Jock MacGregor

* * *

J. Arthur Rank appears to be the heaviest loser under conditions as they stand now. Both from the production and exhibition end of the business he seems to be hard hit. He has invested millions in films to build goodwill and prestige overseas. Now a new formula may have to be adopted in the studios. In the exhibition branch, he will be faced with a seller's market on the stocks of American pictures already in this country.

* * *

While the first reaction was that many cinemas will have to close with stoppage of pictures from America, it must be remembered that the Continent was without British or American product for many years.

This observer's opinion is that the exhibitor will squeeze through, though I hate to think what may happen in the way of rentals. Hollywood will suffer, but no doubt will concentrate on those foreign markets where British films are playing to recoup the cut in revenue from England.

* * *

One distributor pertinently asked me: "Are they going to cut our quota obligations? They can't have it every way!" This is quite a point.

* * *

The times were most unpropitious as a welcome for Steve Broidy and Norton Ritchey, who arrived on the Queen Elizabeth for talks on their product.

Mr. Ritchey felt that it was too early to comment, but was of the opinion that Government policy was ill advised and since no new pictures were likely, it would encourage the plugging of oldies.

* * *

Jules Levey was another visitor from America to be amazed by the order. However, as concerns his current picture, "New Orleans," he was in the happy position of having got it into the country some weeks before the tax became effective.

* * *

In town for business talks with Sir Alexander Korda and a chance to see his relations, is Cary Grant. According to present plans he is to do a picture with Carol Reed early next year.

Warner publicist Gayne Dexter suffered a nasty accident in Paris when reading a paper on the airfield. The slipstream caught the sheet, cutting his eyeball. He is at work with a black eye-shield making him look rather like a showmanship stunt for the re-issue of "Captain Blood."

* * *

The anti-Hollywood Beaverbrook press, through the *Daily Express,* planned an International Film Festival for London this winter, but the British Film Producers Association and the Kinema Renters Society have declined to support it.

* * *

MGM have lodged an appeal in the judgment against them in the libel action brought by BBC critic Arnot Robertson.

* * *

The massive agreement signed between the BFPA and the Association of Cine Technicians regarding wages and conditions gives a full paragraph to the subject of tea. Yes, the Denham lads and lasses are to be allowed ten to fifteen minutes during the morning and afternoon for tea, between the hours of 10 and 11 a.m. and 3:30 and 4:30 p.m. Indeed, everything stops for tea.

Visual Education Dealers Elect Anderson President

Olson Anderson, an audio-visual education dealer of Bay City, Mich., was elected president of the National Association of Visual Education Dealers as that organization concluded its largest convention to date in Chicago last week.

Others elected with Anderson, who succeeds Bernard A. Cousino of Toledo, are: Vice-Presidents, Merriman H. Holtz and Hazel Calhoun; Secretary-Treasurer, Roa Kraft Birch, and Directors, M. L. Stoeppelworth and E. H. Stevens. All officers and directors are elected for a year. In addition the following zone directors were named for a three-year term: Ernie Ryan, E. E. Carter, D. K. Hammett, Howard K. Smith.



PIONEER. Colonel William Selig, film pioneer, explains working principal of 1909 Selig motion picture camera to Margaret Herrick, executive secretary of the Academy of Motion Picture Arts and Sciences. Selig donated the camera and other priceless objects related to motion pictures to the Academy library.

(Continued from Page 29)

Catherine Ferrick of MGM, and Joanne Long of Universal, spent last week vacationing at the Sebasco Estates, Sebasco, Maine. Sally Hochberg of MGM is on a month's vacation and leave of absence at Falmouth. Mrs. Frank Dervin is on a two-week vacation at Willoby Lake, Vt.

Vacationers at 20th Century Fox include: Joan Gunn, secretary, who is at Plum Island, Newburyport; David Svirsky, booker, the White Mountains; Vincent Smythe, booker, Cape Cod; Shirley Sicker, billing clerk, Connecticut; and Dorothy Keyes, inspectress, Poland Springs.

PITTSBURGH

A testimonial dinner was held Monday evening at Webster Hall by about 200 film rowites to honor I. J. "Ike" Sweeney and Charles B. Kosko, both of whom were recently promoted; Sweeney, formerly a sales representative for RKO-Radio, was appointed Republic branch manager here, and Kosco, sales representative in Pittsburgh for 20th Century-Fox ,was promoted to branch manager at the Buffalo office for that concern. Each guest of honor was presented with a set of luggage.

The marriage of Miss Ida Helen Wolf, cashier for Paramount and niece of Betty and Rosalie Miller of 20th Century-Fox, to Raymond Markey, local musician, took place Thursday of this week.

The engagement of Miss Gloria Flanders to George Bradburn, and Miss Dolly Bosko to Thomas Ragan was announced last week. Both brides-to-be are Paramount employees.

Film row was saddened to learn of the death last week of the son-in-law of Michael Manos, head of the Manos Circuit.

A son was born to Mr. and Mrs. Ray Woodard at the hospital in Franklin, Pa., last week where the father manages the two motion picture theatres owned by his father-in-law, L. T. Houghton, veteran exhibitor of Montgomery and Weston, W. Va.

MINNEAPOLIS

Film Classics is reportedly trying to buy the Minneapolis franchise, one of the few remaining, which is currently leased to Joe Wolf.

Irving Mills, for 14 years with 20th-Fox, has joined the sales staff of Monogram to cover Minnesota. For the past four years Mills was assistant to the prairie district manager at 20th-Fox.

The Miner circuit in Wisconsin has acquired the Grand and Orpheum, Menominee, Wis., from Charles M. Redmond, Chicago broker, who successfully bid for the properties. The Miner circuit had bid for the houses originally, but lost out. Possession will be given September 1. Purchase of the Orpheum is outright, but the circuit will have a lease on the Grand.

Harlan Seeley, De Smet, S. D., exhibitor, has purchased the Colman, Colman, S. D. A. G. Peterson, owner of theatres at Kasson and Blooming Prairie, Minn., has purchased the Hudson, Hudson, Wis. from Paul Mans and Don O'Reilly of Minneapolis.

New Microphonic Sound JOE HORNSTEIN *has it!*

ALBANY

Chas. A. Smakwitz, assistant zone manager of New York State Warner Bros. Theatres, is to be honored by the First Army which will award War Department Certificates of Appreciation for assistance in recruiting activities during the war period.

Ben and Dorothy Smith (he's Pam-O-Film salesman) recently celebrated their 25th wedding anniversary. Ben set the mark by figuring in a slight accident, falling off a verandah and injuring himself directly above the left eye. He was rushed to the hospital where he was treated for shock and six stitches taken on his forehead. Ben bounced back nicely and is once more his smiling self.

Joe Miller, sales supervisor for Film Classics for Albany and Buffalo, is very happy at the announcement that his district finished first place in the recent sales and liquidation drive.

Joe Callahan, formerly salesman for Universal, Syracuse, is now working for Film Classics in charge of the Albany territory.

It's nice to see Joe Weinstein, Warner Bros. Theatres booker, back on the job again after a case of whooping cough.

Helen Wisper, 20th-Fox branch manager secretary, was thrilled at her recent visit to the various exchanges in Ray Moon's district. She was selected Captain of the girls for the forthcoming Andy Smith 17-week drive and addressed pep talks to the girls in New York, Boston, New Haven, Buffalo and Albany exchanges.

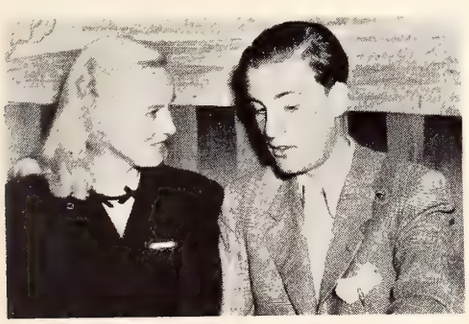
Herman L. Ripps, assistant eastern sales manager, who recently underwent an operation is back on the job, 20 pounds lighter but feeling in good form.

New employees at MGM include Charlah McDonald, new booker's secretary, and Marie Forget, new biller.

ST. LOUIS

Owners of the St. Louis Shubert Theatre have let contracts for alterations and improvements, consisting of a boiler room and a heating installation.

The Negro pickets who have been picketing Fanchon and Marco's Fox Theatre during early evening hours as a protest against alleged discrimination because the white people of this city feel that Negroes should patronize their own places of amusement, recently transferred their noon activities to Loew's State Theatre.



VIA SWEDEN. Alf Kjellin, latest star to be imported to Hollywood by David O. Selznick, and his wife were introduced to the New York press last week during a stopover on their way to the West Coast. Kjellin hails from Sweden, whence Selznick imported another screen artist some years ago—meaning Ingrid Bergman. Kjellin's first U. S. picture will be "Tender Is the Night," in which Selznick will present him opposite Jennifer Jones.

Curfew Bell Again

Citizens of North Aurora, Ill., have been warned by the village marshal, William Croy, that the curfew bell is being revived and that all children under 16 years on the streets must scoot for home promptly at 9 o'clock every evening. He holds that much juvenile delinquency is due to youngsters being on the street at night. North Aurora, with 800 inhabitans, has no theatre. What effect Croy's edict may have on theatre attendance in the nearby Aurora theatres is unknown.

MGM St. Louis-Kansas City Area Exploiteer Bernie Evens is vacationing with his parents in Plattsburg, N. Y.

The Granada, closed for several days for repairs and improvements, has reopened.

Ray G. Colvin of Exhibitors Supply and president of the Theatre Equipment Dealers Protective Association went to Washington to complete details for TEDPA's convention to be held at Washington's Shoreham Hotel, Sept. 25-29.

Paramount West Coast Assistant District Manager Harold Wirthwein was in St. Louis this week conferring with St. Louis Branch Manager Maurice Schweizer on the "leadership" campaign.

Chicago and Southern Airlines is experimenting with motion pictures on planes in flight.

Assistant Manager Clell Leathers of the Arcadia Theatre in Olney, Ill., and his ushers cleared the 800 persons out without mishap when fire recently started in the basement room. Projectionist continued to run the picture though smoke filled the booth.

A. L. Jones has sold the 280-seat Princess in Bunceton, Mo., to James F. Doyle, formerly a Dickinson booker.

MILWAUKEE

J. Fowler has sold the Tri-Town Theatre at Lindstrom, Wis., to Robert Halstead who has been coach and instructor at the Amery, Wis., high school. Fowler still owns the theatre at Forest Lake, Minn. Halstead announced he would make improvements on the theatre.

The new Valley Theatre at Spring Valley, Wis., was opened the last day of July. First week's bill, "Canyon Passage" and "Pinocchio," drew good crowds.

George Miner and Harold Chaimson of Miner Theatres have bought the Grand and Orpheum Theatres in Menominiee, Wis., and a site for a third theatre, from William S. and Fred H. Smith who had started building the third house but had gotten only as far as the foundations. Possession will be taken on Sept. 1.

The Eastwood in Madison has a new marquee, the original one having been in use since 1928.

The 50-year-old Alhambra Theatre in Milwaukee, formerly the home of legit attractions, has been remodeled and redecorated and opened on Aug. 8 as a film theatre. First booking was "Ivy," first-run, to be followed by "The Great Waltz," "Marked Woman" and others.

Hodag Amusement Company President Peter Rouman announced the company would completely remodel the Majestic Theatre, Rhinelander, Wis., installing new front, marquee, box office, concrete floor, seats, light fixtures, decorations, air conditioning, etc. Rouman became actively interested in both the Majestic and State last January. Company's secretary-treasurer is John B. Schuyler, who is also general manager of Delft Theatres, Marquette, Mich.

Box-Office Slants

Kiss of Death

(*Continued from Page* 18)

in order to take care of his two daughters is one of the best things he's done to date. For in spite of the obvious crookedness of his life, he manages to win one's sympathy by his convincing, realistic interpretation. Brian Donlevy, who only appears in a few scenes, is splendid as the assistant district attorney, and the performance of Coleen Gray proves that she is worthy of star-consideration. One has rarely seen a more natural interpretation of a psychopathic killer than that of Richard Widmark in his role. It is bound to attract considerable attention. Production credit goes to Fred Kohlmar. The absorbing, forceful screenplay was written by Ben Hecht and Charles Lederer from a story by Eleazar Lipsky.

Shorts Reviews

Climbing the Matterhorn *(Entertaining)*

Monogram **Ansco Color** **20 mins.**

An entertaining and informative pictorial essay on the climbing of the famous mountain in Switzerland. Filmed in Ansco Color by producer-director Irving Allen last year, it is breath-takingly beautiful. Film opens with scenes of a young Girl Scout Troupe making camp at the foot of what the natives in the town of Zermatt call "the bad mountain." It then goes on to portray the hazardous task of climbing the mountain, by following the movements of a young couple and their guide. It is exciting and filled with suspense, for the threat to life and limb is easily discernible every step of the way. Even the near tragedy these people encounter, has been caught by the cameras. The excitement of a rescue party adds further drama to the story.

Let's Sing a Western Song *(Superb)*

Univ. (2384) **Sing and Be Happy Series** **10 mins.**

The Gordonaires from Fred Warings Orchestra are heard, but not seen, in this short subject made up of western songs. The singing is wonderfully clear, pleasant and musical, with none of the so-called modern discordant harmonies interpolated to spoil appreciation of such songs as Deep in the Heart of Texas. Wagon Wheels, Red River Valley and Home on the Range. Words of the songs appear on the screen for audience participation, but most audiences probably will want to relax and just enjoy this superb short subject. Perfect for almost any type of program.

Crying Wolf *(Good)*

20th-Fox (7511) **Terrytoon** **7 mins.**

The black sheep cries, "Wolf!" for the excitement it causes, but just as in the original fable, he cries it once too often, and the wolf really makes a swoop, gathering up the black sheep and heading home for dinner. It is just in the well known nick of time that Mighty Mouse hears cries for help and speeds to the rescue, bringing all of his mighty muscles to bear to defeat the wolf and his pals.

(*Shorts Reviews Cont. on Pg.* 45)

REGIONAL NEWSREEL

NEW HAVEN

Annual outing and golf tournament of the Motion Picture Theatre Owners of Connecticut at the Racebrook Country Club attracted around 200 industryites from Connecticut, New York City and Boston. Dinner and the awarding of prizes closed the all-day affair with Herman Levy, MPTO general counsel and secretary of the MPTO of Connecticut, presiding, assisted by President George H. Wilkinson, Jr., of the Connecticut organization, Ted Jacocks, Harry F. Shaw and Lou Brown. The "Chick" Lewis golf trophy was won by Bob Murray.

The Capitol Theatre, Bridgeport, is undergoing modernization which will include new floors, new seats, new drapes and other interior changes. A new box-office and marquee will be among the other improvements. The theatre is managed by Otto Esposito. The American, Bridgeport, is installing new balcony seats.

Harry F. Shaw of the Loew Poli Circuit and Henry Needles of Warner Theatres are hudding with union representatives from Bridgeport and Waterbury on new contracts.

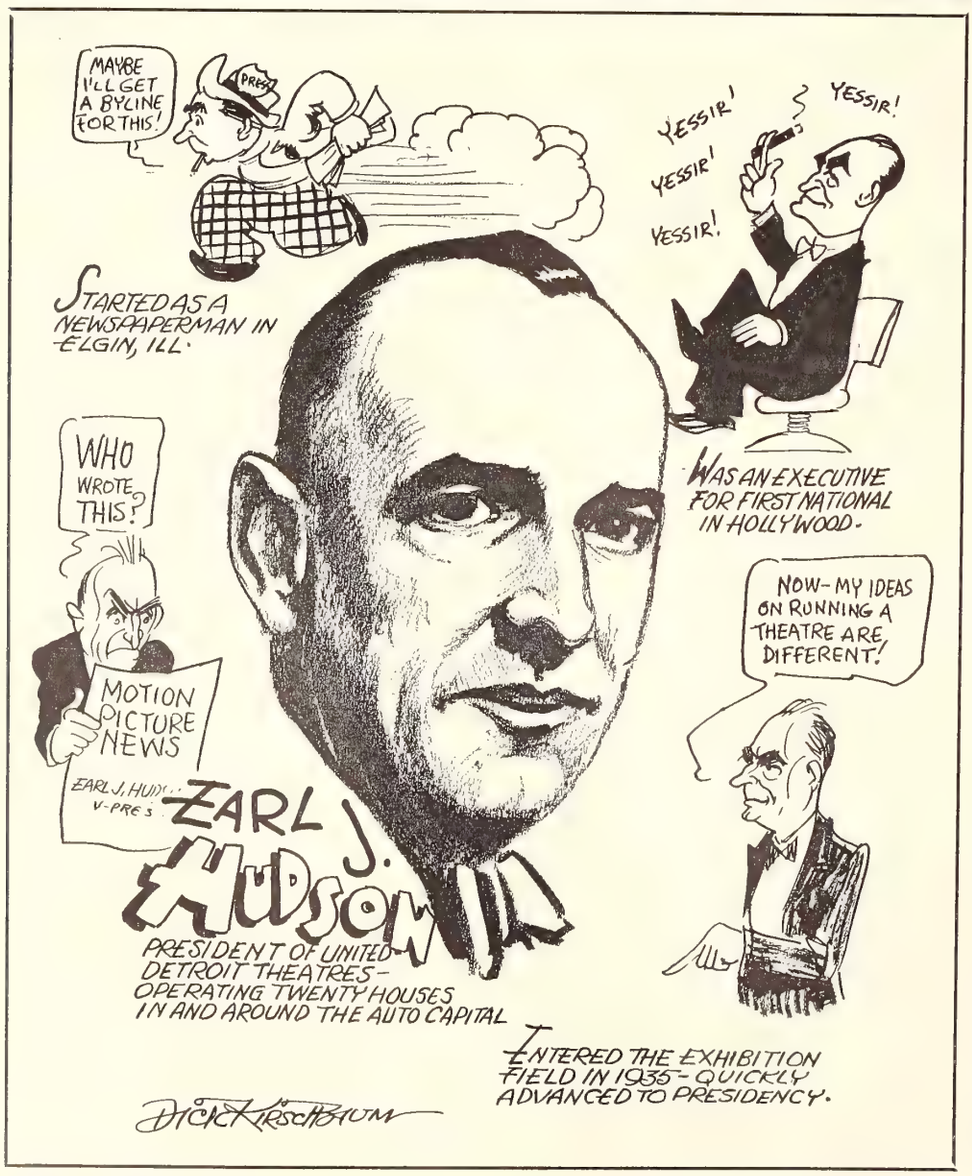
Lillian Jeffery, secretary to J. R. Vogel of Loew's Inc., and her sister, Mrs. Henry Glassberg, mother-in-law of Lester B. Isaac, Loew's projection department, were in New Haven over the weekend visiting Mr. and Mrs. Harry F. Shaw.

New members of the Variety Club of Connecticut Tent 31 include Lou Cohen of Loew's Poli, Hartford; Harry A. LaVine of Monogram Pictures, N. Y.; Howard K. Richardson and Otto L. Teff of the State Theatre, New Britain, and Morris Greene of New Haven.

Gasoline Ban

Because 17 persons were injured in the explosion of a gasoline-operated popcorn machine in Omaha, the city council has an ordinance in work which would ban the use of gasoline in popcorn machines.

SHOWMEN'S SILHOUETTES by Dick Kirschbaum



Next Week ..... **ARTHUR W. KELLY**

LOUISVILLE

Kentucky Association of Theatre Owners President Guthrie F. Crowe last week attended the Cincinnati meeting called to organize the Cincinnati exchange area for the Motion Picture Foundation and reports all elements of the industry attended and were enthusiastic about the Foundation and its aims. Columbia Branch Manager Allen S. Moritz was elected national trustee; Herman H. Hunt, circuit operator who has been the Foundation's temporary chairman, was elected permanent area chairman, and Ralph Kinsler, area secretary. The following 11 were elected to the area committee: Hunt, Kinsler, John Krebs, Arthur Mannheimer, L. J. Bugie, Crowe, Jack R. Keegan, Phil Chakeres, Charles R. Mitchell and Maurice Chase. Hunt called another meeting for Sept. 9.

J. M. Ingram, prominent Kentucky theatre architect with main offices in Louisville and a branch in Bowling Green, will open another branch in Paducah with Norman Eddings of Metropolis, Ill., as manager.

Columbia Indianapolis Branch Manager Guy Craig ran into some bad luck when he went to Louisville last week to buy his new convertible Buick. He took along the license plates of his old car so he could drive the new one home and is reported to have been fined $15 for using the old plates. Then, when he neared Columbus, he ran off the road, overturning the car which was badly banged up. Crowe was shaken up and bruised but escaped serious injury.

NEW YORK

United Artists Broadway Theatre closed last week for remodeling.

The Schine circuit held its annual division and group managers' meeting this week at Gloversville with J. Myer Schine and Louis W. Schine welcoming the delegates. A golf tournament at the Pine Brook Country Club, followed by a steak dinner, wound up the meeting. Among those present were Clint Young, Joe Schwartzwalder, Lew Hensler, Jerry Fowler, Gus dePauw, Harold Sliter, Frank Nolan, Reynold Wallach, Harold Goldsmith, Norman Prager, Harold deGraw, Arnold Feldman, Robert Anthony, W. S. Eckard, Harry Unterfort, Abe Cohen, Toby Ross.

Ralph Lanterman, city manager for Walter Reade at Monmouth, N. J., recently was the subject of a front-page picture story; Murray Meinberg, city manager for Plainfield and Scotch Plains, is still getting congratulations on his Fourth of July celebration.

Century Circuit's Helen Beckerman, who manages the Brooklyn College, is on three months' leave of absence in Hollywood. Harry Gilbert, her assistant, takes over in the meantime.

Pix Theatre's Manager Sam Cumming is off to a Hollywood visit.

Charley Hegmann, assistant elevator starter at the Film Center, is a grandfather. His daughter, Mrs. Harriett Frey, gave birth to a 8 lb., 7 oz. son, named Jeffrey.

Film Rowites on vacation are: Warner Booker Dan Ponticelle, who went to Asbury Park; New York Booker Pete Saglembenie; 20th-Fox's lovely Estelle Hernan, who is off to Spring Lake, N. J.; United Artists Ben Levine.

Warner Booking Chief Archie Berish is back

REGIONAL NEWSREEL

after a bit of plastic surgery necessitated by a tough dental operation.

Twentieth-Fox's Herb Gills is still apartment hunting and commuting to his New York job from Philadelphia.

Pincus W. Tell, formerly motion picture editor of *The Home News,* and on the staff of *Variety,* joined the Rivoli Theatre this week as publicity director.

A son, Gradwell, was born to Mr. and Mrs. William J. Girardi of Fleetwood, N. Y., August 11, at the New Rochelle Hospital. Mrs. Girardi is the daughter of Mr. and Mrs. Gradwell L. Sears of Harrison, N. Y. Sears is president of United Artists.

Abraham Baltimore, 78, who died July 29 at Elmira, N. Y., was a pioneer motion picture theatre exhibitor, having opened his first theatre, the Lyric, at New Castle, Pa., in 1908.

ATLANTA

John Javis, for the past few weeks doing special sales work for Astor Pictures of Georgia, is now sales representative for the Selznick Releasing Organization.

Universal-International Assistant General Sales Manager A. J. O'Keefe was in the city visiting Atlanta Branch Manager Jim Partlow. The latter recently returned from Florida and Cuba where, he reports, theatre business is good.

Toddy Pictures' Atlanta branch is undergoing a face lifting. Offices and vaults are being remodeled at a cost of $8,200. The company will release all its pictures on 16-mm. film.

S. B. van Deldem, Motiograph sales manager here, has returned from a trip to Florida. His secretary, Ann Hautman, is back from a two-week vacation at St. Simmons, Brunswick, Ga.

Eddie Atkinson is the new sales representative for Screen Classics here. He was formerly with Paramount.

John Stanley Carscallen, formerly with several major exchanges in Atlanta, has joined Screen Guild as special representative.

PRC Office Manager Ed Ashmore was married Aug. 9 to Miss Loretta Grey. Bobby-Ann, daughter of Astor Pictures' Mrs. Rose Lancaster, will be married next month.

DES MOINES

The Uptown Theatre Corp. has been formed at Sioux City to build a 700-seat house. Albert M. Seff is president of the corporation. The H. S. Holtz Construction Company of Sioux City has already started work on remodeling a building for the theatre which is expected to cost $75,000.

The Lyric Theatre at Marcus, Ia., closed down this week in order to provide time for a vacation for Manager Ed Delaney and his staff.

Mr. and Mrs. Rolla Clough of Jamestown, N. D., have purchased the Fox Theatre at Nora Springs, Ia., from Alfred Richardson of St. Cloud, Minn.

Milton Paul, formerly of Eddyville, Ia., has been named assistant manager of the Webster and Iris Theatres at Webster City, Ia., for Pioneer Theatre Corp.

New Ideal Theatre Chairs
JOE HORNSTEIN has it!

New York City's unit of the Motion Picture Foundation was formally organized when a 17-man standing committee was elected Monday at a meeting presided over by acting chairman Max A. Cohen.

Elected to the committee are: Cohen, Gus Eyssell, Harry Kalmine, Malcolm Kingsberg, Dave Levy, Arthur Mayer, Ray Moon, Walter Reade, Sr., Sam Rinzler, Sam Rosen, Edward N. Rugoff, Bert Sanford, Fred J. Schwartz, Joseph M. Seider, George Skouras, Solomon Strausberg and Joseph Vogel.

Isoline Woodroffe, secretary in the Tri-States advertising department, will be married to Richard Ward Headstrom on Aug. 22.

CLEVELAND

Downtown business has held up to better than average in spite of continued high temperature with "I Wonder Who's Kissing Her Now" as the top draw. Air-conditioned theatres are not suffering boxoffice-itis, but those not equipped are crying the summer blues.

New drive-in theatres are being opened in this area on an almost weekly basis. Last week it was Sam Greenberger's new Youngstown drive-in in the Youngstown environs. This week it is the Marion drive-in at Marion, built and operated by Horace Shock who has two outdoor theatres in Lima. And later this month Milton Mooney's Sky High drive-in just beyond Youngstown is scheduled to open. At East Liverpool Larry Black, who operated the Star Theatre before it was dismantled, is building a drive-in which will be in operation this season.

Due to the excessive heat, many of the local exchanges which are not equipped with air-conditioning, closed at 4 p.m. this week.

The RKO exchange had almost as many employes on the sick list last week as there were on duty. Arthur Goldsmith, salesman, had a bad cold. Dan Cowhig, cashier, was taken to St. Vincent's Hospital for treatment. Jack Stevenson, shipper, suffering a return of trouble contracted in service, was at Crile General Hospital, and Blanche Knobloch, booker, was in for only a few hours a day following a recent appendectomy.

TORONTO

F. J. A. McCarthy, assistant general sales manager of Universal-International, was in Toronto for a consultation with Empire-Universal officials to discuss new season policy and pictures.

Margaret Marshall, cashier of the Famous Players' Victoria Theatre, also "Miss Toronto of 1947," will share the spotlight in the stage show at the Toronto Imperial in conjunction with the Canadian premiere of "Variety Girl," Aug. 27. The first night is a benefit performance for the Toronto Tent of the Variety Clubs of America.

Robert Radis resigned as salesman of the RKO-Radio staff in Toronto to become Calgary branch manager of United Arttists and has been succeeded by Hector Ross from Winnipeg. Louis Michaelson has resigned as manager of the St. John N. B., branch of Monogram Pictures of Canada, to join United Artists at Toronto.

George Peters, vice-president of Odeon Theatres of Canada at Toronto, made a trip to St. John, N. B., for a conference with A. I. Garson, partner with Canadian Odeon for the Maritime Provinces.

A theatre-building project at Sudbury, Ont., has been called off by McKim Theatres, it has been reported, because of labor conditions and cost of materials.

Howard Elliott became the manager of the Fairlawn which opened Aug. 14 in the North End of Toronto as the first theatre to be erected in the Ontario capital by Odeon Theatres of Canada, Limited.

Charles Dentelbeck, supervisor of projection for the Famous Players circuit, has had a vacation-honeymoon in the Rideau Lakes district of Eastern Onttario.

Loew's Uptown had a fire in the rear of the theatre during a performance of "Hungry Hill," but the audience was entirely unaware of the presence of the Toronto firemen who quickly extinguished the small blaze.

. . . NEWSREEL SYNOPSES . . .

(Released Saturday, August 16)

WARNER PATHE (Vol. 18, No. 103)—U.S.A., summer of 1947: Washington scene, Queen Mary returns, horse racing, golf, motorboat racing, aviation.

PARAMOUNT (No. 101)—Air vet wins speedboat classic; Happy birthday, you big ape; British scuttle war gas; The big show closes (Brewster-Hughes); Around the world in 73 hours.

UNIVERSAL (Vol. 20, No. 64)—William Odom completes record-breaking globe flight; Senate adjourns Howard Hughes warplane contract probe till fall; Battle for Palestine continues as three die in explosion at Labor Department headquarters; Danny Foster of California wins gold cup race piloting Miss Peps VI.

MOVIETONE (Vol. 29, No. 100)—Senate committee adjourns inquiry of Howard Hughes; Odom flies around the world solo in 73 hours; Crisis in Palestine's pathetic story of tragedy and terror; California forest fire put out with aid from the air; Girls of alluring charm compete for pin-up crown; Gold cup regatta taken by Danny Foster; Cow pony beats thoroughbred racehorse in a match race.

NEWS OF THE DAY (Vol. 18, No. 298)—Sensational finale in hearing at Washington; Solo world flight sets new record; 4,500 refugees refuse to quit British ship; New way found to escape heat; Gold cup regattta a stormy affair.

TELENEWS (Vol. 1, No. 16)—Red Cross answers call of mercy in Indonesia; Eve Peron sees Argentine trade treaty signed in Paris; Boy Scouts jamboree site completed in France; Ex-Nazi officers learn democracy in France; White Eagle, symbol of victory, returned to Poland; Berlin police train rookies; Tobacco plant creates new industry in Australia; Anzac broncobusters stage rodeo.

(Released Thursday, August 14)

NEWS OF THE DAY (Vol. 18, No. 297)—Hughes-Brewster clash is sensation at Senate hearing; Nazi stronghold blown up in Berlin; Wheat farmers arm to repel rustlers; Woman bullfighter in amazing exhibition; Hambletonian won by Hoot Mon in upset.

MOVIETONE (Vol. 29, No. 99)—Howard Hughes and Senator Brewster in dramatic clash; Hoot Moon wins Hambletonian trotting classic; Peruvian girl bullfighter in ring at Bayonne, France.

PARAMOUNT (100)—Hughes vs. Brewster: verbal battle of the century.

RKO PATHE (Vol. 18, No. 102)—Sensational hearing: Hughes, Brewster on stand; Disaster marks Hambletonian.

UNIVERSAL (Vol. 20, No. 63)—Hughes and Brewster clash; The Hambletonian; Ferrier wins St. Paul open.

ALL AMERICAN (Vol. 5, No. 251)—National Guard; Bible class for kids during vacation; Baseball League—Kansas City sandlot; "Ham" radio operators get licenses; Debutantes at Tuskegee; Physical therapy at Hines Hospital.

HOLLYWOOD

STR West Coast Offices 6777 Hollywood Blvd. Hollywood 28, Calif. Telephone Hollywood 2055

British Tax Aggravates High Cost of Production Headache

Hollywood hummed with excitement and no little resentment over the news from London that a 75 per cent tax would be slapped on films, and informed sources here agreed that production would be very sharply affected. The revisions, most likely, will be severe with respect to budgets—provided there is any way to shave budgets without lowering box-office appeal or entertainment values.

From the quantity standpoint, Hollywood lots are now at a low representing a very sharp drop from the accustomed pace in effect since before the war. Only 46 features were rolling at the end of last week. That represented a drop of two from the previous week and is 18 less than a year ago.

The dawdling pace of production is indicated in practically every studio. One prime example is MGM, where there are only two features rolling: "On an Island With You" and "Luxury Liner." The latter started Aug. 11, with Joe Pasternak producing and Richard Whorf directing a cast headed by George Brent, Frances Gifford, Jane Powell, Lauritz Melchior.

Warner Bros. has one picture in work, but nothing doing at the Burbank lot—the film being made is "To the Victor," which is no nearer the home studio than Paris, France.

Universal-International is one of the few plants still maintaining a hefty shooting schedule, with six pictures in work. Rachel Kempson, English star, checked in last week for her American film debut in "Mortal Coils," starring Charles Boyer.

With the completion of "Gentleman's Agreement" ahead of time, 20th Century-Fox has only a trio of flickers before the lensmen, including "The Snake Pit."

Republic exercised its option on the services of director Phil Ford for another year and assigned him to "Marshal of Amarillo," which began last week, with Allan "Rocky" Lane starred.

RKO Radio was set to start "Race Street" on Aug. 18, with George Raft and Marilyn Maxwell co-starred.

PRC will start "Open Secret" on Aug. 19, with Marathon Pictures doing the honors. John Ireland has been set as male lead in this film on Fascism in America.

Columbia started the first in its series of action musicals, with "Rose of Santa Rosa" getting the nod.

The only location used by Paramount's "My Own True Love" has been set up 15 miles north of Malibu for sequences representing England's Cornish coast. Binnie Barnes, comedienne, was signed for the Phyllis Calvert-Melvyn Douglas vehicle. Second group of the studio's production crew which will film backgrounds in Berlin for "A Foreign Affair" left last week by plane from Hollywood for New York, en route to Europe.

John Alvin was added to the cast of "Rocky," Lindsley Parsons' Monogram production starring Roddy McDowall. Phil Karlson is directing on location in the High Sierras. The troupe returns to Hollywood this week, where the film will finish at Nassour Studios. Monogram also started a new Johnny Mack Brown.

NOW BEFORE THE CAMERAS

COLUMBIA. The Sign of the Ram; A Little Spanish Town (Autry, in Cinecolor); Blondie's Anniversary; Rose of Santa Rosa; Glamour Girl (Katzman).

EAGLE-LION. Northwest Stampede (Al Rogell, in Cinecolor); T-Man.

ARGOSY. War Party.

MGM. On An Island With You (Technicolor); Luxury Liner.

MONOGRAM. Rocky (Lindsley Parsons); untitled Johnny Mack Brown; The Quest of Willie Hunter (Wrather).

PARAMOUNT. So Evil My Love (Paramount British Prods., Ltd.); My Own True Love; The Night Has a Thousand Eyes; The Paleface (Technicolor).

PRC. Open Secret (Marathon).

REPUBLIC. The Red Pony (Feldman-Milestone, in Technicolor); The Gay Ranchero (Trucolor); Marshal of Amarillo.

RKO. I Remember Mama; That's Life (Goldwyn, in Technicolor); Roughshod; Your Red Wagon; Tarzan and the Mermaids (Lesser); Miracle of the Bells (Lasky-MacEwen); Stations West; Good Sam (Rainbow Prods.); Race Street; Under Arizona Skies.

SRO. Portrait of Jennie.

20th CENTURY-FOX. Green Grass of Wyoming (Technicolor); Daisy Kenyon; The Snake Pit.

ALSON. The Tender Years.

UNIVERSAL-INTERNATIONAL. Tap Roots (Wanger, in Technicolor); A Double Life (Kanin); The Naked City (Hellinger); The Senator Was Indiscreet (Inter-John); Mortal Coils; River Lady (Technicolor).

WARNER BROS. To the Victor.

INDEPENDENT. Doctor Jim (Jerry Fairbanks).

'Alice' Set by Disney

Walt Disney gave the green light to production of "Alice in Wonderland" following conclusion of a deal with Paramount whereby he acquires that company's rights in Lewis Carroll's "Alice," "Through the Looking Glass" and "Hunting the Snark."

Previously, Disney had acquired from MacMillan, publishers, a long term extension of motion picture and other rights in the Sir John Tenniel illustrations to the Carroll works.

'Time Of Your Life' In

William Cagney's "The Time of Your Life," screen version of the Saroyan Pulitzer prize play of that title, was completed at the General Service Studio last week.

The picture, which started in production on May 5, stars James Cagney.



ROLL THEIR OWN. Lewis D. Collins and Stuart Erwin, director and star respectively, of "Headin' for Heaven," discuss the script of the picture they are producing for PRC release. While working together on another film, Collins and Erwin decided to form their own company, which they did. It's named Ace Productions and "Headin' for Heaven" is the prophetic—they hope—title of their initial production.

Warner Signs Kaye; Hope Starts 'The Paleface'

Danny Kaye will become a Warner Bros. star, following completion of his current "That's Life" for Samuel Goldwyn, under the terms of a contract covering a period of 7 years, it was announced in Hollywood by Jack L. Warner. The pact calls for production of 5 pictures with Kaye as star and Sylvia Fine (Mrs. Kaye) as associate producer. From the Warner studio also came announcement that Bretaigne Windust, stage director, will make his debut as a film director with "Winter Meeting," the Bette Davis starring vehicle set for production early in the fall.

Bob Hope reported to the Paramount studio last week for his role in "The Paleface," a Technicolor comedy in which Jane Russell will co-star . . . the fall production program of Paramount's Pine-Thomas unit gets under way Sept. 4 with "Caged Fury" as one of six films to be contributed to the release schedule of the company by P-T . . . John Farrow will direct "The Long Grey Line," romantic drama with West Point Military Academy—where much of the picture will be filmed—as a background for star Alan Ladd's acting in the leading role.

MGM has assigned Lana Turner to the feminine lead opposite Clark Gable in "Homecoming."

The script of "Weep No More," scheduled as a starring vehicle for Cary Grant upon his return from England early next year, has been put into work by RKO.

Universal-International has assigned Irving Reis to direct the Arthur Miller play, "All My Sons."

Ellen Drew will have the feminine lead opposite Randolph Scott in Columbia's "Coroner Creek," Cinecolor version of a Saturday Evening Post serial.

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1947

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The Service Paper of the Motion Picture Industry

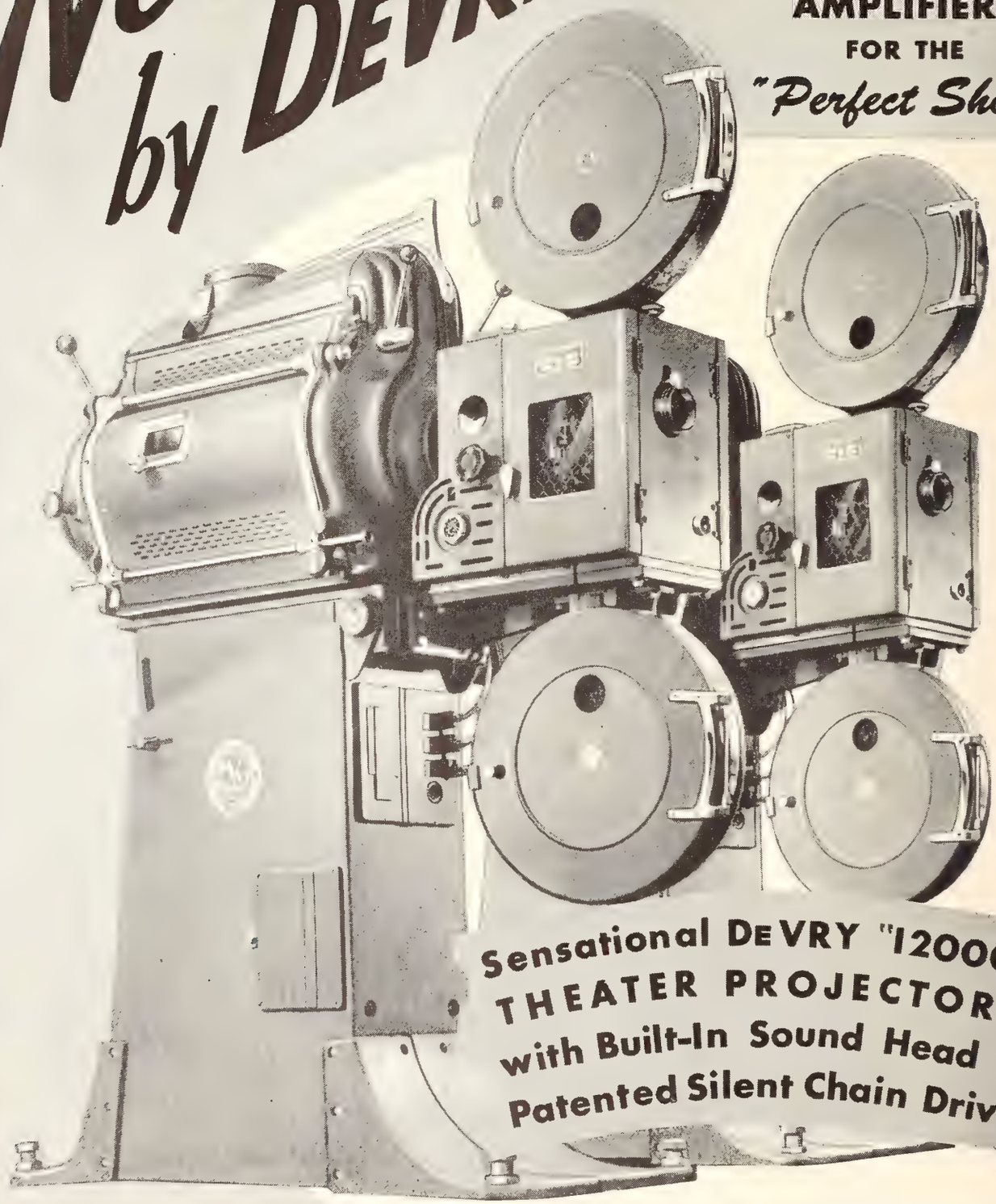
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Aaron Nadell, *Technical Editor*

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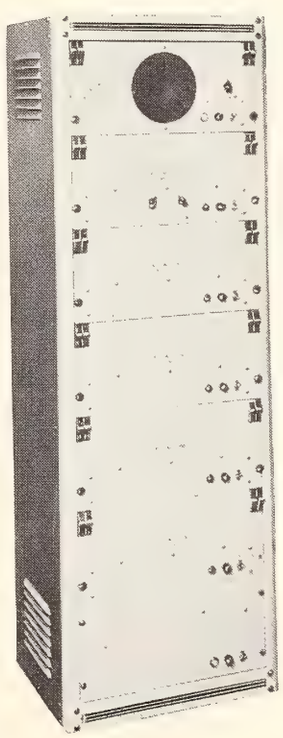
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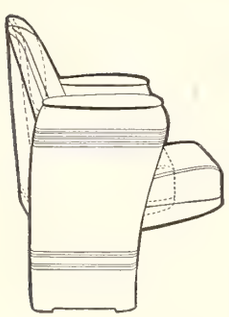
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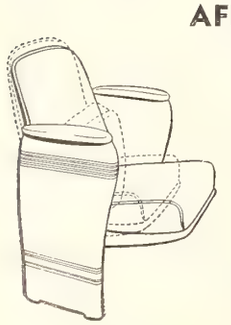
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How to Cover the Theatre Floors

And Where and Why to Use Draperies

What floor coverings to use in different parts of the theatre, and why; what draperies to use, where and for what purposes, formed the subjects of discussion at this month's meeting of STR's Theatre Advisory Council; and in many details the talk brought out a surprising unanimity of opinion and practice.

In the matter of floor covering in particular, the views of the members are so largely in agreement that they might almost be described as standardized.

Some differences of detail developed strongly in connection with methods used for protecting floors and their coverings against wet shoes and inclement weather; and substantial minority opinions appeared occasionally in connection with the use of draperies.

Floor Coverings

Complete agreement exists with respect to lobby flooring, in that no member present at this month's meeting uses carpet and the majority use no floor covering at all in this location. Tile and terrazzo are the favored flooring materials here. A substantial minority protect this flooring with rubber mats of one kind or another.

With respect to the foyer, however, there is nearly equal agreement on the desirability of carpet. Only a single dissenter expressed a different view, preferring terrazzo in the foyer as well as the lobby.

As to auditorium aisles, opinion is unanimous—they should be covered, and covered with carpet.

Equal unanimity appeared with respect to the auditorium flooring under the seats—no member covers this with anything. Carpeting under seats won no votes at all.

And with respect to lounges there is, again, almost total agreement—an overwhelming and almost unanimous majority covers lounge floors with carpet.

"Carpet should be used where decor and sound deadening are the basic factors. Tile where utility is the primary factor."

"We prefer hard surfaces such as tile or hard no-slippery material in the lobby, due to rains and snows, and the mud carried into this area. In some cases we have used recessed rubber mats. In all other sections of the foyer, auditorium, aisles, lounge, we use carpet for obvious reasons of effect, softness, atmosphere, service and acoustics. We do not use any special material under auditorium chairs except the concrete. This area is particularly subjected to gum, candy, popcorn, cigarette burns, and so on, and any absorbent or soft materials would be ruined in a very short time."

"We prefer hard surface floors in the lobby and auditorium because maintenance costs are kept at a minimum, but we use carpets in the aisles, of course, to eliminate noise, and we prefer carpet in the foyer for appearance and to eliminate noise at aisle doors."

"We prefer terrazzo in the lobby and cement under the auditorium chairs for practical reasons—they are easy to maintain. Carpet should always be used in the foyer and aisles for soft effect, silence, and to help acoustically."

"Terrazzo where weather affects the flooring, and carpet where reduction of noise is a factor."

A lone dissenter to the use of carpet in the foyer noted that:

"Foyer carpet gets abuse from gum and lighted cigarettes and the like. In many theatres, we prefer to use terrazzo in colorful designs."

The Council was unanimous on the need for and use of mats or other devices to protect flooring and floor covering against water, mud and snow brought into the theatre on the shoes of the audience. All members take such precautions. They differ, however, in many details of what kind of protection to use and where to locate it.

"Nothing that we have used has been completely satisfactory. Perforated rubber is non-absorbent, consequently water or snow deposited on it go through onto the floor or carpet, which ever is below the rubber mats. Perforated rubber does take off some of the mud and dirt, however. In carpeted areas we lay down a runner of the same pattern as the carpet, immediately inside the doors. The runner is absorbent, and can be hung up to dry after the bad weather is past. We find this arrangement more satisfactory than any rubber mats we have used."

Other members, however, do use rubber mats, or rubber runners, some solid, some perforated. One member uses solid, corrugated and perforated rubber mats, according to circumstances. One uses rubber runners.

Preferred locations for these forms of protection vary enormously. Some of the choices are:

"From the box-office to the door in some theatres, in others from the inside of the lobby doors to the doorman."

"In the lobby and vestibule."

"In front of the doors leading to the foyer."

"As runners in the lobby."

"On the lobby floor, and directly behind the doorman."

"In both lobby and foyer."

"Outside and just inside the entrance doors. The outside mats are recessed."

"In front of the box-office and outside the entrance doors."

"Inside the entrance doors and in the lobby."

"Outside the entrance doors."

It may perhaps appear from these differences that the object of rubber matting is not so much to protect the flooring beneath as to get mud and water off the patrons' shoes, and that just where this is done is only of secondary importance.

Draperies

Draperies are widely used in the theatres of the large majority of the Council

(*Continued on Page E-23*)

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New Slideaway Chair Now on Market Has Novel, Patented Features

An entirely new sliding-seat theatre chair, differing from others of its kind in basic features of its design and its sliding action, has been developed by Air-O-Seating Corporation of Minneapolis and is now in production and available to theatremen.

The new chair, which has been named the Slideaway Seat, is said to differ from all others in two basic respects—the shape and upholstery of the back, and the fact that when the seat slides the back does not move. Additionally, the sliding mechanism is said to be simplest ever devised, and one that needs no maintenance of any kind.



SLIDEAWAY chairs spaced thirty-two inches back to back in this photograph indicate ample knee room. In the photograph opposite one chair has been purposely left incomplete, a portion of the standard being removed to show the general construction. The seat hinges back when not occupied to provide maximum passing space for patrons and for cleaning the theatre.

Among other advantages resulting from these features, the manufacturer claims, Slideaway chairs can be spaced only 32 inches back to back and yet provide ample comfort for patrons passing and for seated patrons in letting others pass. Retraction of the seat, in the case of a seated patron of average size, allows a full six inches of additional passing space.

When not in use, the seat hinges up between its standards to a semi-raised position, providing the maximum clearance the standards allow for patrons entering a row of chairs, and for the work of the cleaning staff.

The nature of the sliding action, plus the upholstery of the seat cushion, are said to incorporate still other highly important advantages. The patron can unconsciously relieve the natural impairment of blood circulation that occurs when a person remains seated for a protracted period of time by adopting various postures with the seat in different stages of retraction—all without effort and without any conscious notice.

Still further, when the seat is in fully retracted position, the occupant's eye level is raised a full four inches. Small patrons seated behind tall ones can therefore improve their own sight lines without twisting or straining or holding the neck at any awkward angle.

Designer of the new chair is Peter F. Masucci, who has been associated with the Heywood-Wakefield Co. and with International Seat Corp., and with the industry generally, ever since 1927.

First attention, in creating the new Slideaway chair, was given by Masucci to the contour and upholstery of its back. Numerous anatomical studies were made. The designer found that the average person, occupying an average theatre chair, tends to rest only his or her shoulders on the back of the chair, sitting forward so that the lower portion of his or her back is generally several inches forward of the back upholstery. This waste space, the designer found, could be saved to advantage, permitting closer spacing between rows, and at the same time affording better and more comfortable support to the patron, by a re-design of the contour of the chair back and new treatment of its upholstering.

This new back design, when fully worked out, further made practical and desirable a chair in which the slope of the back is the same regardless of whether it is installed on the main floor, in a balcony, or in a loge.

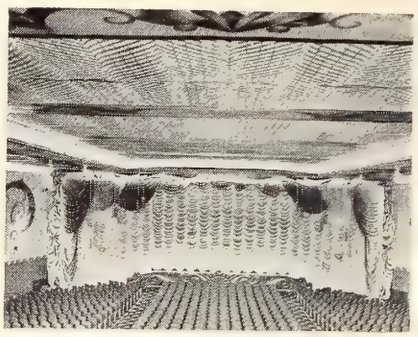
The standard back contour having been computed, the Slideaway chair was so built that its back does not change in slope or position when the seat is retracted. The retracting mechanism acts on the seat only, and has no effect on the back of the chair, which remains motionless at all times. The retracting mechanism is simplified accordingly.



AIR-O-SEATING CORP. Slideaway chairs are shown here with the rear seat in retracted position, whereby a patron can permit others to pass without having to rise. The rulers show back to back spacing of 32 inches, and full six inch retraction of the seated patron's knees. The retracted position is perfectly comfortable, and raises the patron's eye level by four inches.

Development of the Slideaway chair began in 1943, and has been actively pushed forward since that time. Major features of the new chair are covered by exclusive patents and patents pending.

Glass Interior



WALL AND CEILING surfaces of porous glass matting, held in place by expanded metal and covering acoustic Fibreglas, feature the Crest Theatre, built by Fox-West-Coast's R. H. McCullough, a member of STR's Theatre Advisory Council. Experience since the Crest opened six months ago, Mr. McCullough writes, has amply confirmed the amazing advantages of the glass interior.

Asphalt Tile Favored for Theatre Flooring

Asphalt tile is coming into increasing favor for flooring lobbies and other sections of the motion picture theatre because it combines eight distinct advantages, according to Barclay Adams, Executive Director of the American Society of Interior Design.

These advantages, Mr. Adams states, are: decorative versatility, durability, ease of installation, ease of repair, fire resistance, low cost of cleaning, moisture resistance and safety.

The material is manufactured in countless color combinations and effects, and in a number of standard sizes. Its decorative possibilities are almost unlimited. Virtually any desired effect can be worked out in bright or subdued colors, and in rectangles, squares and stripes of endless variety. All sorts of special insets can be included, such as trademarks, monograms, names and pictorial representations. Manufacturers' designers work with the theatre owner or architect in developing distinctive effects.

The material is extremely durable. Its components are asbestos and asphalt or asphaltic resins, plus mineral pigments for color. The colors extend right through the material from top to bottom and cannot wear off; and being minerals and not dyes they neither fade nor bleach. Asphalt tile is highly resistant to wear; such flooring was installed in several of the Rockefeller Center buildings in New York ten years ago, Mr. Adams states, and no replacements have yet been required although an estimated 130,000,000 persons have walked on those floors to date.

Asphalt tile is easily installed; it can be laid over any existing floor and will follow its contour without breaking. It can be shaped to follow angles, such as those at the top and bottom of a lobby ramp.

Individual tiles can be replaced when necessary, at low cost, but it is very seldom that repair is needed. Few things can damage asphalt tile. It is, for example, resistant to fire; cigarette burns cannot

(*Continued on Page E-23*)

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Architects Favor Simple, Functional Facade, No Cellar, Flat Roof, No Steps

Simple, functional design and appearance is favored by the Architects' Advisory Council for today's motion picture theatre.

In the matter of the facade, or front appearance, a strictly functional treatment as against elaborate ornamentation is preferred by an overwhelming majority of the members participating in this month's meeting.

A flat, lean-to roof for the theatre structure is considered by far more than two-thirds of the members to be preferable to any kind of steep-pitched gable, dome or vaulted roof.

The majority oppose digging a cellar under the modern theatre. It is seen as unnecessary. Even among the minority that do approve of cellars, there is a sizeable opinion which would place very small ones under the stage only.

But excavating to avoid steps or ramps is viewed in a different light; many of those who oppose cellars are in favor of going to the expense of grading and filling a site for the sake of keeping the hazard of steps or ramps out of the path of audience traffic.

Facade

The views of the Council with reference to the type of facade are conditioned, as might be expected, by the nature of the neighborhood and surroundings. Thus, one member explains:

"We generally are inclined to hold our designs to simple, well-proportioned facades. Of course, if we are designing for a Colonial neighborhood, our plan will be purely Colonial. This holds for any location where a particular design of architecture predominates."

"Yes, in a neighborhood that has a distinct character I would try to design the theatre in keeping with it."

Within these qualifications, opinion in favor of the simple facade is overwhelming.

"Keep it functional—obtain punch by color and light."

"I prefer a facade capable of being revised economically at a future date to renew interest in the theatre and to keep in step with changes in advertising techniques and in surrounding property."

"By all means keep the facade strictly functional. Beauty in design lies in proper proportions and not in ornamentation."

"Use a functional facade combined with good materials and color, but it is strictly important that the parti of the theatre be kept. It must look like a theatre in character, atmosphere and function."

"A highly ornamented facade is strictly out. We use simple design except for a really gorgeous entrance and marquee."

There is not even a real minority on this question, only some qualified disagreement. One member voices a preference for "some ornamentation" and one suggests:

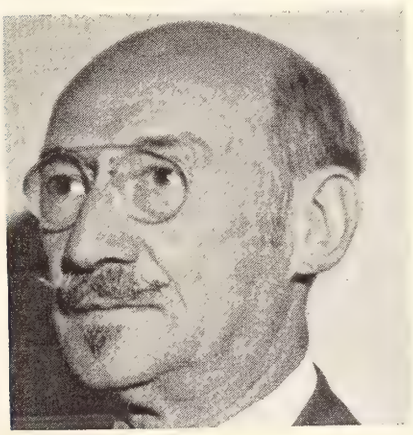
"Not a *strictly* functional facade, but simple in design, eye catching, imposing —by use of materials, color and shadow and light for effectiveness."

And a third points out that:

"A facade cannot be considered functional in itself but only in relation to the building as a whole. It is not a thing apart."

No one spoke for an ornate, elaborate facade.

Meet Leonard Asheim



LEONARD ASHEIM is a registered architect in New York, Connecticut and Florida, with principal offices in New Haven. He studied architecture at Lowell Institute, M.I.T., and served four years of apprenticeship under the late architects Joseph A. Jackson and A. G. Richardson of Boston. Mr. Asheim is a member of the American Institute of Architects, Vice-President of the Connecticut Society of Architects, and President of the Bridgeport Architects' Association. His latest theatre is the $550,000 Klein Memorial in Bridgeport (STR for July 19th). As hobbies, he likes to fish, camp and cook, and in recent pictures his favorite is The Farmer's Daughter.

Theatre Roofs

In the matter of roofs, again there is an overwhelming majority that prefers simple treatment—the flat, "lean-to" type of roof.

"Simple, flat roof pitched to drain."

"Flat with no parapets."

"The simple, flat lean-to is more effective than out-moded domes or vaults."

"Generally flat roof."

"Flat if practicable."

"Flat roof with low pitch."

"Flat roof covered with water in summer to provide cooling by evaporation."

Opinion, however, is not quite so nearly unanimous as in the case of the design of the facade—a number of members who in general or in some cases favor flat roofs do so with qualifications, and there were a few direct dissents.

"A flat roof if the theatre is between other buildings, but the general design tells the story of the roof if the theatre is free-standing."

(*Continued on Page E-18*)

The Many Functions of Fabrics

A Non-Technical Resumé of Some Basic Factors Applying to the Selection of Fabric Floor Coverings; and of Draperies, Acoustic Treatment, Upholstery, Partitions and Decorations

Suitable selection of textile fabrics provides the key to endless problems of theatre furnishing and maintenance. Fabrics form by far the most versatile class of material used in the theatre. No other serves as many different functions. No other is supplied by manufacturers in such endless variety.

Woven in either two or three dimensions, textile fabrics cover the theatre floors and by their pattern and color set the tone for the entire decorative scheme; used as draperies, they frame the proscenium and stage; as curtains they part or lift to reveal the entertainment. Gathered in heavy folds or (preferably) installed as panels of attractive damask concealing other materials, they provide the sound absorption necessary for good acoustics. In the form of mohair, or as backing and reinforcement for synthetic plastics, they upholster the theatre's chairs. They serve as partitions above the standee rail or before the doors of lounges. As coverings for any or all of the interior walls they provide a luxuriously rich decorative effect.

Among still other uses, textile fabrics serve as furniture-protecting slip covers, as marquee valences, banners and streamers for exploitation, screen masking and so on almost indefinitely.

To fill all these functions, manufacturers provide textiles woven of cotton, wool, glass, asbestos, jute and synthetics such as rayon, either singly or in combination; in an endless variety of weaves, some of which are three dimensional; in a limitless choice of colors and patterns; and—in infinite gradations of quality that require the theatreman to do some intelligent buying.

Floor Coverings

The only two-dimensional textile floor coverings are fabric runners, used in aisles and elsewhere to protect carpeting. Carpets are three-dimensional. A carpet can be thought of as a flat handkrchief to which has been added a third set of fibres that run up and down, with the handkerchief serving as a base to hold them together. In a carpet this base may be cotton or jute; the upright fibres are wool. Mechanical differences in the way the upright fibres are meshed with their base give rise to the different names for carpets—as Wilton, Velvet, Axminster, etc. The three weaves just named as those that are favored for heavy duty theatre work; there are many others that need not be mentioned here.

The quality of a carpet can be judged to some extent by the closeness of the upright tufts of wool—how many of them are packed together in a square inch—and by the nature of the weave; but these details give no indication whatever of the quality of wool or jute used, and therefore constitute only a rough indication of the value of the carpeting. This is one of those matters in which, in the absence of expert advice, the best guide the average theatreman can follow is the reputation and integrity of the manufacturer or supplier.

Since theatre carpets are subjected to very heavy traffic, the greatest economy is achieved by buying only top quality. Anything else wears out too soon. Top quality is used even in areas where traffic is lighter; and interchanged as time goes on with the carpet in heavy-traffic areas when the latter begins to show signs of wear. This procedure is more economical than buying second-best quality for little-used parts of the house.

Draperies

Choice of fabrics for draperies is much less a matter of quality than of appearance—and of ease of maintenance. The theatreman who is decorating his own house and knows exactly what he wants will know whether to choose satin-finish or dull-finish fabrics for each application, and in what colors and in what patterns.

But decoration is also a very elaborate specialty in which experts do better than amateurs, and there are firms and studios who will take over the contract of decorating a theatre, following the general ideas of the owner or manager but doing so with expert skill and knowledge. Many theatres have found that retaining the services of such specialists costs nothing or even yields an economy, as compared with the process whereby the individual theatre buys drapery fabrics at retail prices and hangs them itself; while at the same time the decorating firm achieves a professional and not an amateur result in decorative effect.

In draperies, as in many other uses of fabrics in the theatre, modern practice increasingly stresses giving first consideration of all to fire hazard. In the past the asbestos stage curtain was the only non-flammable curtain or drapery material available. Today, there are all-glass fabrics; there are essentially non-flammable fabrics of glass fibre mixed with cotton fibre which have the further advantage that they can be dyed in solid colors or patterns practically as if they were all cotton; there are flame-proofing treatments for any fabric and there are non-flammable plastics. Now that such protections are available, neglect of fire hazard is naturally coming to seem more and more inexcusable in the eyes of the law, of the public and of theatremen themselvs; and it is increasingly common practice to give the fire hazard first consideration above all others in planning decorative treatment.

Draperies gathered in heavy folds constitute effective sound absorbing material and are sometimes so used.

Much more common than the use of fabrics in that form, however, is acoustic

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Directors Confer on Tesma-Tedpa Show

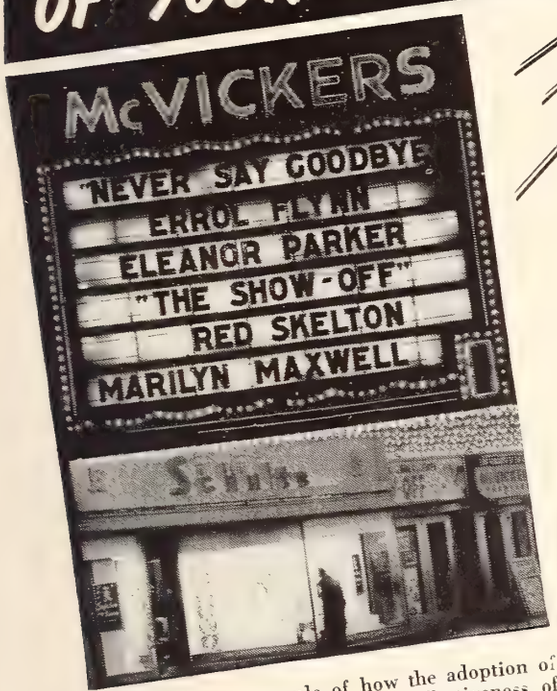


BOARD OF DIRECTORS of The Theatre Equipment and Supply Manufacturers Association confer with the President of the Theatre Equipment Dealers Protective Association concerning details of their forthcoming joint convention and trade show, scheduled for the Shoreham Hotel, Washington, September 24th to 29th. Left to right in this picture are: Bob Engel, DeVry Corp.; E. J. Vallen, Vallen, Inc.; Erwin Wagner, Wagner Sign Service; Tesma President Oscar F. Neu, Neumade Products, Inc.; Tesma Secretary Roy Boomer; Tedpa President Ray Colvin, Exhibitors Supply Co.; W. A. Gedris, Ideal Seating Co.; J. V. Nolan, National Carbon Co., and C. M. Weber, Weber Machine Corp.

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THE Klein Memorial THEATRE

Bridgeport, Connecticut

Leonard Asheim, Architect

Designed and built by Leonard Asheim, member of STR's Architects' Advisory Council, the recently-completed $550,000 Klein Memorial Theatre is owned by the City of Bridgeport, Conn., and operated by its Board of Library Commissioners.

Funds for the structure were provided in the will of Jacob B. Klein, native son and descendant of a pioneer family, and former law partner of Bridgeport's Mayor Robert G. DeForest. The theatre is not only completely equipped for motion pictures, but its stage will accommodate anything from a "little theatre" performance to grand opera.

The Georgian-Colonial facade is of Connecticut brick trimmed with Vermont white marble, with entrance stairs of Rhode Island pink granite. The portico terrace is paved with red sandstone. Five double doors in heavy bronze give access to the lobby.

The lobby is floored in terrazzo laid in brass strips. Its wainscot, to a height of eight feet, is Eldorado marble, capped with mahogany. Three hanging bronze electroliers, suspended 8½ feet below the barrelled ceiling, provide lobby illumination. The box-office, at the further end of the lobby, is panelled in mahogany; the manager's office is behind it. To one side of the box-office a wide staircase leads to the automobile entrance and the 300-car parking lot.

The auditorium seats 1,020 on the main floor and 480 in the balcony. Plush-upholstered chairs, by American Seating Company, are 33 inches wide, spaced 38 inches back to back. The carpet is underlaid with one-inch thick ozite. Carpet and chair upholstery blend in a color scheme that shades from deep red to a light rose. Auditorium lighting is indirect, from coves in the ceiling and the balcony soffit.

Conditioned air enters through semi-concealed grille outlets in ceiling and walls, and is exhausted through floor "mushrooms" under the chairs.

A large Hammond concert grand organ is concealed behind a grille toward the front of the auditorium, while public address loudspeakers at either side of the proscenium are hidden behind silk panels dyed to match the wall colors. Public address controls and the working position of the sound engineer are behind the main floor standee rail.

Public address equipment is by RCA. All projection room apparatus was furnished by National Theatre Supply.

A number of attractive lounges constitute an additional feature. Directly under the lobby is the large main lounge, and men's and women's rooms. The Green Room, here pictured, is behind the theatre; furnished with a concert hall piano and a completely-equipped adjoining kitchen. Still another, a studio lounge, is located on an upper floor.



FACADE of brick, marble and granite, portico terrace paved in sandstone.



AUDITORIUM, with chairs 33 inches wide, spaced 38 inches back to back.



DIGNIFIED entrance lobby, with high arched windows.



ONE OF the three lounges is this "Green Room."

Floor Coverings for Three Different Types of Theatre Areas

By J. M. Duncan
Congoleum-Nairn, Inc.

The motion picture theatre can be considered to consist of three different areas with respect to its floor covering needs, according to careful study conducted by Congoleum-Nairn, Inc., one of the nation's leading floor covering manufacturers. Each of these areas has its own individual requirements.

The areas are, first, those that are brightly lighted and subjected to heavy traffic; second, those that are less brightly lit and carry somewhat lighter traffic; and third, the projection room, a special case.

In the first category, in the average theatre, are such regions as the lobby, foyer, rest rooms and lounges. The second area consists primarily of the auditorium, or of those portions of the auditorium where lighting is subdued.

Floor covering for the brightly lit, heavy-traffic areas should meet seven specific requirements. It should be attractive in appearance; its attractiveness should be durable; it must be long-wearing for economy; it should be easily maintained; it should be quiet, it should be resilient under foot, and it should have good non-slip qualities.

Brightly Lit Areas

Attractive appearance is of vital importance in these brightly lit regions. In any area, the floor covering sets the color scheme for the entire decorative treatment and constitutes the true basis with which all decoration must harmonize.

The beauty and colors of the floor treatment, however, must also be immune to the effects of wear. Wall and ceiling decorations are not subjected to wear as the floor is; and their beauty cannot overcome, but only accentuates, the shabby effect that results if the appearance of the floor has deteriorated.

Additionally, and in the interests of economy, it is obvious that the floor covering should be long-lasting, and one that can be cleaned and maintained readily at low cost for labor and materials. It is equally obvious that theatre floor covering should never be noisy to walk on, should be easy and resilient under foot. In the lobby particularly, non-slip properties are very important—not only will the shoes of patrons be wet in bad weather, but water will be tracked in onto the lobby floor.

To fulfill all these requirements Congoleum-Nairn, Inc., offers a new material, Nairn Marine Deck Covering, developed during the war for the United States Navy. It is richly attractive in coloring, and its attractive appearance will endure in spite of heavy traffic, wet and soiled shoes, lit cigarette butts, constant cleaning and general abuse. It is rugged and long lasting; and easily cleaned by any ordinary cleaning compounds, for it resists excessive water and even strong alkali. Installed according to recommendation it is quiet and easy to walk on, and its non-slip qualities are unusually good even when it is wet.

Dimly Lit Areas

While many of the above requirements apply equally to the less brilliantly lit areas, exposed to somewhat lighter traffic, they do not all apply in the same degree, or as stringently, as in areas of the first class. Where traffic is lighter a material that is slightly less rugged will still last for an equal length of time. Where lighting is less brilliant some deterioration in appearance, after long service, may be somewhat less important. Non-slip qualities are less urgent in these areas, since water is not tracked in that far from the street, and the shoes of patrons are no longer very wet. Economy in first cost can consequently be given somewhat greater scope in selecting floor coverings for these areas of the second category.

Some needs, however, remain just as exacting, or even more so. The flooring in areas of the second category must be quiet under foot, easy and resilient to walk on, and easy and economical to clean and maintain.

For these areas a good commercial grade of smooth surface floor covering, such as ⅛-inch Nairn Linoleum, is recommended. The overall decoration of this product lends itself well to any decorative scheme, and when installed as recommended it meets the general requirements outlined above for these portions of the theatre.

The Projection Room

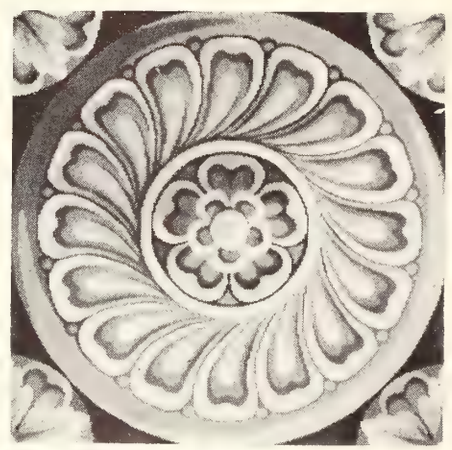
The projection room must have special consideration with respect to floor covering. It is not just another auxiliary room, like the furnace room or the broom closet—it is a place that houses some very expensive and delicate machinery. Any fault that develops in this machinery not only is expensive from the point of view of damage done and cost of repairs, but is immediately evident to the theatre's customers as a flaw in the picture or in the sound. One very important cause of mechanical troubles in the projection room is the wear imposed on delicate parts when concrete particles from an uncovered floor are loosened by normal wear

(*Continued on Page E-22*)

New Carpet Patterns for Theatre Needs Prepared by Alexander Smith



MASLAND Decatur Wilton in contemporary scroll pattern with foreground motifs of acanthus leaves—beige and black on a red ground.



LARGE, circular rosette in tan, black and rust, on a red background provides the basic pattern of this Alexander Smith Crestwood carpet.



MODERN LEAF and small rosette pattern is available in two color combinations—beige and black on a blue ground, or tan and black on red.

New carpet patterns intended specifically to meet two types of motion picture theatre requirements have been designd by Alexander Smith & Sons Carpet Company as part of thir postwar service to the industry. These designs are directed toward the needs of the new theatre, and those of the renovated traditional theatre.

Three samples are pictured here.

Additionally, the company is now in process of developing entirely new and special fabrics for specific theatre uses, including high and low wire effects, and sculptured embossed carpets.

Demand for theatre carpet is at far the highest point in history, Alexander Smith reports. Production today exceeds the output rate of 1941—the best pre-war year in producing theatre carpets—but "even this record production seems almost insignificant" in comparison with the demand, the company declares.





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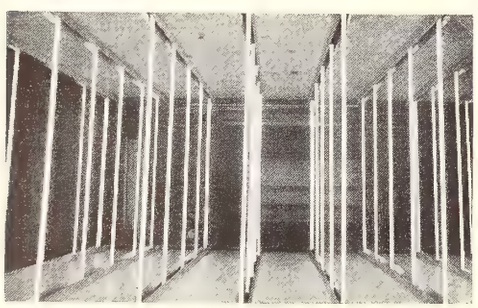
By Allen J. Dusault
Westinghouse Electric Corporation

Science now offers to the public a lamp that will destroy contagious germs in the air; a lamp that generates germicidal ultraviolet. Although much progress has been made during the past few years in the sanitization of food and water, it is only recently that a method has been discovered to disinfect the air breathed.

The air in theatres and similar public gathering places may contain up to several hundred bacteria per cubic foot. When it is recalled that the average human inhales approximately 400 cubic feet of air a day, the necessity of destroying harmful bacteria that float about in the air is obvious.

Short wave ultraviolet radiation destroys all micro-organisms including pathogenic bacteria, virus, and mold. Although this principle has long been known to man, there was no way of applying germicidal ultraviolet radiation indoors economically until the invention of the ultraviolet Sterilamp.* The Sterilamp is a long, slender tube that can render the surrounding air between 95 and 100 per cent free of harmful germs. These lamps have been used successfully in the past few years in public gathering places throughout the country.

The method of air treatment with ultraviolet depends upon the particular conditions existing where the lamps are to be applied. In theatre auditoriums — where an uncontrolled amount of visible light



A typical installation of "Sterilamps" in an air conditioning duct.

is objectionable — the lamps should be placed in the air conditioning ducts. This will eliminate the possibilities of direct or reflected irradiation from striking the screen or possibly the eyes of the patrons located in the loges, balcony and upper sections of the theatre.

The air supplied via air conditioning systems to occupants is usually heated in the winter and cooled in the summer. In either case approximately three-fourths of the air is recirculated and one-fourth is fresh air taken from out of doors. Such recirculation of air results in a high bacterial contamination. Air sanitization may be compared with the treating of recirculated water in a swimming pool with chemicals and filters to remove harmful organisms so as to prevent germs from infecting the bathers and causing epidemics.

There are three locations in an air conditioning system for the installation of germicidal ultraviolet generators. These are: the return air duct; the plenum or service chamber between the filters and the fan intake; and the main supply duct between the fan and the first outlet. Conditions will vary and the questions of economy, accessibility and effectiveness must be considered in making the choice of location for the lamps, which, in this case, should be of the cold cathode type.

* Trademark, Reg. U. S. Pat. Office, Westinghouse Electric Corporation.

Installation

Installing Sterilamps in the return air duct makes possible the irradiation of the used recirculated air without the necessity of treating the pure fresh air that is supplied to the system. However, it is also important to install lamps to irradiate the air after it has passed through the filters or cleaners so as to enable the lamps to do a more efficient job and minimize dust collection on the tubes.

The plenum chamber offers the advantage of low air speed, usually about 300 fpm. It is thus possible effectively to radiate the air while it is traveling at a lower rate in a larger space. Radiation units should be installed so that only clean air passes over them; that is, placed between the electrostatic air cleaner or filter bank, and the heating and cooling coils.

The recirculated air duct must be brought into the plenum chamber ahead of the radiation chamber. The ultraviolet lamps should be mounted vertically on a stationary or movable rack and spaced uniformly apart in one or more grids across the chamber. Inspection windows should be provided in the service doors so that a casual glance will tell if all the lamps are operating. As radiation intensity in the chamber is high, a switch to open the primary circuits of the transformers should be installed on the service door. This switch will prevent anyone entering the radiation chamber when the lamps are operating.

The third practicable location for the lamps in the system is in the main air duct leading from the fan. As in the case of lamps in the plenum chamber, greatest efficiency is obtained by placing the lamps at right angles to the air flow and uniformly spaced in grids across the duct. Grids are spaced along the duct in succession and are spaced about 6 to 15 inches apart.

The cold cathode type lamp is recommended for use in air conditioning ducts, for it is approved by the National Board of Fire Underwriters and the Underwriters Laboratories, Inc., and this type lamp is designed to operate more efficiently under adverse temperature conditions. It is of the instant start type and requires no glow switch starter, which eliminates unnecessary maintenance costs and lamp "outs" as a result of faulty starter switches.

Tests which have been conducted and others in progress indicate that the disinfection of air by ultraviolet may prove to be an important step toward the control of epidemic conditions. It has been clearly demonstrated that properly applied ultraviolet lamps clean the air of infectious organisms. Certainly anyone would prefer to breathe this cleaner air and the value of such air disinfection can be expected to become more and more evident to the public as its use becomes more widespread.

For Drive-Ins



PROTECTOR against money leakage in drive-in admissions, a new electrical annunciator developed by Miller Manufacturing Company shows on an illuminated unit the number of admissions (including guests and children) per each car entering. The manager can easily check. A double check is provided by the fact that the illuminated unit is connected with a counter, which must tally at the end of the evening with the meter of the ticket machine.

New Curtain and Drapes Called 'Last Word'

Said to be the "last word" in ornate and beautiful stage treatment, the new contour curtain and stage draperies just installed by Novelty Scenic Studios Inc. at the Fox Theatre, Philadelphia, resemble in appearance and manner of operation the proscenium and curtain treatment of the Radio City Music Hall, New York.

The curtain folds and unfolds with deep highlights and shadows that accentuate the new and luxurious stage draperies.

Color treatment of draperies and curtain comprises pastel and brilliant shades of magentas, corals, jade green, gold and eggshell, combined and blended in expressive variations of color tone.

Fabric materials are based on glass fibre and will never need flame-proofing.

Textileather Announces $400,000 Expansion

Textileather Corporation, manufacturers of "Tolex," is undertaking a $400,000 expansion program in buildings and equipment, J. D. Lippman, president of the corporation, announces.

The company's principal product, a plastic leather cloth, is used in theatres for chair upholstery and for ornamental and sound-absorbing upholstering of doors, walls, panels and other interior surfaces.

The forthcoming expansion program, which will be devoted entirely to procuring and streamlining the most modern manufacturing facilities, is undertaken at this time because of increasing consumer demand, President Lippmann explains.

Kroehler Push-Back chairs have recently been installed in the following theatres, the company announces:

Arizona—Tucson, the Rialto. California—Ojai, the Ojai; Richmond, the Studio; San Miguel, the San Miguel. Illinois—Chicago, the Clark, the Tiffin. Indiana—Fort Wayne, the Jefferson. Massachusetts—Boston, the Astor. Michigan—Detroit, the Carlton. New Jersey—Atlantic City, the Hollywood. New York—Olean, the Olean. Pennsylvania — Philadelphia, the Locust. South Dakota—Burke, the Burke. Texas—Dallas, the Delman.



Focus on the future

MORE and more in the months ahead, your theatre grosses will depend on the high quality of sound that your sound system beams to the ears of your patrons—ears constantly becoming more critical and discriminating.

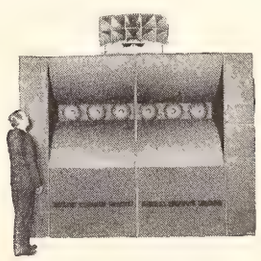
More and more, your box office will depend on the *high quality of sound service:* it will depend on the progressive Altec development of tested methods to make your equipment *keep pace* with the improvements on the way—and there are still more coming up!

For this high-calibre, *unbiased,* "eye-on-the-future" service, more theatres depend on Altec than on any other service organization in America.

Because Altec Service is nationwide, there is an Altec Service man ready to roll up his sleeves and go to work now, in *your* theatre, *wherever* in America it is located.

Altec Lansing "Voice of the Theatre" Speaker Systems

are the choice of major first-run houses throughout the United States; they now are in the review rooms of all the producing studios; they are already installed in theatres of all seating capacities where exhibitors insist on the finest quality of reproduction that money can buy. America's leading electrical engineers consider Altec Lansing "Voice of the Theatre" Speaker Systems clearly above comparison with any other speaker systems on the market. See your dealer or Altec representative for complete information.



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How Long Your Projection Equipment Should Last

Council Experts Tell How Often *They* Replace Projectors, Sound Systems, Lamps, Etc.

Projection and sound equipment being manufactured today is good — it is very, very good — if the experience of the members of STR's Projection Advisory Council is any criterion. And their experience should be! No body of men anywhere has more!

Some items of equipment now being made can be expected to last and give good service practically indefinitely — others can be counted on for 10, 20, 25 years or more, say the Council members. They base their statements on their own records for the many thousands of theatres under their direct supervision.

The manufacturers seem to be doing all right by the theatre industry! But of course these records, and the opinions based on them, take for granted first quality maintenance. As the members of the Council have stressed over and over in these pages, they don't believe in letting little troubles go until they become big ones; they don't believe in saving the labor costs of repairs at the expense of shortening the life of valuable machinery.

If it were possible to get a similar compendium of experience from theatres that neglect their machines, the life expectancy figures given below might be exceedingly different. At a number of points in the course of this month's meeting the members participating stressed and re-stressed that their opinion as to how long a given machine might last in service depended entirely on its being cared for in the same way these Councilors have the machinery under their supervision cared for.

And in the somewhat numerous cases in which a Council member noted that this or that item of modern equipment could serve almost indefinitely, he invariably added some such phrase as: "if properly maintained."

Projector Mechanisms

Ten years is the very shortest life to be expected from a modern projector mechanism of good quality in the experience of any Council member. Other estimates run from 12 to 15 years. One Councilor declares that even second-best projectors of modern design should last 20 years, and top quality ones longer than that; how much longer he hesitates to say. Still another member, who also considers even today's second-best projectors very good, adds that there is a great difference in life expectancy between these machines and the very finest now being manufactured. A third projection chief considers that in the case of today's best mechanisms the life expectancy is virtually unlimited.

"It's pretty much like your automobile —there are only three reasons for buying a new one. You buy a new car to avoid repair expense, to get a better ride, and for the sake of appearance. In the case of the projector mechanism, appearance doesn't count; the only reasons for replacing it are better performance and reduction of repair cost. Unless something is brought out in the meantime that gives much better performance, ten years is the very least a modern projector ought to last before the cost of repairing it justifies even beginning to think about replacement."

On the question of maintenance practice, while some differences of opinion appeared, these are so small as to suggest that the unanimous preference of the Council for top-nottch maintenance gives roughly parallel results in all the theatre circuits represented.

One member overhauls his mechanisms completely after the first three years of use, and then every two years thereafter. Others overhaul theirs:

"Every two years."

"Eighteen months to two years."

"First overhaul after four years, thereafter every eighteen months."

"Every four years."

"Every five years."

"Never. We keep ours in perfect condition at all times. We have projectors ten years old that are as good as the day they were bought."

Sound Systems

The life expectancy of a modern sound system should be from ten to fifteen years. A small majority name ten years. The minority all place the life of today's equipment at longer than that; not one member mentions any shorter period.

On the question of whether new inventions or developments will reduce this expectancy by making present apparatus technically obsolete, views are very evenly divided, but the majority think not. And some scattering opinions were added:

"There *should* be changes — any progressive business ought to make progress."

"It is possible that there will be changes, but very unlikely that we won't be able to modify existing equipment to conform with them. Progress that will make every part of the sound system obsolete doesn't seem probable now."

"It's hard to say one way or other."

"To date I see nothing in sight that would make our present apparatus obsolete."

"No. Nor I."

Lamps and Their Power

Modern arc lamps should serve at least ten years. No one gives them a shorter life. As in the case of other projection room equipment, the minority opinion is that the item will last even longer than the majority think. Twelve years and fifteen years are among the other estimates.

One member feels that lamphouses, like projectors, can be made to last almost indefinitely by good maintenance; but this view is questioned by others who find that eventually, after many years, the intense heat so weakens the frame and shell that replacement becomes advisable.

The useful life of an arc supply motor generator of good quality ranges from fifteen years to indefinitely. Fifteen years is the minimum figure mentioned. Others say from fifteen to twenty years, twenty years, twenty-five years, more than twenty-five years.

With respect to maintaining the motor generator, one councilor says:

"If the brush tension is kept right the commutator won't need any major care for at least five years, probably not for much longer. And I've never yet had to change bearings in any generator."

Others find that a general overhaul,

(*Continued on Page E-27*)





The passwords to bigger box office

WITH "National" High-Intensity Projector Carbons in your lamp houses, you have the most efficient source of light, providing an ideal combination of brightness and color balance, available to any theatre. In fact, you've got the most powerful light, for this purpose, in the world. It is like a tiny sun. The light of a "National" projector carbon arc is snow white, perfect for bringing out detail and full rich color.

The cost of "National" Projector Arc Carbons is negligible when compared to other operating costs. And yet their sparkling white light is the best box-office insurance you can get. It produces better pictures . . . pleases your patrons . . . and keeps your ticket seller busy.



For Perfection in Photography and Projection, Use the Carbon Arc.

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Division Sales Offices: Atlanta, Chicago, Dallas, Kansas City, New York, Pittsburgh, San Francisco

ARCHITECTS ADVISE

(*Continued from Page E-7*)

"Flat roof for conventional building but arch roofs for pre-fabs."

"The roof is a distinct part of the design and I would use the one that would fit the design."

"A gable roof is more desirable because it is more economical, provides space for ducts and a much-needed air space to insulate the hot roof from the auditorium ceiling."

Either flat roof or dome."

"I prefer a dome."

Cellars

A substantial majority sees no use for cellars, but in this matter the minority dissent is rather strong.

"We try to avoid basements in all theatres to save cost. They mean excavation, walls, waterproofing, fireproof slabs, concrete stairs, ventilating and extension of heavy electric lines for motors. In 90 per cent of our designs, we place the heater room and air conditioning room on the second floor, adjacent to the projection room, to save long runs in piping and duct work."

"Excavate nothing but footings."

"Wherever possible avoid excavations. Set the equipment and all rooms at grade unless the site conditions do not permit."

"Put the furnace room at ground level."

"At ground level or above, for economy and accessibility."

"Dig a cellar under the stage only, for equipment and meter room."

"Yes, excavate under the stage only."

But the minority opinion on this question is very strongly defended:

"In jobs of any size, storage space is required, particularly if separate candy and popcorn storage are needed. The requirements are greater than can be met with a no-basement scheme. We put storage in the basement and heating on the mezzanine."

"Ground space is too valuable—excavate a cellar."

"Yes, under any conditions."

And one member notes: "In this matter, the requirements of the individual plan are the only consideration."

Steps and Ramps

If the ground on which the theatre is to be built is not level, is it better to introduce steps or ramps into the path of patron traffic, or to go to the expense of grading and filling?

The plurality vote of the Council is in favor of grading and leveling, but there are a number of members who feel it all depends, and a strong minority who do not find ramps or steps seriously objectionable.

"Too much stress cannot be made where the safety of the patron is a concern. Of course, steps cannot be avoided in balconies, but we never place steps or steep ramps on the first floor. This not only protects the patron from accidents, but also protects the owner from law suits."

"Yes, it is better to grade and fill, and to adjust the auditorium floor pitch to a minimum."

"It is worth while to go to the expense of grading and filling."

"Definitely, unless it is prohibitively expensive or extremely complicated as to drainage—the problems of handling customers will have to be faced 365 days and nights every year."

"Grade and fill—omit as many steps and ramps as possible."

But among the minority, exactly opposite opinions were voiced:

"Use ramps if possible—cut grading and filling to a minimum."

"Steps and ramps can be incorporated, rather than grading."

"Ramps are okay."

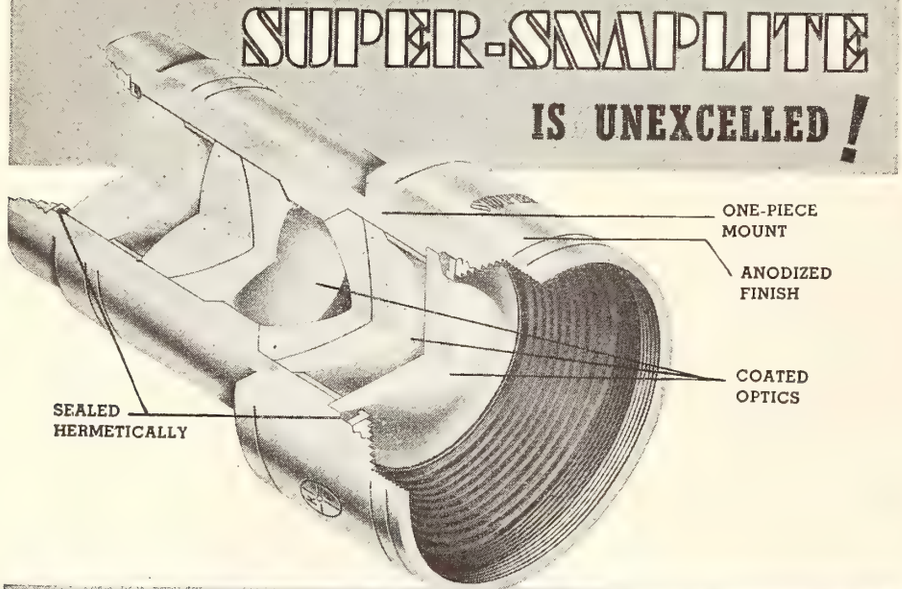
And there were several intermediate views:

"Mild, easy ramps are okay."

"Yes, it depends on the distance between levels. If possible, we use ramps."

"In extreme conditions steps and ramps can be used in a pleasing manner. If the grading needed is not too great, avoid them."

HERE'S WHY THE SUPER-SNAPLITE IS UNEXCELLED!



A true Anastigmat for pictures wire-sharp to the very corners . . . in black-and-white or color!

No dust or oil can enter the Super-Snaplite . . . it never needs to be taken apart for cleaning!

This sturdy all-aluminum one-piece mounting can't loosen up or leak oil!

The gleaming gold finish of the Super-Snaplite is an integral part of the aluminum . . . it can't chip or flake off!

Durable anti-reflection coating on each glass-to-air optical surface nearly *doubles* the light transmission . . . gives brighter pictures, higher contrast!

Exceptional speed for the utmost in screen brilliance without extra current consumption!



Super-Snaplite lenses are stocked in focal lengths from 2″ through 5″ in ¼″ steps. Speed of f/1.9 is maintained in all focal lengths from 2″ through 4½″. Other Snaplite lenses include the Series I and the f/2.0 Series II. For complete details on all Snaplite lenses, get Bulletin 203 from your local supply dealer.

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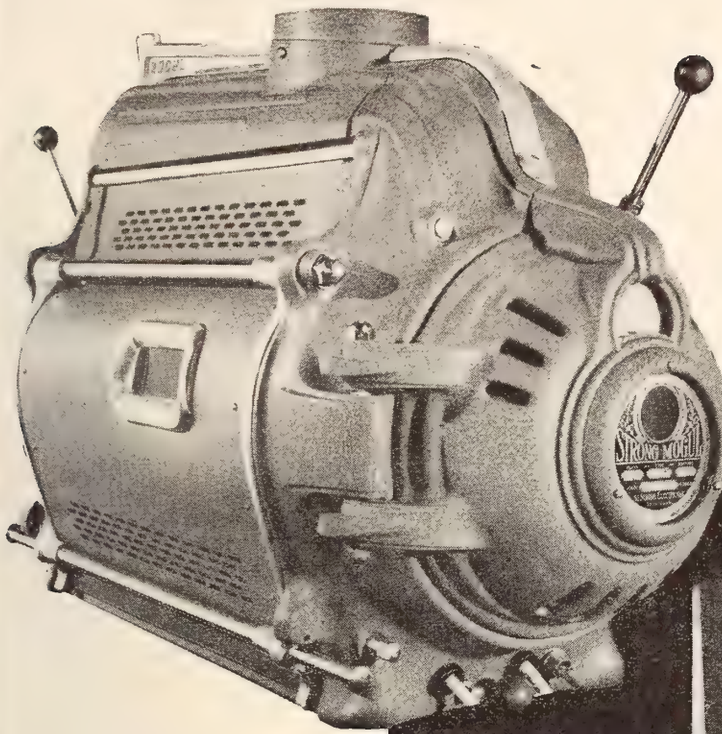
See you at Booth No. 39 at the T.E.S.M.A. Trade Show

Sells the Earth in Six Weeks

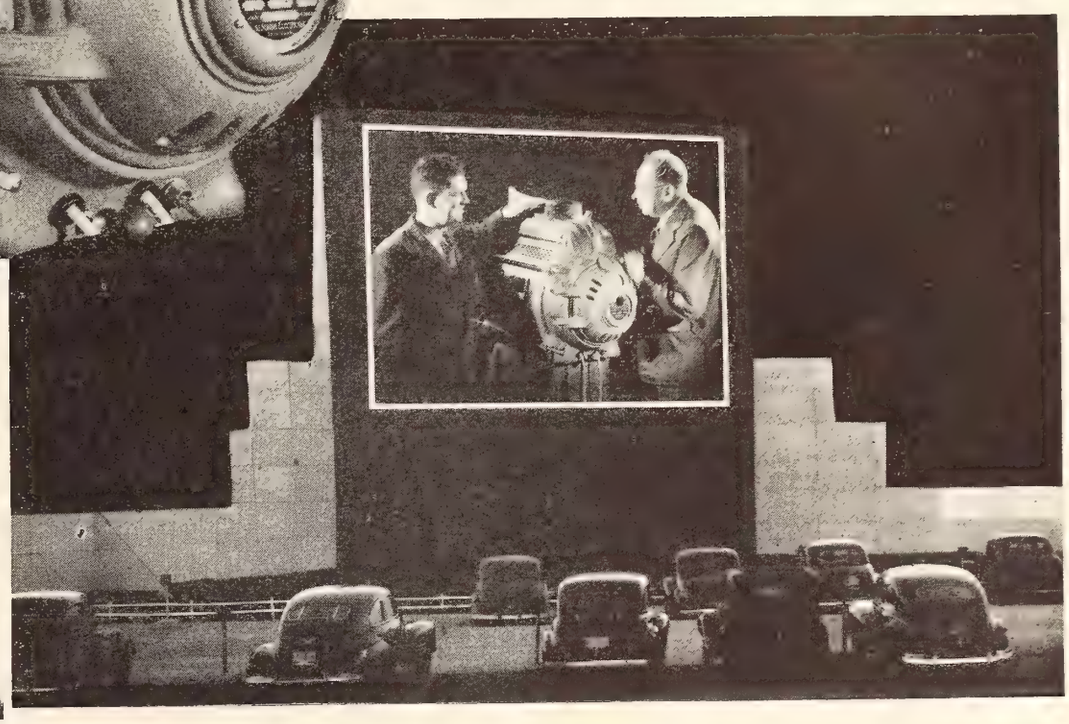
Norman Olsen, Sr., DeVry Corp. export manager, has returned to his Chicago office after selling DeVry equipment around the world in a six-week tour. Olsen girdled the globe by plane, visiting his company's franchised distributors in twenty-four nations, and appointing new distributors in three others.

He traveled by air exclusively, cut Jules Verne's famous "Around the World in Eighty Days" to "Around the World in Forty-two Days" and found time to make 27 important business calls while he was doing it.

Nations visited by Mr. Olsen in his flying sales trip include, among others, Eire, Portugal, Spain, Italy, Egypt, Palestine, Turkey, Iran, Iraq, India and China.



GOOD NEWS for DRIVE-INS and LARGE THEATERS



The 1947 MODEL STRONG MOGUL PROJECTION ARC LAMP

Projects 15,000 lumens of light—the maximum film will accept without damage—at the lowest possible cost.

Utilizing all the advantages of 70 ampere, 40 volt burning of Suprex carbons, this Mogul projects a brilliant picture on 48-foot and larger screens with all details clearly visible 500 feet or more back from the screen.

It is impractical to use more than 15,000 lumens as it would damage the film and no advantage is gained by the use of contraptions for cooling the gate, or glass heat filters, for they absorb practically as much light as they do heat, in addition to being too expensive and complicated for typical theatre applications.

It is furthermore wasteful, as well as futile, to burn more than 70 amperes in any reflector lamp, or twice the current in condenser lamps.

REGARDLESS OF THE SIZE OF YOUR SCREEN YOU CAN HAVE REALLY BRILLIANT PICTURES

THE STRONG ELECTRIC CORP.

The World's Largest Manufacturer of Projection Arc Lamps

NOW, MORE THAN EVER, WHEN THE LAMPS ARE STRONG THE PICTURE IS BRIGHT

USE THIS COUPON FOR A FREE DEMONSTRATION OR LITERATURE

THE STRONG ELECTRIC CORP.
87 City Park Ave., Toledo 2, Ohio

( ) I would like to have a demonstration of the 1947 Model Mogul Projection Arc Lamp in my theatre, without cost or obligation.

( ) Please send free literature on the 1947 Model Mogul Projection Arc Lamp.

NAME .....

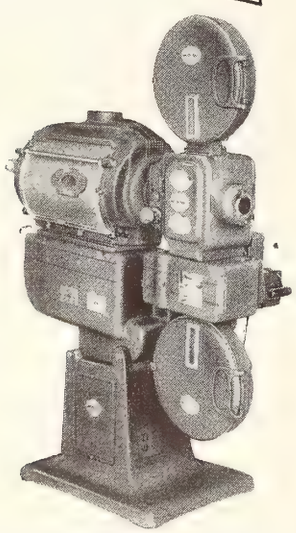
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STREET .....

CITY AND STATE .....

Motiograph
GIVES YOUR THEATRE THE BEST PROJECTION AND SOUND

The GREAT NEW
MOTIOGRAPH
"AA" PROJECTOR
Lifelike
MOTIOGRAPH
SOUND



Guarantees long, dependable, trouble-free performance. Now being installed everywhere by discriminating theatres. Decide now to replace your obsolete equipment.
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San Francisco 11, Calif.

PRODUCING THE BETTER PROJECTORS FOR OVER 50 YEARS

MANAGERS

Maintenance Check List

☐ AUG. 18.—Do you examine marquee copy after every change for misspellings, poor illumination?

☐ AUG. 19.—Re-check auditorium for stray light on proscenium, ceiling or walls which may distract audience.

☐ AUG. 20.—Obtain style charts showing winter uniforms for staff; avoid delivery delays by ordering now.

☐ AUG. 21.—Are all advertising accessories always stored neatly and in good condition for future use?

☐ AUG. 22.—If your theatre is adjacent to a food or produce store, do you take extra precautions against rodents, vermin?

☐ AUG. 23.—Have wiring connections of baseboard outlets and floor plugs examined as precaution against fire?

☐ AUG. 24.—Time for another drop of oil on all chair and door hinges for quiet operation during the show?

☐ AUG. 25.—Are you having all prints checked before they are run and closely watching projectionists' reports on same?

☐ AUG. 26.—Prepare tapes and standards for Labor Day weekend crowds. Check supply of tickets, towels, etc.

☐ AUG. 27.—Check bannisters and handrails to make certain all are securely fastened at all points.

☐ AUG. 28.—Remind new employes that even minor accidents must be reported promptly and in detail. Lawsuits are expensive.

☐ AUG. 29.—Have your lighting tubes and bulbs been cleaned recently to assure peak illumination for current consumed?

☐ AUG. 30.—Watch cleanliness of phone booths and of recesses in which they stand. Food or candy waste breeds odors.

☐ AUG. 31.—Do employes systematically turn off all unneeded lights? Use reminder signs or an inspection system.

☐ SEPT. 1.—Re-check your stairway lighting on regular schedule. One burnt-out bulb may constitute a legal hazard.

☐ SEPT. 2.—Candy tramped into your carpet invites rodent and vermin invasion. Keep cleaners alert.

☐ SEPT. 3.—Are all first aid kits complete, and available for instant use in emergency?

☐ SEPT. 4.—Examine all lobby and lounge mirrors; resilver, replace or eliminate any in poor condition.

☐ SEPT. 5.—Replace ornaments and drapes in lounge rooms to provide fresh Fall appearance.

☐ SEPT. 6.—Make sure cashier brushes ticket dust away from machine knives whenever reloading magazine.

☐ SEPT. 7.—Don't hesitate to authorize overtime for any needed projection or sound repairs. You sell projection and sound.

☐ SEPT. 8.—Remove summer decorations throughout house; plan Fall treatment in warmer colors.

☐ SEPT. 9.—Check condition of all furniture in foyer and lounges; delaying needed repairs is false economy.

☐ SEPT. 10.—Does your cleaning crew keep sidewalk clean at all times, as well as the interior of the theatre?

☐ SEPT. 11.—Have you an adequate supply of lamps in warm colors for Fall and Winter replacements?

☐ SEPT. 12.—Autumn flowers now at their peak; tie in with florist for fresh cuttings for foyer or lobby.

☐ SEPT. 13.—Have your maintenance men a sufficient supply of fuses of all sizes, immediately available?

☐ SEPT. 14.—Time to consider closing down the cooling plant, withdrawing refrigerant if necessary.

Air-O "Slideaway"



THE First New Principle in THEATRE SEATING

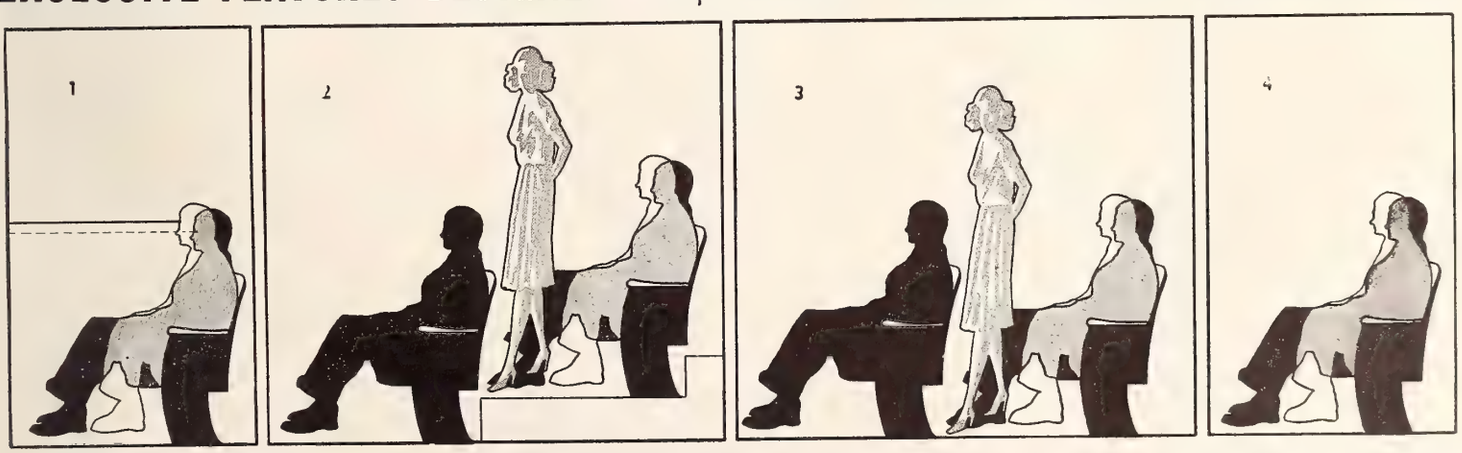
IN OVER

50 YEARS

The Air-O-Slideaway is the result of over 20 years of experience in theatre seating engineering and represents more than 4 years of development. It is the most advanced design that is mechanically perfect in the opinion of experts.

ALL PATENTS PENDING

EXCLUSIVE FEATURES DESIGNED TO CORRECT PRESENT SEATING CONDITIONS



1. IMPROVED SIGHT LINES —Posture can be easily adjusted to suit patron sitting behind taller person without strain. A 4" gain in height is reached when patron retracts.

2. GENERAL ADAPTABILITY —In balconies or orchestra, patron's comfort is uninterrupted since the only moving part is the seat. It also permits easy access to cleaning since it is fool-proof mechanically.

3. STATIONARY BACK — Over conventional type of theatre chair in a 32" back to back installation, the **Slideaway** with an average size person permits a clearance of 6" when seat is retracted. This special feature eliminates interference of those sitting in back.

4. DUAL POSTURE — The **Air-O-Slideaway** offers patrons the freedom of posture after several hours of sitting without the least effort or discomfort to others. The pitch of the stationary back is so designed to fit the contour of the body that it allows natural circulation and perfect relaxation.

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Slideaway

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FOREST RECTIFIERS

○ The New and Highly Improved 6-Tube Rectifier

SINGLE-TYPE 75-V-6 and TWIN TYPE 75-V-12. Embodying the advanced knowledge gained from building rectifiers for radar and other highly scientific projects where perfection of performance and reliability are of paramount importance. Designed for all theatres using Suprex or Simplified High Intensity Projection. Built-in remote control relays with provisions for operating spotlights. 40 to 75 amperes DC current. 3-phase rectification.

Also: LD-60 and LD-30 Bulb Type Rectifiers, SUPER MCS Rectifiers, Rectifying Tubes, Sound Screens.

FOREST ARC LAMPS

● The New Electronic Control Projection Lamp

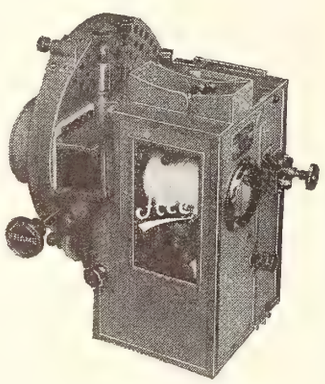
The superiority of the Forest ELECTRONIC CONTROL Arc Lamp has become the talk of the industry! It features a completely new and faultless method of feeding positive and negative carbons by ELECTRONIC CONTROL, assuring arc control of precision accuracy, maintaining the exact focal point necessary for producing maximum light intensity at all times without constant watching and adjusting. No carbon feed motor—no gears—no clutches—no cams—no gadgets—no fast moving parts! Nothing to get out of order.

LARGE LAMP, 14" reflector. 1 KILOWATT, 10¼" reflector. LOW INTENSITY, 10¼" reflector.

FOREST MFG. CORP.

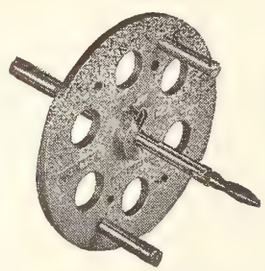
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YOUR ASSURANCE OF THE *BEST!*



WENZEL
"BULL-DOG"
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AMERICAN Bodiform RESTFUL CHAIRS
American Seating Company • Grand Rapids 2, Michigan

Theatre Floor Covering

(*Continued from Page E-12*)

and scuffed up into the air of the room, whence they get into the machinery. In delicately adjusted, close-fitting parts, such concrete dust acts as a strong abrasive.

The judgment in this matter of SHOWMEN'S TRADE REVIEW'S *Projection Advisory Council* is summarized on Page E-22 of the issue dated March 29th, 1947, as follows:

"Battleship linoleum is overwhelmingly favored for flooring the projection room. . . . The fact that regulations in some communities forbid the use of linoleum is considered unfortunate."

Nairn Marine Deck Covering is an ideal flooring for this area, since it meets the stringent United States Navy specifications for a fire-retardent flooring. Its durability and ruggedness are such that under conditions of projection room traffic it can logically be expected to last as long as the theatre stands, so that its first cost will be the last. The protection it offers to the far more expensive machinery installed in that room will immensely outweigh, as time goes on, the cost of its installation.

Mixed Areas

In any theatre, studies indicate, there are likely to be areas that do not conform exactly to the definitions here set down—regions for example that are subject to heavy traffic although the lighting is dim, and others where the lighting is bright but the traffic is comparatively small. No rigid rules can apply exactly to structures as variable as motion picture theatres. Choice of floor covering in these areas of mixed conditions can only be made by a study of each individual case. When the theatre owner or manager has determined his requirements for such areas, the manufacturer will be able to recommend with accuracy floor covering materials best adapted to fill the need.

Stanley Bracken Is New President of W. E. Co.



Stanley Bracken, who joined the engineering department of Western Electric Company in 1912, immediately after his graduation from the University of Nebraska, has been named president of that vast organization. Mr. Bracken served successively as development engineer, foreign representative, assistant engineer of manufacture, president of the subsidiary Teletype Corporation, general manager of manufacture for Western Electric Company; and then director, vice-president, executive vice-president and now President of Western Electric.

He succeeds Clarence G. Stoll, who will retire September 30th. Mr. Stoll also worked his way up from the bottom, having joined Western Electric as a student apprentice in the Chicago shops in 1903.

Theatre Council

(*Continued from Page E-5*)

members, and for extremely varied purposes. They are used for:

Storm curtains.
Ramp entrances.
Blinds over the standee rail.
Light traps.
Aisle entrances.
Ornamenting the proscenium.
Framing the screen.
Draping boxes.
Wall panels.
General decoration.
Acoustical treatment.
Exit passages.

"We have used drapery panels on side walls and rear walls of the auditoriums where we wish to change the appearance of the auditorium inexpensively, and also to correct acoustical conditions; and have found them very satisfactory. But we try to locate such panels out of reach of patrons, to prevent damage."

"We not only provide our stages with valance, side tabs, festoon front curtain, title curtain and masking borders, but also drape our exist and entrance passages, and for ramp entrances provide valances with festoon side tabs."

"We drape proscenium and box openings according to decor."

"We use draperies for decoration and acoustical treatment."

"Over aisle entrances and for decorative effect."

A number of members use draperies, generally velour, over the standee rail; othrs, however, favor glass panels, sound-absorbing panels or venetian blinds; and a minority prefers to use no barrier of any kind at this location.

A minority, also, feels that all use of draperies in the theatre should be minimized.

"We use them as little as possible."

"We have removed practically all draperies in our theatres."

"The fewer drapes, the better."

Asphalt Tile Flooring

(*Continued from Page E-6*)

penetrate and surface scorching is readliy removed with steel wool.

For maintenance, ordinary sweeping, with occasional washing and waxing, are all the care usually needed. Special or costly cleaning agents are not called for.

The material is highly resistant to moisture; asphalt tile floors that were under water for many days in flooded areas have been found completely unharmed, with no buckling or warping. It is therefore especially recommended for rest room floors.

As to safety, the United States Bureau of Standards has conducted some anti-slip tests on flooring (Bureau of Standards Report BMS100) in which asphalt tile compares very favorably with other materials.

Astor Theatre Installs a Nu-Screen for 'Mitty'

In preparation for the opening of the Technicolor "Secret Life of Walter Mitty" on August 14th the Astor Theatre, New York, has installed the new concave-convex Nu-Screen, Samuel Goldwyn Productions has revealed.

The Goldwyn announcement adds: "the new screen provides a larger and brighter image, eliminates distortion and improves acoustics."

The Astor Theatre, de luxe first run house in the heart of Times Square, is located at Broadway and 45th Street. Nu-Screen is already in use in the Park Avenue and Winter Garden theatres in midtown New York, and has been installed in many other houses throughout the country.

Texas Showman Pleased

Bob O'Donnell, General Manager of the Interstate Circuit, which has just installed Nu-Screen in their brand new ultra-modern Esquire Theatre at Dallas, sent a telegram of congratulations on its performance to Herman Gluckman, President of the Nu-Screen Corporation.

In his wire O'Donnell has to say: ". . . my new Nu-Screen was a tremendous success. It contributed greatly to the splendid evening. I am delighted with it and will contact you shortly on other installations."

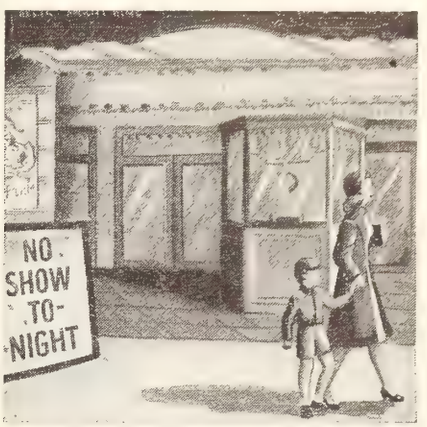
Eastman Home Now A Photographic Center

The palatial Colonial-Georgian home of the late George Eastman, in Rochester, New York, is now a photographic center for the display and demonstration of all branches of the art and science of photography.

Among many other activities, the new center will house the unrivalled Eastman photographic collection, which goes back to the camera obscura of the 16th century, and traces the history of photography.



1 Bad sound breeds audience indignation—results in refund demands or stay-aways.



2 May even close your theatre at the peak of a smash-hit run.



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RCA SERVICE COMPANY INC.
RADIO CORPORATION of AMERICA
CAMDEN, N. J.

THE FUNCTIONS OF FABRICS

(*Continued from Page E-8*)

treatment in which they are employed to conceal and ornament other sound proofing materials. A wall may be sound-proofed by panelling it into sections covered with rock-wool, fibre-board or other inexpensive sound absorbers, which then are covered by, and sometimes even held in place by, porous retaining fabrics such as ornamental damask. This method permits the theatre to choose its sound-absorbing material for acoustic effectiveness and low cost, regardless of appearance.

Additionally, such fabric-covered panels are often used in re-decorating where an acoustic material, originally exposed, has become soiled, and cannot be cleaned or painted without loss of its acoustic properties.

Fabrics used in this way can be vacuumed or dusted to preserve their appearance; and at long intervals can be removed for dry cleaning if necessary.

Glass fabrics are now used in the same way instead of damask, especially when the underlying acoustic material is glass-fibre batting. That arrangement of course is quite fire-proof; but damask or other cloth can also be flame-treated before installation.

Acoustic treatment and decorative effect are frequently combined by lining the entire wall surface of an auditorium with decorative fabric. Since too much sound absorption is as bad as too little (creating a "dead" house) absorbing material is installed behind the fabric only to the extent needed. As far as appearance goes, the audience sees no difference between places where it exists or doesn't.

Acoustical correction of a theatre auditorium is never work for amateurs, or even for engineers unless they are specially trained to that particular field. Applying the correction is too expensive for trial-and-error efforts. The job should be done right the first time, and the odds are strongly against this unless it is done by someone who knows how. With very few exceptions, a theatreman who tries to be his own acoustic consultant won't be saving money, he'll be throwing it out of the window.

Upholstery

In the upholstering of theatre chairs or other furniture, textile fabrics serve either or both of two functions. They may be used in themselves, as mohair, for example, to provide the ornamental cover or outer surface for the padding and springs. Or they may be only the backing and reinforcement of a plastic-surface material. The same chair may be upholstered in fabric-backed plastic over some parts and pure fabric over others—the combination of plastic-covered seats and fabric-covered backs is very popular.

Upholstery fabric can and should be flame-treated to reduce fire hazard, except in cases where it forms a support for, and is completely buried in, a plastic material which is entirely non-flammable, such as vinyl chloride. In other cases, both the fabric and the plastic can be treated. Depending on the nature of the materials and the method of flame-treatment used, the process may have to be repeated from time to time, for not all such treatments are permanent.

Every other fabric used in or about the theatre—for partitions above the standee rail, curtains before the entrances to lounges, lobby decorations, screen masking —all fabrics whatsoever, should in these times be either flame-treated or non-flammable. There is no excuse for inviting catastrophe.

Harry Zeppelin has been appointed manager of the Western Electric Company, Inc. of Argentina, succeeding H. B. MacKenzie, according to an announcement made in New York by the Westrex Corporation. In this capacity, Mr. Zeppelin will also supervise the Company's activities in Paraguay and Uruguay.

Robert J. Savage, former advertising salesman for the Xenia, Ohio, Gazette, resigned that position this June to become a theatre manager for the Butterfield Circuit. He is a World War II veteran.

Frank H. Jennings, electrical engineer with Altec Service for many years before the war, has returned to Altec's New York district as a service engineer.



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"Battleship Roof Coating" Invades Theatre Field

Invading the theatre field on a more important scale than in the past, Panther Oil and Grease Manufacturing Company are now aggressively offering their Battleship Asbestos Roof Coating, which is said to permit treating a roof at only one-fourth the cost of the lowest-price roofing now on the market.

The material is brushed on, cold. It does not have to be heated to be applied. Unskilled labor is all that is necessary. It can be applied over any material except wood shingles, and forms a continuous one-piece roof, completely sealing all usual sources of leaks such as nail holes, seams, laps, cracks, etc. The one-piece roof thus created is guaranteed by the manufacturer for seven years.

Basic ingredients of the material are petroleum asphalt, asbestos fiber and fish oil. The last-named serves as a thinner and plasticizer. No additional thinning is needed when the material is applied.

The petroleum asbestos is unusual in that it is obtained by the old-fashioned distillation method in which no acids or other deleterious chemicals are added and there is no corrosive sludge of any nature.

The roofing material thus compounded retains a high degree of elasticity after its application, enabling it to meet all conditions of expansion and contraction.

R. W. Hunt Co., testing engineers of Chicago, report on Panther Battleship Asbestos Roof Coating as follows:

Heat test at 140° F.—"No blistering or sagging."

One hour 32° F. test—"A metal test panel, coated with the material, when quickly bent over a one inch iron mandrel, showed no cracking or separation of metal and coating."

Expansion-contraction test—"Coating on tin panel when heated to 700° F. and immediately plunged into ice water. . . . No harmful effects could be observed. Immediately upon withdrawal from ice water, film withstood bending and straightening without cracking."

Panther Battleship Asbestos Roof Coating has been approved by the Board of Standards and Appeals of New York City as meeting the rigid requirements of that body.

Although the manufacturer is now aggressively seeking the theatre market, Panther roofing is not new to the theatre field. It has been used by theatres in the past, and SHOWMEN'S has seen a letter from one theatre owner who writes:

"I own two theatres . . . on which I used a high grade three-ply roofing. From the day it was put on I experienced plenty of trouble from leaks. . . . I accepted the proposition (to apply Panther roofing). . . . For the first time in nine years my buildings do not leak. . . . I am more than pleased."

For theatres within 100 miles of New York City the manufacturers' representative, Charles S. Allen, offers a special service; he will apply the coating as well as sell it.

SMPE Completes Plans for Fall Exhibit

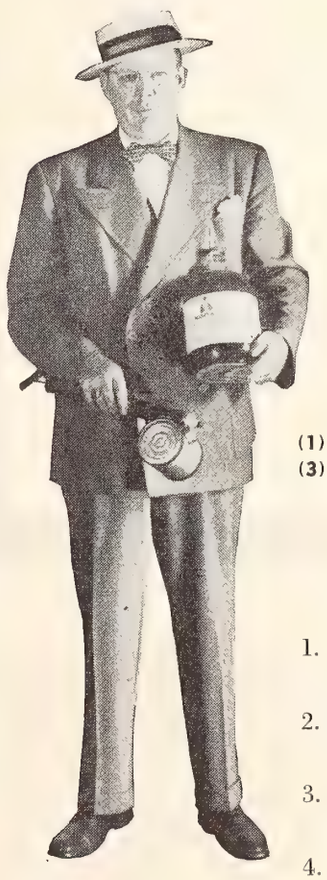
Arrangements for this Fall's Educational Exhibit and Engineering Conference have been completed by the Society of Motion Picture Engineers with appointment of a complete list of committees to handle all details.

The exhibit and conference, which are expected to be of great help to theatremen everywhere and to result in increased efficiency in theatre operation (see STR for June 21st, Page E-12) will be held at the Hotel Pennsylvania, New York on October 20th to 24th, inclusive.

Many theatremen plan to attend, and some circuit heads are sending as many of their managers as possible. Arrangements to attend or participate can be made by anyone in the industry by addressing W. C. Kunzmann, SMPE, Hotel Pennsylvania, New York. The Society is mailing direct invitations to a limited list including its own members, circuit executives, manufacturers, dealers and theatre architects.

Features of the exhibit will include demonstrations of the best recommended practices for economical, comfortable and safe construction and operation; and presentation of the most modern designs in new theatre construction, materials, furnishings and equipment. The engineering conference will comprise discussions on theatre design, theatre television, acoustics, lighting, display, decoration, seating, floor covering, ventilation, air conditioning, projection, sound and general maintenance.

"A Smash Hit in Theatres Coast to Coast"





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WITH "TRIPLE ACTION" FEATURES BUILT RIGHT IN ONE SOLUTION

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SOLVES Problem of "Tactful" Sanitation. Obvious Efforts Frighten Patrons.

Multiple Uses in Theatre Housekeeping

1. Spray plumbing. Eliminates blocks. Non-corrosive to traps.
2. Spray air-conditioning fan and vents against bad air.
3. Spray seats against scalp ringworm and body odors. Spray floor between seats before brooming.
4. Upset stomach odors on seats and carpet eliminated without injury to color or fabric.
5. Instill in mop water for microscopically-clean and deodorized floors and mop.

ECONOMICAL ONE CASE OF 4 GALLONS MAKES 40 GALLONS OF EFFECTIVE 1:10 DILUTION.

Accept no substitute. Fort-A-Cide is compounded like a Doctor's prescription. It is a secret formula.

Used by large circuits including B. & K. and WARNER BROS.

ORDER 4 GALLONS AND A 3-QUART "SPRAY-MASTER" FROM YOUR SUPPLY DEALER OR CIRCUIT OFFICE TODAY. DISEASE MAY STRIKE TOMORROW!

(If your dealer or Circuit Office does not carry Fort-A-Cide, ask them to order it.)

FORT-A-CIDE CORP., CHARLES P. HIGHES, PRES.
160 E. ILLINOIS ST., CHICAGO 11, ILLINOIS

MEMBER OF

New 'Voice of Theatre' For Smaller Houses

Theatres with seating capacities of less than 1,000 can now obtain, within the budgets of such houses, an Altec-Lansing speaker system designed to deliver ultra-modern sound quality comparable to that of the larger Altec Voice of the Theatre speakers.

The new speaker, designated as The "800" Voice of the Theatre, consists of one low-frequency and one high-frequency unit, operating in unison with crossover at 800 cycles.

Altec Lansing Corporation authorizes statement that the performance qualities of the new speaker are "far in excess of even the most rigorous standards of the Academy of Arts and Sciences for equipment of its function and characteristics."

The new speaker is extremely shallow, to fit it into smaller theatres that may have little room behind their screens—its overall depth is only 23 inches.

Its low-frequency unit utilizes the larger Voice of the Theatre design in radiating through an exponential horn directly into the auditorium, and has a rated frequency range from 50 to 800 cycles.

The high frequency unit is rated from 800 to 15,000 cycles. It radiates through a multicellular horn, each of the eight cells being entirely exponential in design. The crossover network is fitted with an attenuator providing four steps of attenuation of 1 db each, to permit adjusting the overall response of the speaker to the requirements of different auditoriums.

The new speaker handles up to 20 watts of audio power. Its measurements are: 67 inches overall height, 50 inches overall width, 23 inches overall depth. Angle of vertical distribution is 40°, of horizontal distribution 90°. It is intended for use with sound systems that can deliver the necessary 20 watts with a frequency response conforming to Academy recommendations.

Advantages

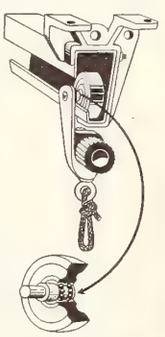
Outstanding advantages, according to the manufacturer, are: "(1) 'live screen presence' which brings new sensitiveness and 'intimacy' to dialogue sequences; (2) higher intelligibility, to relieve 'aural strain' in following complicated and fast-moving plot development; (3) a 'true' bass reproduction that clearly articulates, and makes easily identifiable musical sounds now undistinguishable from each other; (4) a greater operating dependability, achieved through the development of new structural principles; (5) 'smooth' frequency response covering the entire range of frequencies now recorded on the sound track; and (6) high acoustic efficiency that prevents distortion caused by overloading the amplifier."

11 Vallen

Thirty-one years of leadership in producing quality equipment proves the Vallen's Policy: that only precision design and manufacture can assure the theatre-owner of economical, safe, trouble-free curtain operation.

Noiseless Safety Track

Simplified, ball bearing design and construction make this the safest, most efficient unit of its kind. Curtain carriers retain Vallen single-wheel 'plumb-bob' design with two rows of ball-bearings where they are most needed —in the hub of the wheel. All supporting castings are made from certified malleable iron to assure safe operation and eliminate overhead hazard. Manually or electrically operated this track assures long-term, trouble-free performance.



AKRON OHIO

USEFUL BOOKS

Two companion volumes for serious students of electrical engineering have just been completed by T. F. Wall, lecturer-in-charge at the Department of Electrical Engineering, University of Sheffield, England, and published in the United States by Chemical Publishing Co., Inc., of Brooklyn, N. Y.

They will be found useful by those whose electrical education is now some years behind the times, and who wish to bring it up to date; and also as general reference books in the field of electrical engineering. A knowledge of mathematics through calculus is necessary.

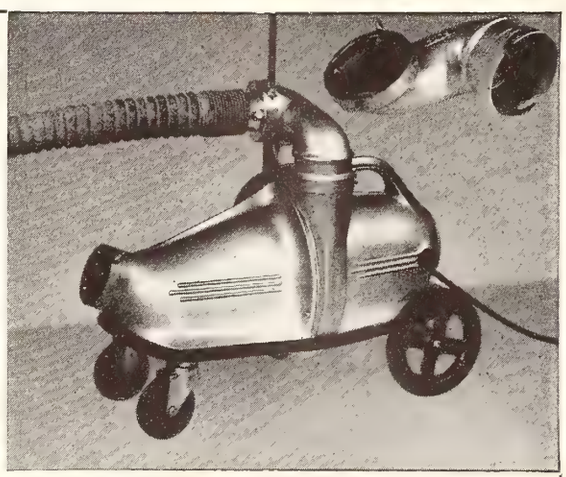
The larger of the two books, entitled "Principles of Electrical Engineering" ($8.50) consists of 563 pages of an exhaustive review of fundamental principles and practical applications of the subject. These are covered in the light of the latest knowledge,—for example, determination of the absolute value of the ohm is carried down through experiments completed as recently as 1938; and the treatment of atomic structure and its relation to electricity is associated with the phenomena of atomic disintegration.

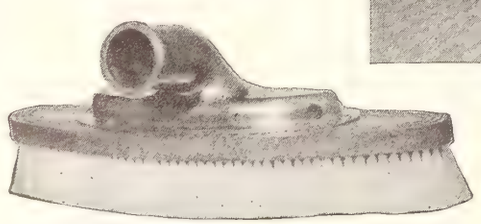
A series of test papers on each chapter is included at the end of the volume.

Answers to the test questions in "The Principles of Electrical Engineering" are found in the companion book, which is entitled "Electrical Engineering Problems and Their Solutions" ($5.00). This volume consists of 312 pages, which repeat the same questions and give answers, solutions and explanations in ample detail.

The low-down and The Hi-up of Theatre Cleaning

The specialized Super Theatre Cleaner makes a speedy, simple, easy job of cleaning the entire interior of any theatre. Cleaning tools developed especially for the task clean floors, under seats, walls, upholstered furniture, box fronts, lamphouse, screen, drapes—just everything everywhere. Ask your Theatre Supply Wholesaler or write for our 5-day free demonstration trial. Try it on popcorn and other hard to handle items.





Above — The Super blowing attachment for blowing popcorn boxes, waste paper and other such rubbish down front where it can be easily handled. At left—Super Screen brush for cleaning screen and clearing soundholes.

National Super Service Company, Inc., 1951 N. 13th St., Toledo 2, Ohio
National Super Service Co. of Canada, Toronto, Ont., Vancouver, B. C.

PROJECTION COUNCIL

(Continued from Page E-16)

turning down the commutator on a lathe and so on, is desirable at intervals of five years—in the majority view; every two years or every three to five years according to others.

This discrepancy was explained by one member:

"It depends a great deal on conditions—on how much dirt and grit get into them. In a clean atmosphere a good generator needs almost no attention. In a dirty atmosphere, for example one full of coal smoke, it may need more."

Arc supply rectifiers of the tube type, are expected to last from "ten years" upward to "indefinitely."

"They just last, except for the tubes. Have to change tubes, of course."

"The life of a tube-type rectifier is indefinite, hasn't any particular limit."

As to the life of arc supply rectifiers of the stack type, there is one member who reports that he has "had trouble with every one used to date" but this is not the general experience; it appears to be unique. Other estimates range upward from "five years" to "indefinitely." A number of the Councilors, however, do call the life of the stack type rectifier variable depending on conditions; and one notes that in dirty atmospheres dust accumulating on the stacks causes them to overheat.

Rewinds

A new motor-driven rewind of good quality should last from five years to indefinitely in the experience of the Council, and only two members name a period as short as five years. From ten to fifteen years represents the average for this item of equipment.

"Ten to twelve years, depending on the care it gets."

"Ten years."

"Ten years."

"Fifteen years."

And of the minority of two who mention a life expectancy as short as five years, one adds:

"But after that, the rewind can be rebushed for extended service."

The manufacturers certainly seem to be doing a good job!

And so do the service technicians and supervisors!

So do the rank and file of projectionists, who are in the advanced echelon of the battle!

A Near Miracle

Taking into consideration the beating that projection and sound equipment get from their long daily grind, and the adverse conditions under which they so often have to operate (did the reader ever measure the line voltage fluctuation in an average projection room, to name just one detail?) it certainly seems little short of miraculous that average theatre equipment will so far outlive the average radio, automobile, washing machine or what-have-you in other fields of mechanics.

IATSE Tenth District Elects Officials

Thomas Murtha of Brooklyn and L. Paul Shay of Elmira, New York, have been re-elected President and Secretary-Treasurer respectively of the Tenth District of the IATSE, covering New York State. Elections were held at the Tenth District's annual convention in the Hamilton Hotel, Utica, New York, July 14th.

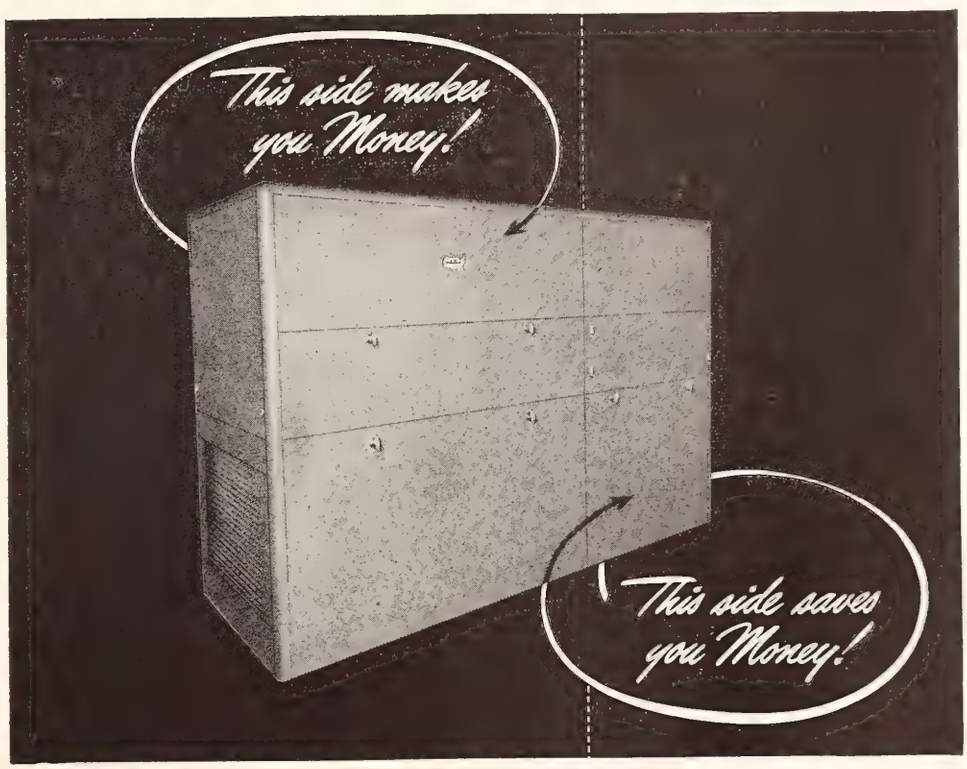
Elected to the Tenth District's Executive Board, along with Mr. Murtha and Mr. Shay, were Sal Scoppa, Local No. 52, New York City; Albert Ryde, Local No. 233, Buffalo; Donald R. Rood, Local No. 128, Utica; M. J. Mungovan, Local No. 25, Rochester; Arthur Martens, Locals No. 366 and 650, Westchester County, and John C. McDowell, Local No. 1, New York City.

International Vice President James J. Brennan presided.

Altec Lansing Buys Peerless Company

Altec Lansing Corporation, manufacturers of Voice of the Theatre speaker systems and other sound apparatus, have enlarged their Hollywood factory space to 85,000 square feet by purchase of the adjacent Peerless Electric Products Company, manufacturers of radio and radar equipment.

The Peerless organization (which is in no way connected with Peerless Lamp Co. of Chicago) will continue to do business as usual, Altec President G. L. Carrington explains.



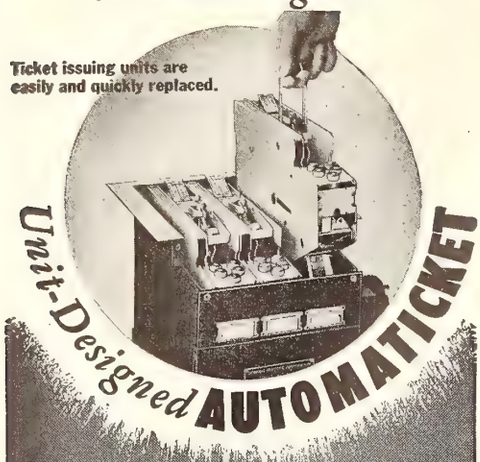
● One single compact unit has every major part of a *complete refrigerated air conditioning system.* This complete, balanced unit construction offers advantages in *lower first cost, lower installation costs* and *lower operating costs.* The refrigeration and compression units combine to give efficient refrigeration cooling—the evaporative condensing section saves water, saves money in operation.

Here's *Air Conditioning at its best* — self-contained — self-supporting—self-sufficient.

Cooperative engineering counsel gives you the experience and knowledge of USAIRCO engineers. Get acquainted with your nearest USAIRCO representative. United States Air Conditioning Corporation, Como Avenue S.E. at 33rd, Minneapolis 14, Minn.

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The NEW IDEA
in Ticket Registers



No Breakdowns . . No Service Delays

AUTOMATICKET never stops functioning even if any ticket issuing unit fails.

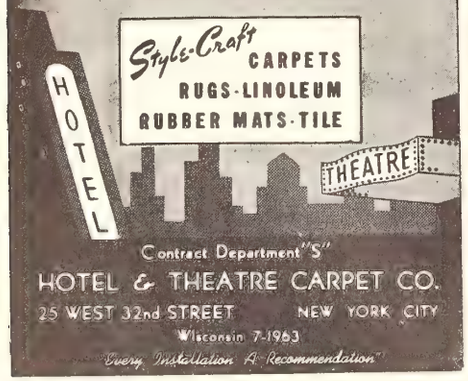
AUTOMATICKET never leaves the box office and is Service Guaranteed Forever. Your dealer always has new factory-sealed units for replacement in stock.

Register case will accommodate one to five units. Available in electrical and non-electrical models for 1 inch and 2 inch wide tickets.

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PROJECTIONISTS
Maintenance Check List

☐ AUG. 18.—Are all projection and sound optical surfaces immaculately clean, mirrors free from defects?

☐ AUG. 19.—Check the sound system ground connection for freedom from corrosion, accumulation of dirt.

☐ AUG. 20.—Pin white paper on the screen, project light to test for yellowing and accumulation of dirt.

☐ AUG. 21.—If your projection ports have glass soundproofing check cleanliness of the glass—clean as needed.

☐ AUG. 22.—Is projector vibration increasing? Check carefully for the cause and remedy it promptly.

☐ AUG. 23.—Test each loudspeaker unit individually for volume, quality and rattle-free operation.

☐ AUG. 24.—Test volume controls; readjust or replace any that are not entirely noiseless in operation.

☐ AUG. 25.—Are all connections in fuse boxes plainly marked, so any relief man can replace the correct fuse without delay?

☐ AUG. 26.—Is the takeup action smooth and correct; are the belts or chains taut and not excessively worn?

☐ AUG. 27.—Check readings of all installed tube meters; replace tubes as necessary for good quality sound and reliable operation.

☐ AUG. 28.—Are all rectifier cooling fans behaving normally, all rectifiers operating at proper temperature?

☐ AUG. 29.—Is the sound track alignment the best possible to avoid any chance of sprocket hole or frame line noise?

☐ AUG. 30.—Using a watch, check the starting time of the projector motors. If they have slowed down, find and remedy the cause.

☐ AUG. 31.—Is your spare parts stock complete? Have you enough carbons—for spot and effects machines as well as projectors?

☐ SEPT. 1.—Examine projector and soundhead gears; order replacements well in advance of any anticipated need.

☐ SEPT. 2.—Check all motor-generators for cool bearings, commutator condition, freedom from sparking at brushes.

☐ SEPT. 3.—Check all oil cups, oil reservoirs, grease cups and other lubricating points. Lubricate as needed.

☐ SEPT. 4.—Inspect rectifier tube filaments while working, using gelatine. Replace any tube that shows serious filament sag.

☐ SEPT. 5.—Watch the screen carefully during showing of titles for even slight trace of travel ghost.

☐ SEPT. 6.—Test mechanism of fire shutters for reliability of action; check the action of all port safety shutters.

☐ SEPT. 7.—Rotate the pre-focussed exciter lamps into operating position. Are they in perfect focus?

☐ SEPT. 8.—If your footsteps scuff concrete dust into machinery have projection room floor repainted.

☐ SEPT. 9.—Examine the asbestos covered leads to all lamphouses. Are they still in good condition?

☐ SEPT. 10.—Inspect carbon jaws in all lamphouses. Sandpaper as necessary to remove all roughness.

☐ SEPT. 11.—Listen to the sound critically—any flutter, wows or other disturbance? Find and remedy cause.

☐ SEPT. 12.—Examine all sprocket teeth in projector and soundhead for wear and undercutting. Order replacements in advance.

☐ SEPT. 13.—Are your fire extinguishers fully charged, ready for instant use in any emergency?

☐ SEPT. 14.—Test projection room emergency ventilating system. Is it working perfectly?

EQUIPMENT LITERATURE BUREAU

Listings for August 16, 1947

SHOWMEN'S TRADE REVIEW will gladly forward your requests for as many of these literature items as may be desired. Additionally, information on items of equipment not listed here may be requested by any theatreman, and we will endeavor to obtain the material for him. There is no obligation of any kind, but please print your name, name of theatre, and street address in the blank below, and in any letters sent to this Bureau.

AIR DIFFUSER. The results that can be obtained from any air conditioning system depend on the use of diffusers to distribute the conditioned air effectively—and without drafts. Air Devices, Inc., have brought out a six-page, two-color bulletin describing their "Agitair" diffusers, which are custom-built to suit any area whatever, regular or irregular in shape; and diffuse conditioned air in one, two, three or four directions, as required. How the Agitair device is constructed to achieve these results, and the different types available, will be found set forth pictorially and in descriptive text in this six-page folder, which is amply worth a few minutes of any theatreman's attention. (#1).

BLACK LIGHT EFFECTS. A two-color booklet issued by Black Light Products illustrates the remarkable ornamental results that can be obtained by use of fluorescent materials and ultra-violet lamps; lists the Company's fluorescent pigments, lacquers and solutions, and pictures lamps and accessories for illuminating them. A price list is included. (#2).

EFFECT SLIDES AND SONG SLIDES are illustrated and listed in a folder and catalog of National Studios. Effect slides present pictorial designs appropriate to national holidays; the song slide catalog covers 802 different songs. Advance notice slides, advertising, patriotic and typewriter slides are also listed, as well as unbreakable brass date slides to be projected with advance notices. (#3).

ELECTRONIC MATERIALS. An 8-page, 11x16 inch "tabloid" just published by Radio Wire Television, Inc. lists many dozens of bargain items for the theatre, including replacement and repair parts of all kinds for the projection room, public address equipment, record players and test meters. This flyer should prove of interest to all theatre managers—and to all projectionists. (#4).

FABRICS AND CARPETING suited to the widest variety of theatre applications, including chair upholstery, draperies and floor coverings, are described and illustrated in full color in a 24-page booklet issued by Goodall Fabrics, Inc. Theatremen will find a great deal of practical information about textiles in this handy and very beautiful little brochure. (#5).

FLOOR COVERING. A linoleum-like floor covering, originally designed for U. S. Navy battleships, which is fire-resistant, unmarred by lit cigarette or cigar butts, unaffected by heat or humidity, water and alkali resistant, and built to withstand extremely heavy traffic, has been made available to civilian users by its manufacturer, Congoleum-Nairn, Inc. Known as Nairn Marine Deck Covering, the new material is expected to prove valuable in many parts of the theatre—including the projection room, where its fire-resisting qualities should meet the requirements of local regulating authorities. A four-page, four-color booklet illustrates and describes this product in detail; it is yours for the asking. (#6).

MOTOR-GENERATOR. A six-page, two-color folder by Robin Incorporated discusses the Robin-Imperial "StedyPower" generators for supplying the motion picture arc. These generators are manufactured in a wide range of voltage and ampere ratings. A few models are pictorially presented, and there is a photographic presentation of the "StedyPower" armature which clearly shows such structural details as the squirrel cage rotor, the fan, generator armature, commutator and bearing unit. (#7)

LAMPS FOR THE THEATRE. All varieties of lamps for every variety of external, internal and stage illumination, are described and pictured in very informative detail in a two-color, thirty-two page booklet by Westinghouse Lamp Division. The booklet includes highly interesting architects' drawings suggesting many varieties of decorative lighting, and detailed illustrated instructions for using lamps of every description in coves, fixtures and brackets of all kinds. The booklet is a mine of valuable information on lighting. (#8).

PROJECTION LENSES. The Kollmorgen Super-Snaplite and Snaplite lenses (f/1.9 and f/2.0 respectively) are described in detail in a two-color, six-page brochure issued by Kollmorgen Optical Corporation. Their internal construction is effectively illustrated by cut-away photographs. These lenses are coated for greater efficiency, and hermetically sealed in one-piece mounts. Also illustrated and described is the Kollmorgen Series 1 Snaplites, designed for good projection at low cost. Included in the brochure is a list of the fittings for use of any Kollmorgen lens with any of twenty-three models of American-made projectors; and a new lens table for determining the focal length necessary for every projection distance, printed in two colors and unusually clear and easy to use. (#9).

PROJECTION RECTIFIER, 6-PHASE. McColpin-Christie Corporation of Los Angeles has published a four-page, fully-illustrated folder describing the "C&C" six-phase, full wave rectifiers. By doubling the number of impulses per second, the six-phase rectifier reduces ripples and disturbing harmonics, permitting projection of more brilliant and steadier light from a.c. power. (#10).

PROJECTOR. The newest Motiograph mechanism, the AA, is illustrated and clearly described in structural detail in a beautiful "golden anniversary" 28-page booklet. Exploded view photographs and their accompanying text explain the mechanical intricacies of the projector very effectively, and point up the advantages of its 1947, postwar design. All theatre managers should be interested in these details, and all projectionists will be. (#11).

ROOFING MATERIAL. Roof coating guaranteed for seven years and said to cost only one-quarter as much as the lowest-price roofing now on the market is fully described in a four-page folder by Panther Oil and Grease Mfg. Co. The material is applied cold, by unskilled labor. It creates a continuous one-piece roof, with ample elasticity to meet all requirements of expansion and contraction. (#12)

TICKET MACHINE. A well-illustrated, three-color, four-page folder of General Register Corporation sets forth the functional and structural details of that company's new hand-operated "Automaticket." Since this device is as fast as the electrical ticket issuers, but costs less and is less expensive to service, its makers expect that in time it may replace electrical machines entirely. The folder is therefore of interest to all who contemplate present or future purchase of ticket-issuing equipment. (#13).

VACUUM CLEANING. Effective cleaning of theatre screens, drapes, ornamental surfaces and stairways, and in-place shampooing of theatre carpets, are illustrated and explained in a four-page folder by National Super Service, Inc. The bulletin sets forth both the best methods of using the Super vacuum cleaner, and the technical details of the cleaner itself. It will prove helpful to anyone concerned with the practical problems of theatre housekeeping. (#14).

Request for Literature

Equipment Literature Bureau
Showmen's Trade Review 8/16/47
1501 Broadway, New York 18, N. Y.

I am interested in the equipment data mentioned in the Literature Bureau column. Please have the booklets checked below sent to me immediately:

1 ☐	4 ☐	7 ☐	10 ☐
2 ☐	5 ☐	8 ☐	11 ☐
3 ☐	6 ☐	9 ☐	12 ☐
13 ☐		14 ☐	

Name .....
(Print Name and Address)
Theatre .....
Address .....
.....
City .....
State .....

ADVERTISERS' INDEX

Equipment and Maintenance Section

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Como Ave., S. E. at 33rd, Minneapolis, Minn.

Altec Service Corp. E-15
250 W. 57th St., New York, N. Y.

American Seating Co. E-22
9th and Broadway, Grand Rapids 2, Mich. Sales Manager: J. M. VerMeulen. Domestic and Foreign Sales: Direct and through National Theatre Supply.

Black Light Products E-22
67 E. Lake St., Chicago 1, Ill. President: J. Cornell Richardson.

DeVry Corp. E-2, E-3
1111 Armitage Ave., Chicago 14, Ill. Sales Manager: H. B. Engel. Domestic Sales: Through independent supply dealers. Foreign Sales: Through authorized distributors.

F & Y Building Service E-24
328 E. Town St., Columbus 15, O.

Forest Mfg. Corp. E-22
60 Park Place, Newark, N. J. President and Sales Manager: J. K. Elderkin. Domestic Sales: Through all dealers. Foreign Sales: Through appointed dealers and export outlets.

Fort-A-Cide Corp. E-25
160 E. Illinois St., Chicago 11, Ill. President: Charles P. Hughes.

General Register Corp. E-28
36-20 33rd St., Long Island City 1, N. Y. Sales Manager: W. C. Stober. Domestic Sales: Through supply dealers. Foreign Sales: Through export dealers.

Heywood Wakefield Co. E-13
Gardner, Mass.

Hotel & Theatre Carpet Co. E-28
25 W. 32nd St., New York, N. Y.

Ideal Seating Co. E-4
521 Ann St., Grand Rapids, Mich.

International Projector Corp. ..... Back Cover
92 Gold St., New York, N. Y.

Kayline Co. E-28
1538 West Jarvis Ave., Chicago 26, Ill.

Kollmorgen Optical Corp. E-18
2 Franklin Ave., Brooklyn 11, N. Y. Sales Manager: J. A. Fetherston. Domestic Sales: Through independent and RCA dealers and National Theatre Supply. Foreign Sales: Through National Theatre Supply Export.

Motiograph, Inc. E-20
4431 W. Lake St., Chicago, Ill.

National Carbon Co. E-17
30 E. 42nd St., New York 17, N. Y.

National Super Service Co., Inc. E-26
1951 N. 13th St., Toledo 2, O.

National Theatre Supply E-10, E-24
92 Gold St., New York, N. Y.

Novelty Scenic Studios, Inc. E-24
32-34 W. 60th St., New York 23, N. Y. President and Sales Manager: A. I. Kessler. Domestic Sales: Direct and through dealers. Foreign Sales: Direct and through dealers.

Pro-Tex Reel Band Co. E-24
Film Bldg., Cleveland 14, O. Sales Manager: Samuel P. Farber.

RCA Service Corp. E-23
Front and Cooper Sts., Camden, N. J.

Robin, J. E., Inc. E-24
330 W. 42nd St., New York 18, N. Y. President: Emil A. Kern. Domestic and Foreign Sales: Through independent dealers.

S.O.S. Cinema Supply Corp. E-24
303 W. 42nd St., New York 18, N. Y. Vice-President and Sales Manager: O. Lightstone. Domestic Sales: Direct. Through dealers in certain territories. Foreign Sales: Direct. Through exclusive dealers in certain countries.

Strong Elec. Corp. E-19
87 City Park Ave., Toledo 2, O. Sales Manager: Harold E. Brown. Domestic Sales: Through independent supply dealers. Foreign Sales: Through Strong Elec. Corp. Export Dept., 92 Gold St., New York, N. Y.

U. S. Air Conditioning Corp. E-27
Como Ave., S. E. at 33rd St., Minneapolis, Minn. Sales Manager: W. H. Crystal. Domestic Sales: Through independent dealers. Foreign Sales: Through independent dealers.

Vallen, Inc. E-26
Akron, O. President: E. J. Vallen. Domestic Sales: Through dealers. Foreign Sales: Through RCA International Division, 745 5th Ave., New York 22, N. Y.

Wagner Sign Service, Inc. E-9
216-218 S. Hoyne Ave., Chicago 12, Ill. President and Sales Manager: E. Wagner. Domestic and Foreign Sales: Direct at list only, and through designated supply companies and marquee manufacturers.

Wenzel Projector Co. E-22
2505-19 S. State St., Chicago 16, Ill. Sales Manager: C. J. Williams. Domestic and Foreign Sales: Through independent dealers.

While every precaution is taken to insure accuracy, we cannot guarantee against the possibility of an occasional change or omission in the preparation of this index.

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BUSINESS STIMULATORS

FLASHY DESIGNS—14x22 window cards for all occasions, theatres, magicians, stage shows, dances, roller rinks, etc: $6.50 for 100. Bumper cards $5.00 for 100. Tribune Press, Fowler, Indiana.

"SCREEN MOVIE STARS NIGHT" is the new amazing theatre program that's increasing the Box Office 100%. If you haven't started it at your theatre write for details. Motion Picture Amusement Co., Box 5427—Ybor City Sta., Tampa, Florida.

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EQUIPMENT FOR SALE

PAIR DEVRY 2,000 ft. portable sound projectors and speaker $600. In use in theatre till now when replaced by arc machines. Tamaroa Theatre, Tamaroa, Ill.

DEVRY 35-mm. Portable sound projector, complete with speaker and amplifier, late model, practically new, used very little, $500.00. Jos. Vasut, Schulenburg, Texas.

NEW EQUIPMENT

PAIR BRAND NEW FOREST Kilowatt Lamps and Rectifiers, $900.00. P. Sabo, 916 N.W. 19th Ave., Portland, Ore.

CETRON PHOTOCELLS, FIRST QUALITY, $3.95; Exciter lamps 39¢; New 30 ampere rectifiers $115.90 pair; 30% discount on parts for Simplex and Powers. Star Cinema Supply Company, 459 West 46th Street, New York 19, N. Y.

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FEATURE Booking GUIDE

TITLE INDEX

Listed in the following index are titles of features (exclusive of western series releases) with name of the distributor following the title. For data as to running time, stars, etc., refer to title under distributor company listings.

A

Title	Company
Abie's Irish Rose	UA
A Double Life	U-I
Adventures of Don Coyotes	UA
Adventures of Casanova	EL
Adventuress, The	EL
Affairs of Geraldine	Rep.
A Lady Surrenders	Univ.
Albuquerque	Para.
Alexander's Ragtime Band	20th-Fox
Alias A Gentleman	MGM
Alias Mr. Twilight	Col.
A Likely Story	RKO
Always Together	WB
A Little Spanish Town	Col.
A Man About the House	Brit.
A Miracle Can Happen	UA
Angel and the Badman	Rep.
Angel on My Shoulder	UA
Apache Rose	Rep.
Arch of Triumph	Ent.
Arizona	Col.
Arnelo Affair	MGM
Atlantis	UA

B

Bachelor and the Bobby-Soxer	RKO
Bachelor's Daughters	UA
Backlash	20th-Fox
Banjo	RKO
Beast With Five Fingers	WB
Beat the Band	RKO
Beauty and the Bandit	Mono.
Bedelia	EL
Beginning or the End	MGM
Bells of San Angelo	Rep.
Berlin Express	RKO
Bells of San Fernando	SGP
Best Years of Our Lives	RKO
Beware of Pity	Brit.
Beyond Tomorrow	Astor
Big Clock, The	Para.
Big Town	Para.
Big Town After Dark	Para.
Big Town Scandal	Para.
Bill and Coo	Rep.
Birds and the Bees, The	MGM
Birth of a Star	Astor
Bishop's Wife, The	RKO
Black Angel	Univ.
Black Arrow, The	Col.
Black Beauty	20th-Fox
Black Gold	Allied
Blackmail	Rep.
Blaze of Noon	Para.
Blind Spot	Col.
Blonde Alibi	Univ.
Blonde Savage	PRC
Blondie in the Dough	Col.
Blondie's Anniversary	Col.
Blondie's Big Moment	Col.
Blondie's Holiday	Col.
Blue Skies	Para.
Body and Soul	UA
Bohemian Girl	FC
Boomerang	20th-Fox
Boston Blackie and the Law	Col.
Born to Kill	RKO
Bowery Buckaroos	Mono.
Bowery, The	20th-Fox
Boys' Ranch	MGM
Brasher Doubloon	20th-Fox
Brief Encounter	Univ.
Bringing Up Father	Mono.
Broadway Limited	Favorite
Brute Force	Univ.
Brute Man	PRC
Buck Privates Come Home	Univ.
Buffalo Bill Rides Again	SGP
Bulldog Drummond at Bay	Col.
Bulldog Drummond Strikes Back	Col.
Burning Cross, The	SGP
Bury Me, Dead	PRC
Bush Pilot	SGP

Features and western series pictures are listed alphabetically by title under name of distributor. (Consult TITLE INDEX *for distributor of pictures known only by title.) Numerals at left of titles indicate* PRODUCTION *or* BLOCK NUMBER, *(SP in this column indicates Special release sold separately), those at extreme right give publication date of Advance Data: a; or Box-Office Slant: b. Asterisk following title indicates color photography with adjoining letter giving name of type of color thus: *T: Technicolor, *C: Cinecolor, *M: Magnacolor, *U: Trucolor, *V: Vitacolor. Audience Classification is indicated by letters following titles: A—Adult; F—Family. Letters and combinations thereof in parenthesis indicate type of story in accordance with following key:*

(B) Biographical	*(C) Comedy*
(D) Drama	*(Doc) Documentary*
(G) Gangster	*(M) Musical*
(H) Horror	*(W) Western*
(My) Mystery	*(Wa) War*

ALLIED ARTISTS

Prod. No.			Run Time Mins.	Rel. Date	See Issue of
	CURRENT				
1	It Happened on Fifth Avenue (C)F	Gale Storm-Don DeFore	115	4/19/47	b2/8/47
	COMING				
2	Black Gold *C (D)F	A. Quinn-K. deMille-E. Knox	92	9/6/47	b6/28/47
3	Gangster, The	Belita-B. Sullivan-J. Lorring		11/22/47	
	Hunted, The	Belita-P. Foster			
	Song of My Heart	Frank Sundstrom-Audrey Long			a4/26/47

ASTOR PICTURES

Sp.	Birth of a Star	Danny Kaye	38		New Release
	Cheers for Miss Bishop	Martha Scott, Wm. Gargan	56		Reissue
	Courageous Dr. Christian	Jean Hersholt	69		Reissue
	Flying Deuces, The	Stan Laurel-Oliver Hardy		10/10/46	Reissue
	Her Enlisted Man (CD)	Barbara Stanwyck-Robt. Young	70		Reissued
	Hollywood Bound	Betty Grable	51		Reissue
	Jimmy Steps Out	J. Stewart-P. Goddard	89		Release
	Let 'em Have It (G)	Bruce Cabot-Virginia Bruce	70		Reissued
	Little Men	Oakie-Francis-Bancroft	83		Release
	Road to Hollywood	Bing Crosby	56		Reissue
	Second Chorus	Fred Astaire-Paulette Goddard		11/18/46	Re-release
	Silver Devil (D)F	H. Gibson-Stephin Fetchit	62		Remake
	Sky Devils (C-D)	Spencer Tracy	88		Reissued
	Stairway to a Star	Cornel Wilde	60		New Release
	Swiss Family Robinson	Marshall-Best	74		Reissue
	The Noose	Brown-Drake	78		Reissue
	Thunder in the City	Edw. G. Robinson	81		Reissued
	White Stallion	Dean-Maynard	57		New Release

COLUMBIA

	CURRENT 1946-'47				
828	Alias Mr. Twilight (D)A	Michael Duane-Trudy Marshall	69	12/19/46	b12/28/46
	Arizona	J. Arthur-W. Holden-W. William			Reissue
825	Blind Spot (My)A	Chester Morris-Constance Dowling	73	2/6/47	a11/2/46
807	Blondie's Big Moment (C)F	P. Singleton-A. Lake-A. Louise	69	1/9/47	b12/14/46
808	Blondie's Holiday (C)F	Arthur Lake-Penny Singleton	67	4/10/47	b3/1/47
822	Boston Blackie and the Law (My)F	Chester Morris-Trudy Marshall	69	12/12/46	b11/16/46
820	Bulldog Drummond at Bay (My)A	Ron Randell-Anita Louise	70	5/15/47	b4/19/47
826	Cigarette Girl (C)A	L. Brooks-J. Lloyd-J. Barton	67	2/13/47	b2/15/47
	Corpse, Came C.O.D., The	G. Brent-J. Blondell-A. Jergens	68	5/31/47	
	Daring Young Man, The	J. E. Brown-J. Chapman			Reissue
830	Dead Reckoning (D)A	Humphrey Bogart-Lizabeth Scott	99	Feb. '47	b1/4/47
	Doctor Takes A Wife, The	Loretta Young-Ray Milland			Reissue
812	For the Love of Rusty (C-D)F	T. Donaldson-T. Powers-A. Doran	68	5/1/47	b7/5/47
834	Framed (D)A	Glenn Ford-Janis Carter	82	April '47	b3/8/47
	Golden Boy	B. Stanwyck-A. Menjou-W. Holden			Reissue
	Good Girls Go to Paris	J. Blondell-M. Douglas-W. Connolly			Reissue
836	Guilt of Janet Ames, The (D)A	Rosalind Russell-Melvyn Douglas	83	April '47	b3/8/47
	Gunfighters *C (W)F	Randolph Scott-Dorothy Hart	87		b6/14/47
883	Johnny O'Clock (D)A	Dick Powell-Evelyn Keyes	86	Mar. '47	b1/4/47
831	Jolson Story, The *T (D-M)F	L. Parks-E. Keyes-W. Demarest	128	Jan. '47	b9/21/46
809	King of the Wild Horses (D)F	Preston Foster-Gail Patrick	79	3/27/47	b3/29/47
	Let Us Live	M. O'Sullivan-H. Fonda-R. Bellamy			Reissue
815	Little Miss Broadway	Jean Porter-John Sheldon	69	6/19/47	
823	Lone Wolf in Mexico (My)A	Gerald Mohr-Eric Blore-Sheila Ryan	70	1/16/47	b12/28/46
814	Millie's Daughter (D)F	Gladys George-Paul Campbell	71	3/20/47	b2/15/47
817	Millerson Case, The (M)F	W. Baxter-N. Saunders	72	5/29/47	b5/24/47
	More Than a Secretary	J. Arthur-G. Brent-L. Stander			Reissue
832	Mr. District Attorney (My)A	Dennis O'Keefe-M. Chapman	81	Feb. '47	b12/28/46
829	Return of Monte Cristo (D)F	L. Hayward-G. Macready-U. O'Connor	91	Dec. '46	b11/23/46
	She Couldn't Take It	G. Raft-J. Bennett-W. Connolly			Reissue
	Shut My Big Mouth	J. E. Brown-A. Mara-V. Jory			Reissue
804	Singin' in the Corn (C-M)F	Judy Canova-Allen Jenkins	66	12/26/46	b11/16/46
811	Sport of Kings	Gloria Henry-Paul Campbell	68	6/26/47	
	Texas	W. Holden-C. Trevor-G. Ford			Reissue
819	The Thirteenth Hour (My)A	Richard Dix-Karen Morley	65	3/6/47	b2/15/47
	COMING				
	A Little Spanish Town	Gene Autry-Elaine Marion			
	Blondie in the Dough	P. Singleton-A. Lake-L. Simms			
	Blondie's Anniversary	Penny Singleton-Arthur Lake			
	Bulldog Drummond Strikes Back (My)	Ron Randell-Gloria Henry		9/4/47	a7/26/47
	Crime Doctor's Gamble	Warner Baxter-Micheline Cheirel			
	Devil Ship	Richard Lane-Louise Campbell			
	Down to Earth *T (M-C)A	Rita Hayworth-Larry Parks	101		b8/2/47
	Glamour Girl	Jack Leonard-Michael Duane			
	Her Husband's Affairs (C)A	F. Tone-L. Ball-E. E. Horton	86		b7/26/47
	I Love Trouble (My)	F. Tone-J. Blair-J. Carter			a7/9/47
	It Had to Be You (C-D)	Ginger Rogers-Cornel Wilde			a7/5/47
	Keeper of the Bees (D)	Gloria Henry-Michael Duane	68	7/10/47	a6/7/47
	Key Witness	John Beal-Trudy Marshall			a6/28/47
	Lady from Shanghai, The	Rita Hayworth-Orson Welles			a4/12/47
	Last of the Redmen	J. Hall-M. O'Shea-E. Ankers	77	Aug. '47	
	Lone Wolf in London	Gerald Mohr-Nancy Saunders			
	Man from Colorado, The (D)	Glen Ford-Ellen Drew-Wm. Holden			a5/24/47
	Mating of Millie, The (D)	G. Ford-E. Keyes			a8/2/47
	Pacific Adventure	Ron Randell-Muriel Steinbeck	80	July '47	
	Prince of Thieves	Jon Hall-Patricia Morrison-A. Jergens			

COLUMBIA (Continued)

Prod. No.		Run Time Mins.	Rel. Date	See Issue of
	COMING			
	Rose of Santa Rose—Hoosier Hot Shots-E. Noriaga			
	Relentless *T—R. Young-M. Chapman-W. Parker			a1/11/47
	Sign of the Ram, The—Susar Peters-Alexander Knox			
	Smoky River Serenade—P. Campbell-R. Terry-Hoosier Hot Shots		8/21/47	
	Son of Rusty, The—T. Donaldson-T. Powers-A. Doran		8/7/47	a6/21/47
	Sport of Kings (D)—Gloria Henry-Paul Campbell			a7/12/47
	Strawberry Roan *C (W)—Gene Autry-Gloria Henry			a7/26/47
	Sweet Genevieve—Jean Porter-Jimmy Lydon			
	Swordsman, The—Larry Parks-Ellen Drew-G. Macready			a1/4/47
	The Last Round-Up—Gene Autry-Jean Heather			
	To The Ends of The Earth (D)—Dick Powell-Maylia			a7/19/47
	Two Blondes and a Redhead (C-D)—Jean Porter-Jimmy Lloyd			a6/14/47
	When A Girl's Beautiful—Adele Jergens-Marc Platt		9/25/47	
	Westerns (Current)			
867	Law of the Canyon (W-M)F—Charles Starrett-Smiley Burnette	55	4/24/47	b6/28/47
866	Lone Hand Texan, The (W-M)F—Charles Starrett-Smiley Burnette	54	3/6/47	b3/1/47
852	Over the Sante Fe Trail (W-M)F—Ken Curtis-Jenifer Holt	63	2/13/47	b2/15/47
868	Prairie Raiders (W-M)F—Charles Starrett-Smiley Burnette	55	5/29/47	b7/19/47
865	South of the Chisholm Trail (W)F—Charles Starrett-Smiley Burnette	58	1/30/47	b2/1/47
853	Swing the Western Way—J. Leonard-M. Dugan-Hoosier Hot Shots	66	6/26/47	
864	West of Dodge City—Charles Starrett-Smiley Burnette	57	3/27/47	
	Westerns (Coming)			
	Buckaroo From Powder River—Charles Starrett-Smiley Burnette			
	Last Days of Boot Hill (W)—Charles Starrett-Smiley Burnette			a7/19/47
	Phantom Valley—Charles Starrett-Smiley Burnette			
	Riders of the Lone Star—Charles Starrett-Smiley Burnette		8/14/47	
	Six Gun Law (W)—C. Starrett-S. Burnette			
	Smoky River Serenade—P. Campbell-F. Terry-Hoosier Hotshots		Aug. '47	
	Stranger From Ponca City—Charles Starrett-Smiley Burnette	56	7/3/47	

EAGLE-LION

	CURRENT			
	Adventuress, The—Deborah Kerr-Trevor Howard	100	3/17/47	7/13/46
	Bedelia (D)A—Margaret Lockwood-Ian Hunter	81	2/1/47	b6/3/46
	Green for Danger (My)A—Sally Gray-Trevor Howard	91		b12/14/46
	It's a Joke Son (C)F—Kenny Delmar-Una Merkel	64	1/25/47	b1/25/47
	Lost Honeymoon (C)A—Franchot Tone-A. Richards-T. Conway	71	3/29/47	b3/15/47
	Repeat Performance (D)A—Joan Leslie-L. Hayward-F. Basehart	93	5/30/47	b5/24/47
	COMING			
	Adventures of Casanova—A. deCordova-L. Bremer- T. Bey			
	Caravan—Stewart Granger-Jean Kent		7/26/47	
	Love from a Stranger (D)—J. Hodiak-S. Sidney-A. Richards			a7/12/47
	Man From Texas (My-D)—J. Johnston-J. Craig-L. Bari			a7/19/47
	Out of the Blue (C-D)—G. Brent-V. Mayo-T. Bey			a7/12/47
	Red Stallion *C (D)F—T. Donaldson-R. Paige-J. Dowell	82	8/16/47	b7/26/47
	Northwest Stampede *C—J. Leslie-J. Craig-J. Oakie			
	T-Man—Dennis O'Keefe			

FAVORITE FILMS CORP.

	Broadway Limited—Dennis O'Keefe-V. McLaglen	74	1/1/47	Reissue
	Daring Desperadoes—I. Lupino-L. Carrillo-N. Martini		May '47	Reissue
	Of Mice and Men (D)A—B. Meredith-Betty Field-L. Chaney, Jr.	105	12/1/46	Reissue
	Road Show—C. Landis-J. Hubbard-A. Menjou	86	Mar. '47	Reissue
	Sea Bandits—D. Morgan-Steffi Duna		May '47	Reissue
	There Goes My Heart—Frederic March-Virginia Bruce	82	Mar. '47	Reissue
	Topper Takes Trip—C. Bennett-R. Young-A. Mowbray	79	Feb. '47	Reissue
	Topper Returns—O'Keefe-Landis-Blondell-Young	87	Feb. '47	Reissue

FILM CLASSICS

	CURRENT			
	Devil to Pay—R. Colman-L. Young-M. Loy	74		
	Jungle Book—Sabu	105		
	North Star—Anne Baxter-Dana Andrews	109		
	Palmy Days—Eddie Cantor-George Raft	80		
	Return of the Scarlet Pimpernel—B. Barnes-J. Mason-S. Stewart	81		
	Scarlet Pimpernel, The—Merle Oberon-Leslie Howard	98		
	Stella Dallas—J. Boles-R. Stanwyck-A. Shirley	107		
	The Patient Vanishes (My)A—James Mason-Mary Clark-M. Vyner	78		b5/31/47
	The Thief of Bagdad—Sabu-Conrad Veidt-June Duprez	109		
	Unholy Garden—R. Colman-Fay Wray	77		
	Westerner, The—G. Cooper-D. Davenport-W. Brennan	102		
	Woman Chases Man—Miriam Hopkins-Joel McCrea	70		

METRO-GOLDWYN-MAYER

Prod. No.				
	CURRENT			
716	Beginning Or the End, The (D)F—B. Donlevy-R. Walker-G. Tearle	112	Mar. '47	b2/22/47
	Dark Delusion (D)F—L. Barrymore-J. Craig-L. Bremer	90	June '47	b4/12/47
	Fiesta *T (D-M)F—Esther Williams-John Carroll	101	July '47	b5/17/47
702	Gallant Bess *C (D)F—Marshall Thompson-Jim Davis	99	Jan. '47	b9/7/46
723	Great Waltz, The (M)F—L. Rainer-F. Gravet-M. Korjus	110	July '47	Reissue
721	High Barbaree (D)F—Van Johnson-June Allyson	91		b3/15/47
	Hucksters, The (C-D)A—C. Gable-D. Kerr-A. Menjou	115	July '47	b6/28/47
	It Happened at the Inn—Fernand Ledoux-Maurice Rollin	103	April '47	b9/21/46
718	It Happened in Brooklyn (C-M)F—F. Sinatra-K. Grayson	103		b3/8/47
712	Lady in the Lake (My)A—Robert Montgomery-Audrey Totter	103	Jan. '47	b11/30/46
719	Little Mister Jim (C)F—James Craig-Frances Gifford	92	April '47	b6/8/46
	Living in a Big Way (C-D)F—Gene Kelly-Marie MacDonald	104	June '47	b5/31/47
714	Love Laughs at Andy Hardy (C)F—M. Rooney-B. Granville-D. Ford	93	Feb.	b12/7/46
711	Mighty McGurk, The (C)F—Wallace Beery-Aline McMahon	85	Jan. '47	b11/23/46
715	My Brother Talks to Horses (C-D)F—Butch Jenkins-Peter Lawford	93	Jan. '47	b11/30/46
720	Sea of Grass (D)A—K. Hepburn-S. Tracy-M. Douglas	131	April	b2/15/47
709	Secret Heart, The (D)A—C. Colbert-W. Pidgeon-J. Allyson	97	Dec.	b11/30/46
708	Show-Off, The (C)F—R. Skelton-Marilyn Maxwell	83	Dec.	b8/17/46
710	Till the Clouds Roll By *T (M)F—J. Garland-R. Walker-F. Sinatra	135	Jan. '47	b11/15/46
722	Undercover Maisie (C)A—Ann Sothern-Barry Nelson	90	May	b3/8/47
707	Undercurrent (D)A—K. Hepburn-A. Taylor	115	Nov.	b10/5/46
717	Yearling, The *T (D)F—G. Peck-J. Wyman-C. Jarman	128	May	b11/30/46
	COMING			
	Atlas A Gentleman—Wallace Beery-Gladys George			
	Arnelo Affair, The (D)A—John Hodiak-Frances Gifford	87	Sept.	b2/15/47
	Birds and the Bees, The *T—J. MacDonald-J. Iturbi-J. Powell			a3/1/47

Title	Company
C	
Calcutta	Para.
Calendar Girl	Rep.
California	Para.
Canyon Passage	Univ.
Captain from Castile	20th-Fox
Captain Caution	Favorite
Captain Fury	Favorite
Captains Courageous	MGM
Captive Heart	Univ.
Caravan	EL
Carnegie Hall	UA
Carnival	Brit.
Carnival in Costa Rica	20th-Fox
Case of the Baby Sitter	SGP
Cass Timberlane	MGM
Cat Creeps	Univ.
Centennial Summer	20th-Fox
Chase, The	UA
Cheers for Miss Bishop	Astor
Cheyenne	WB
Child of Divorce	RKO
Cigarette Girl	Col.
Claudia and David	20th-Fox
Cockeyed Miracle	MGM
Code of the West	RKO
Copacabana	UA
Corpse Came C. O. D., The	Col.
Corsican Brothers	PRC
Courage of Lassie	MGM
Courageous Dr. Christian	Astor
Courtneys of Curzon Street	Brit.
Crack Up	RKO
Crime Doctor's Gamble	Col.
Criminal Court	RKO
Crimson Key, The	20th-Fox
Crossfire	RKO
Cross My Heart	Para.
Cry Wolf	WB
Cuban Pete	Univ.
Curly	UA
Cynthia	MGM
D	
Daisy Kenyon	20th-Fox
Dancing With Crime	Brit.
Danger Woman	Univ.
Dangerous Millions	20th-Fox
Dangerous Money	Mono.
Dangerous Venture	UA
Dangerous Years	20th-Fox
Daring Desperadoes	Favorite
Daring Young Man, The	Col.
Dark Delusion	MGM
Dark Horse	Univ.
Dark Mirror	Univ.
Dark Passage	WB
Dark Road, The	SG
Dead Don't Dream, The	UA
Dead Reckoning	Col.
Dear Murderer	Brit.
Dear Ruth	Para.
Deception	WB
Deep Valley	WB
Desert Fury	Para.
Desire Me	MGM
Destry Rides Again	Univ.
Desperate	RKO
Devil Ship	Col.
Devil on Wheels	PRC
Devils Playground	UA
Devil Thumbs a Ride	RKO
Devil to Pay	FC
Dick Tracy Meets Gruesome	RKO
Dick Tracy's Dilemma	RKO
Dick Tracy Versus Cueball	RKO
Dillinger	Mono.
Dishonored Lady	UA
Doctor Takes a Wife, The	Col.
Don Ricardo Returns	PRC
Down to Earth	Col.
Dragnet	SG
Dream Girl	Para.
Driftwood	Rep.
Duel in the Sun	Selznick
Dust Be My Destiny	WB
E	
Easy Come, Easy Go	Para.
Easy to Wed	MGM
Egg and I	Univ.
Emperor Waltz, The	Para.
Escape Me Never	WB
Ever the Beginning	WB
Exile, The	Univ.
Exposed	Rep.
F	
Fabulous Dorseys	UA
Fabulous Suzanne	Rep.
Fabulous Texan, The	Rep.
Faithful in My Fashion	MGM
Falcon's Adventure	RKO
Fall Guy	Mono.
Fangs of the Wild	Astor
Fanny By Gaslight	UA
Farmer's Daughter	RKO
Fear in the Night	Para.
Fiesta	MGM
Fighting Father Dunne	RKO
Flame, The	Rep.
Flying Dueces	Astor
Fool's Gold	UA
Forever Amber	20th-Fox
Foxes of Harrow, The	20th-Fox
Framed	Col.

Title	Company
Frieda	Brit.
Front Page Scandal	Mono.
Fun and Fancy Free	RKO
Fun on a Weekend	UA
Fugitive	RKO
G	
Gallant Bess	MGM
Gangster, The	Allied
Gas House Kids	PRC
Gas House Kids in Hollywood	PRC
Gay Ranchero, The	Rep.
Gas House Kids Go West	PRC
Genius at Work	RKO
Gentlemen's Agreement	20th-Fox
Ghost and Mrs. Muir	20th-Fox
Ghost Goes Wild	Rep.
Ginger	Mono.
Give My Regards to Broadway	20th-Fox
Glamour Girl	Col.
God's Country	SGP
Golden Boy	Col.
Golden Earrings	Para.
Good Girls Go to Paris	Col.
Good News	MGM
Good Sam	RKO
Great Expectations	Univ.
Great Waltz	MGM
Green Dolphin Street	MGM
Green Fingers	Brit.
Green for Danger	E-L
Green Grass of Wyoming	20th-Fox
Green Years	MGM
Guilt of Janet Ames	Col.
Guilty	Mono.
Gunfighters	Col.
H	
Hard Boiled Mahoney	Mono.
Hat Box Mystery	SG
Headin' for Heaven	PRC
Heartaches	PRC
Heart of Arizona	SGP
Heaven Only Knows	UA
Heldorado	Rep.
Henry the Fifth	UA
Her Adventurous Night	Univ.
Her Enlisted Man	Astor
Her Husband's Affairs	Col.
Here Comes Trouble	UA
High Barbaree	MGM
High Conquest	Mono.
High School Hero	Mono.
High Tide	Mono.
High Wall, The	MGM
Hit Parade of 1947	Rep.
Hollywood Barn Dance	SG
Hollywood Bound	Astor
Home in Oklahoma	Rep.
Homestretch	20th-Fox
Home Sweet Homicide	20th-Fox
Honeymoon	RKO
Hoppy's Holiday	UA
Housekeeper's Daughter	Favorite
Hucksters, The	MGM
Hue and Cry	Brit.
Humoresque	WB
Hungry Hill	Brit.
Hunted, The	Allied
I	
I Cover Big Town	Para.
If I'm Lucky	20th-Fox
If Winter Comes	MGM
If You Knew Susie	RKO
I Know Where I'm Going	Univ.
I Love Trouble	Col.
Imperfect Lady	Para.
In Old Sacramento	Rep.
Indian Summer	RKO
Intermezzo	Selznick
International Lady	PRC
Intrigue	UA
Invisible Wall, The	20th-Fox
I Remember Mama	RKO
I Stole a Million	Univ.
It Had to Be You	Col.
It Happened at the Inn	MGM
It Happened in Brooklyn	MGM
It Happened on Fifth Avenue	Allied
It's a Joke, Son	EL
It's a Wonderful Life	RKO
I'll Be Yours	Univ.
I've Always Loved You	Rep.
Ivy	Univ.
I Walk Alone	Para.
I Wonder Who's Kissing Her Now	20th-Fox
J	
Jewels of Brandenburg	20th-Fox
Jimmy Steps Out	Astor
Johnny Frenchman	Univ.
Johnny O'Clock	Col.
Jolson Story	Col.
Jungle Book	FC
Jungle Flight	Para.
K	
Keeper of the Bees	Col.
Key Witness	Col.
Kid Millions	FC
Killer at Large	PRC
Killer-Dill	SGP
Killer McCoy	MGM
Kilroy Was Here	Mono.
King of the Bandits	Mono.
King of the Wild Horses	Col.
Kings Row	WB
Kiss of Death	20th-Fox
Kit Carson	PRC

METRO-GOLDWYN-MAYER (Continued)

Prod. No.			Run Time Mins.	Rel. Date	See Issue of
	COMING				
	Boom Town	C. Gable-S. Tracy			Reissue
	Captains Courageous	Spencer Tracy-Mickey Rooney			Reissue
	Cass Timberlane	Spencer Tracy-Lana Turner			
	Cynthia (C-D)F	E. Taylor-G. Murphy-M. Astor	98	July '47	b5/17/47
	Desire Me	G. Garson-Richard Hart			a9/7/46
	Good News	J. Allyson-P. Lawford-J. McCracken			
	Green Dolphin Street	Lana Turner-Van Heflin			a2/1/47
	High Wall, The	R. Taylor-A. Totter-H. Marshall			
	If Winter Comes	W. Pidgeon-D. Kerr-A. Lansbury			
	Killer McCoy	M. Rooney-E. Taylor-B. Donlevy			
	Luxury Liner	G. Brent-F. Gifford-J. Powell			
	Merton of the Movies (C)F	Red Skelton-Virginia O'Brien	82	Oct.	b7/19/47
	On an Island With You *T	E. Williams-P. Lawford			
	Piccadilly Incident (D)A	Anne Neagle-Michael Wilding	100		b8/31/46
	Pirate, The *T	J. Garland-G. Kelly-W. Slezak			a7/5/47
729	Romance of Rosy Ridge, The (D)F	V. Johnson-T. Mitchell-J. Leigh	105	Aug. '47	b7/5/47
	Song of Love (DM)A	K. Hepburn-P. Henreid-R. Walker	119	Oct.	b7/26/47
	Song of the Thin Man (My)F	William Powell-Myrna Loy	86	Sept.	b7/26/47
	Stormy Waters (D)A	J. Gabin-M. Morgan	77		b7/9/47
	Summer Holiday *T	Mickey Rooney-Gloria DeHaven			a9/7/46
	Tenth Avenue Angel	M. O'Brien-G. Murphy-P. Thaxter			a9/21/46
	The Kissing Bandit *T	Frank Sinatra-Kathryn Grayson			
	This Time For Keeps *T	E. Williams-L. Melchior			a9/7/46
	Unfinished Dance, The *T (D)F	Margaret O'Brien-Cyd Charisse	101	Sept.	b8/2/47
	Virtuous	V. Johnson-J. Allyson			

MONOGRAM

CURRENT 1946-'47

604	Bringing Up Father (C)F	Joe Yule-Renie Riano	68	11/23/46	b10/19/46
613	Fall Guy (My)A	Cliff Penn-Teala Loring	64	3/15/47	b3/8/47
609	Ginger	Frank Albertson-Barbara Reed	67	1/4/47	a9/28/46
614	Guilty, The (My)A	Bonita Granville-Don Castle	71	3/22/47	b3/22/47
616	Hard Boiled Mahoney	L. Gorcey-Bowery Boys	63	5/10/47	a3/22/47
620	High Conquest (D)A	A. Lee-G. Roland-W. Douglas	83	6/21/47	b3/15/47
608	Mr. Hex (CD)F	L. Gorcey-H. Hall	63	12/7/46	b12/14/46
617	Queen of the Yukon	Charles Bickford-Irene Rich		5/31/47	Reissue
610	Riding the California Trail	Gilbert Roland-Teala Loring	61	1/11/47	a10/26/46
618	Sarge Goes to College (C)F	A. Hale, Jr.-F. Stewart-J. Preisser	63	5/17/47	b5/10/47
699	Suspense (D)A	Belita-Barry Sullivan-E. Pallette	101	6/5/46	b3/20/46
606	Sweetheart of Sigma Chi (M)F	Elyse Knox-P. Regan-P. Brito	75	12/21/46	b11/30/46
607	Trap, The (My)F	Sidney Toler-Victor Sen Yung	69	11/30/46	b1/11/47
611	Vacation Days (D-M)F	F. Stewart-J. Preisser	66	1/25/47	b4/5/47
615	Violence (D)A	Nancy Coleman-M. O'Shea	72	4/12/47	b4/12/47
619	Wolf Call	John Carroll-Movita	62	6/7/47	Reissue

COMING

625	Bowery Buckaroos	Leo Gorcey-Bowery Boys-Julie Briggs.	66	10/11/47	
	Dillinger	Lawrence Tierney-Anne Jeffreys	70	7/5/47	Reissue
	High Tide (D)A	Lee Tracy-D. Castle-A. Shaw	70	9/13/47	b7/9/47
621	Kilroy Was Here (C)F	J. Cooper-J. Coogan-W. McKay	68	7/19/47	b7/5/47
624	King of the Bandits	G. Roland-C. Martin-A. Greene	66	10/4/47	
	Louisiana (C-D)F	Jimmie Davis-Margaret Lindsay	85	11/15/47	b7/9/47
	Mutiny in the Big House	Charles Bickford-Barton McLane	89	7/5/47	Reissue
622	News Hounds (C)F	Leo Gorcey-H. Hall-B. Jordan	68	8/9/47	b6/21/47
623	Robin Hood of Monterey	Gilbert Roland-Evelyn Brent		8/2/47	
	Rocky	Roddy McDowall-Gale Sherwood		11/22/47	
	That Guy Palooka	Joe Kirkwood, Jr.-Elyse Knox		9/20/47	
666	Thunderbolt *T	Documentary		7/26/47	

Westerns (Current)

677	Code of the Saddle	J. M. Brown-R. Hatton	53	6/25/47	
671	Land of the Lawless (W)F	J. M. Brown-R. Hatton-J. Harrison	59	4/15/47	b5/31/47
672	Law Comes to Gunsight, The	J. M. Brown-R. Hatton	56	5/24/47	
564	Raiders of the South (W-M)F	J. H. Brown-Raymond Hatton	85	1/18/47	b2/22/47
683	Rainbow Over the Rockies (W-M)F	J. Wakely-"Lasses" White	56	2/6/47	b3/1/47
612	Silver Stallion	David Sharpe-Leroy Mason	59	12/14/46	Reissue
684	Six Gun Serenade	Jimmy Wakely-"Lasses" White	55	4/5/47	
682	Song of the Wasteland	J. Wakely-"Lasses" White	58	6/31/47	
681	Song of the Sierras (M-W)F	J. Wakely-"Lasses" White	56	12/28/46	b1/25/47
676	Trailing Danger	J. M. Brown-R. Hatton	58	3/29/47	
675	Valley of Fear (W)F	J. M. Brown-R. Hatton	57	2/15/47	b4/19/47

Westerns (Coming)

673	Flashing Guns	J. Brown-R. Hatton	59	8/16/47	
	Prairie Express	J. M. Brown-R. Hatton-V. Belmont		9/27/47	
	Ridin' Down the Trail	J. Wakely-D. Taylor-B. Jones		8/23/47	

PARAMOUNT

CURRENT 1946-'47

Prod. No.			Run Time Mins.	Rel. Date	See Issue of
4622	Big Town	Philip Reed-Hillary Brooke	60	5/23/47	a2/9/47
4611	Blaze of Noon (D)A	A. Baxter-W. Holden-S. Tufts	90	5/2/47	b3/8/47
4602	Blue Skies *T (M)F	Bing Crosby-F. Astaire	104	12/27/46	b9/23/46
4612	Calcutta (My)A	A. Ladd-G. Russell-W. Bendix	83	5/10/47	b3/19/47
4606	California *T (WD)	Ray Milliland-B. Stanwyck	93	2/21/47	b12/21/47
4603	Cross My Heart (C-M)F	Betty Hutton-Sonny Tufts	83	1/10/47	b11/23/46
4623	Danger Street (My)A	J. Withers-R. Lowery	66	6/20/47	b3/1/47
4616	Dear Ruth (C)A	J. Caulfield-W. Holden-E. Arnold	95	7/18/47	b5/31/47
4607	Easy Come, Easy Go (C)F	D. Lynn-S. Tufts-Virginia Field	78	3/7/47	b2/8/47
4621	Fear in The Night (D)A	DeForest Kelley-Kay Scott	72	4/18/47	b2/22/47
4610	Imperfect Lady (D)A	R. Milland-T. Wright-V. Field	97	4/25/47	b3/15/47
4605	Ladies Man (C-M)F	Eddie Bracken-Virginia Field	90	2/7/47	b1/11/47
4609	My Favorite Brunette (C)F	B. Hope-D. Lamour	87	4/4/47	b2/22/47
4604	Perfect Marriage, The (C-D)A	L. Young-D. Niven-V. Field	87	1/24/47	b11/23/46
4615	Perils of Pauline *T (C-S)F	B. Hutton-J. Lund	92	7/4/47	b5/31/47
4620	Seven Were Saved	Richard Denning-Catharine Craig	73	3/28/47	a5/25/46
4608	Suddenly It's Spring (C)A	F. MacMurray-P. Goddard	87	3/21/47	b2/15/47
4614	Trouble With Women, The (C)A	T. Wright-B. Donlevy-R. Milland	80	6/27/47	b5/24/47
4601	Two Years Before the Mast (D)A	Donlevy-Ladd-Bendix	98	11/22/46	b8/24/46
4613	Welcome Stranger (CD)F	Bing Crosby-Barry Fitzgerald	107		b5/3/47

PARAMOUNT (Continued)

	COMING	Run Time Mins.	Rel. Date	See Issue of
4702	Adventure Island *C (D)A	R. Calhoun-R. Fleming-P. Kelly	67	10/10/47	b7/9/47
	Albuquerque	Randolph Scott-Barbara Britton			a3/15/47
	Big Clock, The (M)	R. Milland-M. O'Sullivan-C. Laughton			a5/17/47
	Big Town After Dark	Philip Reed-Hillary Brooke			
	Big Town Scandal	Phillip Reed-Hillary Brooke			
4617	Desert Fury *T (D)F	Lizabeth Scott-John Hodiak	98	8/15/47	b8/2/47
	Dream Girl (C-D)	B. Hutton-M. Carey-V. Field			a6/7/47
	Emperor Waltz, The *T	Bing Crosby-Joan Fontaine			a7/13/46
4703	Golden Earrings	Marlene Dietrich-Ray Milland	95		a9/28/46
4624	I Cover Big Town (My)A	P. Reed-H. Brooke	63	7/25/47	b3/1/47
	I Walk Alone	B. Lancaster-Kirk Douglas			a3/1/47
4625	Jungle Flight (D)F	Robert Lowery-Ann Savage	67	8/22/47	b3/1/47
	My Own True Love	Phyllis Calvert-M. Douglas			
	Night Has a Thousand Eyes, The (D)	E. G. Robinson-J. Lund			a7/9/47
	Paleface, The	Bob Hope-Jane Russell			
	Road to Rio	B. Crosby-B. Hope-D. Lamour			a2/1/47
	Saigon	Alan Ladd-Veronica Lake-Douglas Dick			a1/4/47
	Shaggy *C	B. Joyce-G. Nokes-R. Shayne			
	Unconquered *T	Gary Cooper-Paulette Goddard			a9/28/46
4618	Variety Girl (C-M)F	Mary Hatcher-DeForest Kelley	93	8/29/47	b7/19/47
4613	Welcome Stranger (CD)F	B. Crosby-B. Fitzgerald	106		b5/3/47
	Where There's Life	B. Hope-S. Hasso-W. Bendix			a5/25/46
	Whispering Smith *T	A. Ladd-R. Preston-B. Marshall			a6/14/47
4701	Wild Harvest (D)A	A. Ladd-D. Lamour-R. Preston	92	9/26/47	b7/9/47

PRC

CURRENT 1946-'47

714	**Brute Man, The (H)A**	Tom Neal-Jane Adams	60	10/1/46	b10/26/46
733	Corsican Brothers	D. Fairbanks, Jr.-Tamiroff-Warrick	111	6/21/47	Reissue
701	Devil On Wheels, The (D)F	Noreen Nash-D. Hickman-Jan Ford	67	3/2/47	b1/25/46
	Don Ricardo Returns	Isabelita-Fred Coby		11/5/46	a9/21/46
711	Gas House Kids Go West (C)F	C. Williams-J. Shelton-A. Switzer	62	7/12/47	b7/26/47
704	Heartaches (My)A	H. Ryan-C. Wills	71	6/28/47	b7/5/47
734	International Lady	G. Brent-I. Massey-B. Rathbone	102	5/24/47	Reissue
717	Killer At Large (My)A	Anabel Shaw-Robert Lowery	63	5/31/47	b6/14/47
731	Kit Carson	D. Andrews-L. Bart-J. Hall	97	3/22/47	
	Lady Chaser	Ann Savage-Robert Lowery	60	11/25/46	
732	Last of the Mohicans	R. Scott-B. Barnes-H. Wilcoxen	94	3/22/47	Reissue
610	Lighthouse	J. Lang-D. Castle-J. Litel	64	1/10/47	a10/19/46
708	Philo Vance Returns (My)F	W. Wright-T. Austin-R. Ames	64	6/14/47	b4/26/47
707	Philo Vance's Gamble (My)A	Alan Curtis-Terry Austin	60	4/12/47	b4/26/47
756	Philo Vance Secret Mission	Alan Curtis-Sheila Ryan		3/20/47	
	Return of Rin-Tin-Tin *V	D. Woods-B. Blake-C. Drake		2/20/47	
703	Stepchild (D)A	B. Joyce-D. Woods	70	6/7/47	b6/14/47
715	Three on a Ticket (My)F	Hugh Beaumont-Cheryl Walker	64	4/5/47	b4/5/47
SP72	Untamed Fury (D)A	Mikel Conrad-Gaylord Pendleton	64	3/22/47	b3/29/47

COMING

	Blonde Savage (D)	L. Erickson-G. Sherwood			a8/2/47
579	Bury Me Dead (My)	M. Daniels-G. McClure-C. O'Donnell			a6/7/47
	Gas House Kids in Hollywood	Alfalfa Switzer-Gas House Kids			
	Headin' for Heaven	Stuart Erwin-Glenda Farrell			
	Linda Be Good	E. Knox-J. Hubbard-M. Wilson			
	Man Wanted	Anabel Shaw-Robert Lowery			
	Philo Vance's Peril	W. Wright-L. Balasco-R. Ames			b1/25/47
	Railroaded	J. Ireland-S. Ryan-H. Beaumont			a6/21/47
	Silent Voice	Sheila Ryan-Edward Norris			a4/26/47
716	Too Many Winners (M-My)	Hugh Beaumont-Trudy Marshall	60	5/24/47	b6/7/47

Westerns (Current)

752	Border Feud (W)F	Lash LaRue-Fuzzy St. John	55	5/10/47	b5/24/47
766	Code of the Plains	Buster Crabbe-Fuzzy St. John	36	4/26/47	Reissue
761	Frontier Fighters	B. Crabbe-Fuzzy St. John	39	4/26/47	Reissue
751	Law of the Lash (W)F	Lash LaRue-Fuzzy St. John	54	2/28/47	b3/1/47
765	Panhandle Trail	Buster Crabbe-Fuzzy St. John	40	4/26/47	Reissue
	Prairie Rustlers (W)F	Buster Crabbe-Al St. John	54	11/7/45	b8/10/46
763	Raiders of Red Rock	Buster Crabbe-Fuzzy St. John	38	4/26/47	
745	Range Beyond the Blue (W-M)F	Eddie Dean-Roscoe Ates	55	3/17/47	
764	Shootin' Irons	Tex O'Brien-Jim Newhill	40	4/26/47	Reissue
762	Thundergap Outlaws	Tex O'Brien-Jim Newhill	40	4/26/47	Reissue
744	Wild Country (W)F	Eddie Dean-Roscoe Ates	59	1/17/47	b2/1/47
706	Wild West *C (W)F	Eddie Dean-Roscoe Ates	73	12/1/46	b11/30/46

Westerns (Coming)

	Black Hills	Eddie Dean-Roscoe Ates			
	Check Your Guns	E. Dean-R. Ates-N. Gates			
	El Lobo Mystery, The	Lash LaRue-Fuzzy St. John-N. Gates			
754	Ghost Town Renegades (W)F	Lash LaRue-Fuzzy St. John-J. Holt	56	7/26/47	b8/2/47
	Gun Fighter	Lash LaRue-Al St. John-Mary Scott			a12/18/46
	Gun Law	Lash LaRue-Fuzzy St. John			
753	Pioneer Justice (W)F	Lash LaRue-Fuzzy St. John-J. Holt	55	6/28/47	b7/5/47
	Return of the Lash	Lash LaRue-Al St. John			
	Shadow Valley	Eddie Dean-Roscoe Ates			

RKO-RADIO

CURRENT 1946-'47

Prod. No.				Trade Shown	
724	**A Likely Story (C)F**	Bill Williams-Barbara Hale	88	May	b4/19/47
801	Bachelor and the Bobby-Soxer (C)F	G. Grant-M. Loy-S. Temple	95		b6/7/47
725	Banjo (C-D)F	S. Moffet-J. White-W. Reed	67	May	b4/19/47
718	Beat the Band (M)F	Frances Langford-Gene Krupa	67	Feb.	b3/1/47
751	Best Years of Our Lives, The (D)A	D. Andrews-M. Loy-F. March	172	Dec.	b11/23/46
722	Born to Kill (D)A	C. Trevor-L. Tierney-W. Slezak	91	April	b4/19/47
708	Child of Divorce (D)A	Sharyn Moffett-Regis Toomey	62	Oct.	b10/19/46
720	Code of the West (W)F	J. Warren-J. Laurenz	57	Feb.	b2/22/47
627	Crack-Up (D)A	P. O'Brien-C. Trevor-H. Marshall	93	June	b6/15/46
709	Criminal Court (My)A	T. Conway-M. O'Driscoll	62	Aug.	b8/10/46
802	Crossfire (D)A	R. Young-R. Mitchum-G. Grahame	85		b6/28/47
728	Desperate (G)A	Steve Brodie-Audrey Long	73		b5/17/47

Title	*Company*
L	
Ladies Man	Para.
Lady from Shanghai, The	Col.
Lady in the Lake	MGM
Lady Chaser	PRC
Last of the Mohicans	PRC
Last of the Redmen	Col.
Late George Apley	20th-Fox
Laughing Lady	Brit.
Legend of Black Bart, The	Mono.
Let 'Em Have It	Astor
Let Us Live	Col.
Les Miserables	20th-Fox
Life With Father	WB
Lighthouse	PRC
Linda Be Good	PRC
Little Iodine	UA
Little Men	Astor
Little Miss Broadway	Col.
Little Mister Jim	MGM
Living in a Big Way	MGM
Locket, The	RKO
Lone Wolf in London	Col.
Lone Wolf in Mexico	Col.
Long Night	RKO
Lost Honeymoon	EL
Lost Moment's, The	Univ.
Louisiana	Mono.
Love and Learn	WB
Love from a Stranger	EL
Love Laughs at Andy Hardy	MGM
Love of Joanna Godden, The	Brit.
Lured	UA
Luxury Liner	MGM
M	
Macbeth	Rep.
Macomber Affair	UA
Mad Wednesday	UA
Magic Bow	Univ.
Magic Town	RKO
Magnificent Doll	Univ.
Magnificent Obsession	Univ.
Magnificent Rogue	Rep.
Man About Town	RKO
Man from Colorado, The	Col.
Man from Texas	E-L
Man Wanted	PRC
Man Within, The	Brit.
Marauders, The	UA
Margie	20th-Fox
Marked Woman	WB
Mating of Millie	Col.
Meet Me at Dawn	20th-Fox
Memory of Love	RKO
Men of Two Worlds	Brit.
Merton of the Movies	MGM
Michigan Kid	Univ.
Mighty McGurk, The	MGM
Millerson Case, The	Col.
Millie's Daughter	Col.
Miracle of the Bells	RKO
Miracle on 34th St.	20th-Fox
Mr. Ace	UA
Mr. District Attorney	Col.
Mr. Hex	Mono.
Monsieur Verdoux	UA
More Than a Secretary	Col.
Mortal Coils	U-I
Moss Rose	20th-Fox
Mourning Becomes Electra	RKO
Mother Wore Tights	20th-Fox
Mutiny in the Big House	Mono.
My Brother Talks to Horses	MGM
My Dog Shep	SGP
My Darling Clementine	20th-Fox
My Favorite Brunette	Para.
My Heart Goes Crazy	Univ.
My Own True Love	Para.
My Wild Irish Rose	WB
N	
Naked City	Univ.
Never Say Goodbye	WB
New Orleans	UA
Newshounds	Mono.
Nicholas Nickelby	Brit.
Nightmare Alley	20th-Fox
Night Has a Thousand Eyes	Para.
Night Unto Night	WB
Nobody Lives Forever	WB
Nocturne	RKO
Nora Prentiss	WB
North Star	FC
Northwest Outpost	Rep.
Northwest Stampede	E-L
Notorious Gentleman	Univ.
Notorious Lone Wolf	Col.
O	
Odd Man Out	Univ.
Of Mice and Men	Favorite
Oh Say Can You Sing	Univ.
On an Island With You	MGM
One Hundred Men And A Girl	Univ.
One Million B.C.	Favorite
One Romantic Night	Astor
On the Old Spanish Trail	Rep.
Other Love	UA
Out California Way	Rep.
Out of the Blue	EL
Out of the Past	RKO
P	
Pacific Adventure	Colu.
Pale Face	Para.
Palmy Days	FC
Paradine Case	Selznick
Perfect Marriage	Para.
Perils of Pauline	Para.
Phantom Valley	Col.
Philo Vance's Gamble	PRC

Title	Company
Philo Vance Returns	PRC
Philo Vance's Peril	PRC
Philo Vance's Secret Mission	PRC
Piccadilly Incident	MGM
Pilgrim Lady	Rep.
Pirates, The	MGM
Pirates of Monterey	Univ.
Plainsman and the Lady	Rep.
Portrait of Jennie	SRO
Possessed	WB
Prairie, The	SG
Pretender, The	Rep.
Prince of Thieves	Col.
Prison Story	RKO
Private Affairs of Bel Ami	UA
Pursued	WB
Q	
Queen of the Amazons	SGP
Queen of the Yukon	Mono.
Queen's Necklace, The	Misc.
R	
Rachel	RKO
Rage in Heaven	MGM
Railroaded	PRC
Ramrod	UA
Razor's Edge	20th-Fox
Red House	UA
Red Pony, The	Rep.
Red Stallion	EL
Relentless	Col.
Renegade Girl	SGP
Repeat Performance	EL
Return of Monte Cristo	Col.
Return of Rin-Tin-Tin	PRC
Return of the Badmen	RKO
Return of the Scarlet Pimpernel	FC
Ride the Pink Horse	Univ.
Riding the California Trail	Mono.
Riff-Raff	RKO
River Lady	U-I
Road to Rio	Para.
Road Show	Favorite
Road To Hollywood	Astor
Robin Hood of Monterey	Mono.
Rocky	Mono.
Romance in High C	WB
Romance of Rosy Ridge, The	MGM
Root of All Evil	Brit.
Rose of Santa Rose	Colo.
Roses Are Red	20th-Fox
Roughshod	RKO
Rupert of Hentzau	SRO
Runaround	Univ.
S	
Saigon	Para.
San Demetrio, London	2th-Fox
San Quentin	RKO
Sarge Goes to College	Mono.
Scared to Death	SGP
Scarface	Astor
Scarlet Pimpernel, The	FC
School for Danger	Misc.
School for Secrets	Brit.
Sea Bandits	Favorite
Sea Hawk, The	WB
Sea of Grass	MGM
Sea Wolf, The	WB
Searching Wind	Para.
Second Chance	20th-Fox
Second Chorus	Astor
Secret Beyond the Door, The	U-I
Secret Heart, The	MGM
Secret Life of Walter Mitty	RKO
Senator Was Indiscreet	U-I
Seven Keys to Baldpate	RKO
Seven Were Saved	Para.
Shadow of a Woman	WB
Shadows Over Chinatown	Mono.
Shaggy	Para.
She Couldn't Take It	Col.
Shocking Miss Pilgrim	20th-Fox
Show-Off	MGM
Shoot to Kill	Screen Guild
Shut My Big Mouth	Col.
Silent Voice	PRC
Silver Devil	Astor
Silver River	WB
Sinbad the Sailor	RKO
Singapore	Univ.
Singin' In the Corn	Col.
Sign of the Ram, The	Col.
Sky Devils	Astor
Slave Girl	Univ.
Sleep, My Love	UA
Smash-Up	Univ.
Snake Pit, The	20th-Fox
So in Love	SRO
Something in the Wind	Univ.
Son of Rusty	Col.
Song of Love	MGM
Song of My Heart	Allied
Song of Scheherazade	Univ.
Song of the South	RKO
Song of the Thin Man	MGM
So Well Remembered	RKO
Spoilers of the North	Rep.
Sport of Kings	Col.
Springtime in the Sierras	Rep.
Stairway to Heaven	Univ.
Stallion Road	WB
Stampede	UA
Stations West	RKO
Stella Dallas	FC
Step-Child	PRC
Stork Bites Man	UA
Strange Journey	20th-Fox
Strange Woman	UA
Stranger, The	RKO

RKO-RADIO (Continued)

Prod. No.	CURRENT 1946-'47		Run Time Mins.	Trade Shown	See Issue of
719	Devil Thumbs a Ride, The (D)A	Lawrence Tierney-N. Leslie	62	Feb.	b3/1/47
729	Dick Tracy's Dilemma (M)A	Ralph Byrd-Kay Christopher	60	June	b5/17/47
714	Dick Tracy vs. Cueball (D)F	Morgan Conway-Anne Jeffreys	62	Dec.	b11/9/46
715	Falcon's Adventure (D)F	Tom Conway-Madge Meredith	61	Dec.	b12/14/46
716	Farmer's Daughter, The (C-D)A	L. Young-J. Cotten-E. Barrymore	97	Feb.	b2/22/47
710	Genius at Work (C)F	A. Carney-W. Brown-A. Jeffreys	61	July	b8/3/46
721	Honeymoon (C)F	S. Temple-F. Tone-G. Madison	74	June	b5/19/47
781	It's a Wonderful Life (D)	J. Stewart-D. Reed-L. Barrymore	128	Dec.	b12/21/46
711	Locket, The (D)	Laraine Day-B. Aherne	86	Dec.	b12/21/46
861	Long Night, The (D)A	Henry Fonda-Barbara Bel Geddes	96	May	b5/31/47
706	Nocturne (D)A	George Raft-Lynn Bari	85	Oct.	b10/19/46
761	Notorious (My-D)A	Cary Grant-Ingrid Bergman	101	July	b7/27/46
712	San Quentin (D)A	L. Tierney-M. Carr-B. MacLane	66	Dec.	b12/7/46
	Secret Life of Walter Mitty *T (C)F	D. Kaye-V. Mayo-F. Bainter	105		b7/19/47
762	Sinbad the Sailor T (F)F	D. Fairbanks, Jr.-M. O'Hara	117	Jan.	b1/18/47
791	Song of the South *T (D-M)F	Luana Patten-Bobby Driscoll	95	Nov.	b11/2/47
723	Tarzan and the Huntress (D)F	J. Weissmuller-B. Joyce	70	April	a3/22/47
726	They Won't Believe Me (D)A	Robert Young-Susan Hayward	95		b5/17/47
730	Thunder Mountain (W)F	T. Holt-R. Martin-M. Hyer	60		b5/17/47
717	Trail Street (W)F	R. Scott-R. Ryan-A. Jeffreys	83	Mar.	b2/1/47
713	Vacation in Reno (C)F	Jack Haley-Anne Jeffreys	60	Oct.	b10/12/46
727	Woman on the Beach, The (D)A	J. Bennett-R. Ryan-C. Bickford	71		m5/17/47
	COMING				
	Berlin Express	M. Oberon-R. Ryan-P. Lukas			
Sp.	Bishop's Wife, The (D)	G. Grant-T. Wright-D. Niven			a7/5/47
	Dick Tracy Meets Gruesome	R. Byrd-B. Karloff-A. Gwynne			
	Fighting Father Dunne	P. O'Brien-M. Dell-D. Hickman			
Sp.	Fun and Fancy Free	E. Bergen-D. Shore			
	Fugitive, The (D)	Henry Fonda-Dolores Del Rio			a7/26/47
	Good Sam	G. Cooper-A. Sheridan-E. Lowe			
	If You Knew Susie (C)	Eddie Cantor-J. Davis-A. Joslyn			a7/19/47
	Indian Summer (D)	A. Knox-A. Sothern-G. Tobias			a7/5/47
	I Remember Mama	I. Dunne-B. Bel Geddes-O. Homolka			
Sp.	Magic Town	James Stewart-Jane Wyman			
	Man About Town	Maurice Chevalier			
	Memory of Love	D. Andrews-M. Oberon-E. Barrymore			
Sp.	Mourning Becomes Electra	R. Russell-K. Paxinou-R. Massey			
	Out of the Past	Robert Mitchum-Jane Greer			a2/1/47
	Rachel	L. Young-W. Holden-R. Mitchum			
	Return of the Badmen	Randolph Scott-Jacqueline White			
803	Riff-Raff (My)A	Pat O'Brien-Anne Jeffries	80		b6/7/47
	Roughshod	R. Sterling-C. Jarman-G. Grahame			
804	Seven Keys to Baldpate (M)A	Phillip Terry-Jacqueline White	68		b6/7/47
	So Well Remembered	M. Scott-J. Mills			
	Stations West	D. Powell-J. Greer-A. Moorehead			
	Tarzan and the Mermaids	J. Weissmuler-B. Joyce			
	Tycoon *T	John Wayne-Laraine Day			a7/12/47
	Under Arizona Skies	T. Holt-N. Leslie-R. Martin			
805	Under the Tonto Rim (W)F	T. Holt-N. Leslie-R. Martin	61		b6/7/47
	War Party	Shirley Temple-John Agar			
	Wild Horse Mesa	Tim Holt-Nan Leslie			

REPUBLIC

Prod. No.	Current 1945-46		Run Time Mins.	Trade Shown	See Issue of
543	Heldorado (WM)F	Roy Rogers-Dale Evans-"Gabby" Hayes.	70	12/15/46	b12/23/46
5542	Home in Oklahoma (W-M)F	R. Rogers-G. Hayes-D. Evans	72	11/8/46	b11/2/46
5503	Out California Way *U (WM)F	Monte Hale-Adrian Booth	67	12/5/46	b12/14/46
532	Plainsman and the Lady (W)F	W. Elliott-V. Ralston-G. Patrick	82	11/15/46	b11/9/46
533	That Brennan Girl (D)A	James Dunn-Mona Freeman	95	12/23/46	b11/16/46
	CURRENT 1946-'47				
603	Affairs of Geraldine (C-D)F	Jane Withers-Jimmy Lydon	68	11/18/46	b10/26/46
608	Angel and the Badman (W)F	J. Wayne-G. Russell-I. Rich	100	2/15/46	b2/15/46
641	Apache Rose *U (W-M)F	Roy Rogers-Dale Evans	75	2/15/46	b3/22/47
642	Belles of San Angelo *U (W)	R. Rogers-D. Evans	71	5/15/47	b5/24/47
607	Calendar Girl (M)F	J. Frazee-W. Marshall	88	1/31/47	b2/8/47
604	Fabulous Suzanne (C)	Barbara Britton-Rudy Vallee	71	12/15/46	b12/21/46
605	Ghost Goes Wild, The (C)F	James Ellison-Anne Gwynne	66	3/8/47	b4/5/47
610	Hit Parade of 1947 (M)	E. Albert-C. Moore-J. Edwards	90	3/22/47	b5/3/47
601	I've Always Loved You *T (DM)F	Catherine McLeod-Philip Dorn	117	12/2/46	b8/31/46
606	Magnificent Rogue, The (C-D)A	L. Robert-W. Douglas	74	2/15/47	b11/23/46
615	Northwest Outpost (O)F	Nelson Eddy-Ilona Massey	91	6/25/47	b5/10/47
602	Pilgrim Lady, The (C-D)A	Warren Douglas-Lynne Roberts	67	1/22/46	b1/25/47
612	Spoilers of the North (D)A	Paul Kelly-Evelyn Ankers	66	4/24/47	b5/10/47
609	That's My Gal *U (M)A	L. Roberts-D. Barry	66	5/15/47	b5/31/47
613	That's My Man (D)A	D. Ameche-C. McLeod	99	6/1/47	b5/12/47
616	Web of Danger (D)F	A. Mara-B. Kennedy	58	6/10/47	b6/21/47
614	Winter Wonderland (C-R)A	L. Roberts-C. Drake	71	5/17/47	b5/31/47
618	Wyoming (W)F	W. Elliott-V. Ralston	84	8/1/47	b7/26/47
611	Yankee Fakir (C)F	D. Frawley-J. Woodbury-C. Bevans	71	4/1/47	b4/12/47
	COMING				
	Bill and Coo	George Burton's Birds			
617	Blackmail (My)F	W. Marshall-A. Mara-S. Bachelor	67	7/24/47	b7/9/47
	Driftwood	Wood-Brennan-Warrick-Jagger			
	Exposed	Adele Mara-Robert Scott			
	Fabulous Texan, The	W. Elliott-J. Carroll-C. McLeod			
	Flame, The	John Carroll-Vera Ralston			
	Gay Ranchero, The *U	R. Rogers-T. Guizar-A. Devine			
	Macbeth	Orson Welles-J. Nolan			
	On the Old Spanish Trail *U	R. Rogers-T. Guizar-J. Frazee			
620	Pretender, The	A. Dekker-L. Stirling-C. Drake	69	8/16/47	
	Red Pony, The *T	M. Loy-R. Mitchum-L. Calhern			
646	Springtime in the Sierras *U (W)F	R. Rogers-J. Frazee-A. Devine	75	7/15/47	b7/26/47
619	The Trespasser (My)A	J. Martin-W. Douglas	71	7/3/47	b7/12/47
	Westerns (Current)				
553	Cherokee Flash (W)F	Sunset Carson-Linda Stirling	55	12/13/46	a3/2/46
664	Homesteaders of Paradise Valley (W)F	Allan Lane-Bobby Blake	58	4/1/47	b4/12/47
554	Last Frontier Uprising *U (W-M)F	Monte Hale-Adrian Booth	65	2/1/47	b4/12/47
665	Oregon Trail Scouts (W)F	Allan Lane-Bobby Blake	58	5/15/47	b5/24/47
558	Rio Grande Raiders	Sunset Carson-Linda Stirling	56	9/9/46	
684	Saddle Pals (W)F	G. Autry-L. Roberts	72	6/15/47	b6/21/47
661	Santa Fe Uprising (W)F	Allan Lane-Bobby Blake	57	11/15/46	b4/25/47

REPUBLIC (Continued)

Prod. No.			Run Time Mins.	Rel. Date	See Issue of
681	Sioux City Sue (W)F	Gene Autry-Lynne Roberts	69	11/21/46	b11/30/46
662	Stagecoach to Denver (W)F	Allan Lane-Bobby Blake	56	12/23/46	b1/4/47
682	Trail to San Antone (W)F	Gene Autry-Peggy Stewart	57	4/1/47	b4/18/47
683	Twilight on the Rio Grande (W)F	G. Autry-S. Holloway-Cass County Boys	71	4/1/47	b4/19/47
663	Vigilantes of Boomtown (W)F	Allan Lane-Bobby Blake	56	2/15/47	m2/15/47
	Westerns (Coming)				
651	Along the Oregon Trail *U	Monte Hale-Adrian Booth	64	8/30/47	
	Marshal of Amarillo	Rocky Lane-Bob Steele			
667	Marshal of Cripple Creek	Allan Lane-Bobby Blake	58	8/15/47	
685	Robin Hood of Texas	Gene Autry-Lynne Roberts-Adele Mara	71	7/15/47	
666	Rustlers of Devil's Canyon (W)F	Allan Lane-Bobby Blake	58	7/1/47	b7/12/47
	Under Colorado Skies *U	M. Hale-A. Booth			
	Wild Frontier, The	Allan "Rocky" Lane-Jack Holt			

SCREEN GUILD PRODUCTIONS

CURRENT

HC12	Bar 20 Justice	Wm. Boyd-R. Hayden-G. Hayes	65	7/19/47	Reissue
4614	Bells of San Fernando (D)F	Donald Woods-Gloria Warren	69	4/5/47	b4/5/47
4613	Buffalo Bill Rides Again (W)F	Richard Arlen-Jennifer Holt	66	4/19/47	b4/5/47
4616	Bush Pilot	R. Hudson-J. LaRue-A. Willis	60	6/7/47	
HC10	Cassidy of Bar 20	Wm. Boyd-H. Clark-R. Hayden	59	5/10/47	Reissue
HC11	Heart of Arizona	Wm. Boyd-G. Hayes-R. Hayden	68	6/14/47	Reissue
4701	Hollywood Barn Dance (C-D)F	E. Tubb-L. Talbott-H. Boyce	72	6/21/47	b6/7/47
4609	My Dog Shep	Flame (dog)-Tom Neal	60	12/1/46	
4610	North of the Border	R. Hayden-I. Cooper	46	10/1/46	a8/24/46
HC09	Partners of the Plains	Wm. Boyd-H. Clark-R. Hayden	71	4/26/47	Reissue
4611	Queen of the Amazons (D)A	Patricia Morison-Robert Lowery	62	1/15/47	b3/29/47
4612	Renegade Girl (D)F	Alan Curtis-Ann Savage-Jack Holt	65	12/25/46	b3/29/47
HC07	Rustlers Valley	Wm. Boyd-G. Hayes-R. Hayden	60	3/15/47	Reissue
4608	Scared to Death *C	B. Lugosi-J. Compton	65	5/3/47	
4615	Shoot to Kill (D)A	R. Wade-E. MacDonald-S. Walters	60	5/17/47	b4/12/47
HC08	Texas Trail	Wm. Boyd-R. Hayden-G. Hayes	59	4/12/47	Reissue
	COMING				
	Burning Cross, The (D)A	H. Daniels-V. Patton	77		b8/2/47
4618	Case of the Baby Sitter, The	Tom Neal-A. Jenkins-P. Blake	40	7/26/47	
	Dark Road, The	John Shelton-Ann Doran			
4703	Dragnet (My)A	M. Brian-H. Wilcoxon	71	8/16/47	b7/12/47
4617	Hat Box Mystery, The (My)	T. Neal-A. Jenkins-V. Sale	40	7/12/47	a7/5/47
4701	Hollywood Barn Dance (C-D)F	E. Tubb-L. Talbott-H. Boyce	65	6/21/47	b6/7/47
4702	Killer Dill (C-D)A	S. Erwin-A. Gwynne-F. Albertson	71	8/2/47	b5/17/47
	Prairie, The	Alan Baxter-Lenore Aubert			

SELZNICK RELEASING ORGANIZATION

CURRENT

	Duel in the Sun *T (WD)A	J. Jones-G. Peck-J. Cotten	135	4/17/47	b1/4/47
	COMING				
	Intermezzo	I. Bergman-L. Howard			Reissue
	Paradine Case, The	G. Peck-A. Todd-C. Laughton			
	Portrait of Jennie	J. Jones-J. Cotten			
	Rupert of Hentzau	Louis Jourdan-Valli			
	So in Love	Shirley Temple			

20TH-FOX

CURRENT 1946-'47

620	Behind Green Lights (D)A	Carole Landis-William Gargan	64	Feb.	b1/19/46
642	Bowery, The	Wallace Beery-Jackie Cooper	84	Oct.	Re-release
648	Dangerous Millions (D)F	Kent Taylor-Dona Drake	69	Dec.	b12/7/46
640	Home Sweet Homicide (MyC)F	P. Ann Garner-R. Scott	90	Oct.	b7/20/46
646	Margie *T (C-D)F	Jeanne Crain-Alan Young	93	Nov.	b10/19/46
645	My Darling Clementine (W-D)F	H. Fonda-L. Darnell-V. Mature	97	Nov.	b10/12/46
641	Sun Valley Serenade	Sonja Henie-John Payne	86	Sept.	Re-release
639	Three Little Girls in Blue *T (M)F	Hayer-Blaine-G. Montgomery	90	Oct.	b9/7/46
649	Wake Up and Dream *T (M)F	John Payne-June Haver	92	Dec.	b11/30/46
644	Wanted for Murder (D)A	Eric Portman-Dulcie Gray	91	Nov.	b4/13/46

CURRENT 1947-'48

709	Alexander's Ragtime Band	T. Power-A. Faye-D. Ameche	106	Mar.	Re-release
711	Backlash (My)A	R. Travis-J. Rogers-L. Blake	66	Mar.	b3/22/47
706	Boomerang (D)A	Dana Andrews-Jane Wyatt	88	Feb.	b1/25/47
707	Brasher Doubloon, The (My)A	G. Montgomery-Nancy Guild	72	Feb.	b2/8/47
710	Carnival in Costa Rica *T (M)F	D. Haymes-C. Holm-C. Romero	96	April	b3/29/47
715	Ghost and Mrs. Muir, The (D)A	G. Tierney-R. Harrison-G. Sanders	104	May	b5/24/47
713	Homestretch, The *T (D)A	Maureen O'Hara-Cornel Wilde	99	May	b4/26/47
723	I Wonder Who's Kissing Her Now *T (M)F	June Haver-Mark Stevens	104	Aug.	b6/14/47
716	Jewels of Brandenburg (D)A	Richard Travis-Micheline Cheirel	64	May	b4/12/47
712	Late George Apley, The (D)A	Ronald Colman-Peggy Cummins	98	April	b2/3/47
704	Les Miserables	Fredric March-Chas. Laughton	109	Jan.	Re-release
718	Miracle on 34th St. (C)F	J. Payne-M. O'Hara	96	June	b5/10/47
717	Moss Rose (M-D)A	V. Mature-P. Cummings-E. Barrymore	82	June	b5/24/47
701	Razor's Edge, The (D)A	T. Power-G. Tierney-J. Payne	146	Jan.	b11/23/46
714	San Demetrio, London (D)A	W. Fitzgerald-A. Young-R. Michael	76	April	b4/4/47
703	Shocking Miss Pilgrim *T	Betty Grable-Dick Haymes	85	Jan.	b1/4/47
705	Stanley & Livingstone	Spencer Tracy-Richard Green	101	Jan.	Re-release
708	Strange Journey (D)F	Paul Kelly-Osa Massen	67	Feb.	b9/14/46
702	13 Rue Madeleine (D)	James Cagney-Annabella	95	Jan.	b12/21/46
719	Western Union	Robert Young-Randolph Scott	95	June	Re-release

COMING

	Captain from Castile *T	T. Power-J. Peters-C. Romero			a7/26/47
722	Crimson Key, The (My)F	Kent Taylor-Doris Dowling	76	July	b7/5/47
	Daisy Kenyon (D)	J. Crawford-D. Andrews-H. Fonda			a8/2/47
	Dangerous Years	William Halop-Ann E. Todd			
	Forever Amber *T	L. Darnell-C. Wilde-G. Sanders			
	Foxes of Harrow, The	R. Harrison-M. O'Hara-R. Haydn			
	Gentleman's Agreement (D)	G. Peck-D. McGuire-J. Garfield			a7/26/47
	Give My Regards to Broadway *T	N. Guild-D. Daily-C. Winninger			a5/17/47
	Green Grass of Wyoming *T (C-D)	P. Cummins-R. Arthur-C. Coburn			a7/19/47
	Invisible Wall, The	Don Castle-Virginia Christine			
725	Kiss of Death	Victor Mature-Brian Donlevy		Sept. '47	
721	Meet Me At Dawn (C-D)F	William Eythe-Hazel Court	99	July	
724	Mother Wore Tights *T	B. Grable-D. Dailey		Sept.	a11/16/46
	Nightmare Alley (D)	T. Powell-J. Blondell-Helen Walker			a7/9/47
	Roses Are Red	Don Castle-Peggy Knudsen			
726	Second Chance (D)A	K. Taylor-Louise Currie-D. Hoey	62	Sept. '47	b7/26/47
	Summer Lightning *T	J. Haver-L. McCallister-A. Revere			a7/17/47
	Tender Years, The	Joe E. Brown-R. Ryan-J. Hutchinson			
720	Thunder in the Valley *T (D)F	P. A. Garner-L. McCallister	103		b6/7/47

Title	Company
Strawberry Roan	Col.
Suddenly It's Spring	Para.
Susie Steps Out	UA
Summer Holiday	MGM
Summer Lightning	20th-Fox
Sun Valley Serenade	20th-Fox
Suspense	Mono.
Swell Guy	Univ.
Sweet Genevieve	Col.
Sweetheart of Sigma Chi	Mono.
Swiss Family Robinson	Astor
Swordsman	Col.

T

Take My Life	Brit.
Tap Roots	Univ.
Tarzan and the Huntress	RKO
Tarzan and the Mermaids	RKO
Temptation	Univ.
Temptation Harbour	Brit.
Tender Years, The	20th-Fox
Tenth Avenue Angel	MGM
Texas	Col.
Texas Trail	SGP
That Brennan Girl	Rep.
That Guy Palooka	Mono.
That Hagen Girl	WB
That's My Gal	Rep.
That's My Man	Rep.
That Way with Women	WB
The Brothers	Brit.
The Kissing Bandit	MGM
The Man I Love	WB
There Goes My Heart	Favorite
The Last Round-Up	Col.
The Patient Vanishes	FC
The Time, the Place & the Girl	WB
They Made Me a Killer	Para.
They Passed This Way	UA
They Won't Believe Me	RKO
Thief of Bagdad	FC
Thieves' Holiday	UA
13 Rue Madeleine	20th-Fox
Thirteenth Hour	Col.
This Happy Breed	Univ.
This Time for Keeps	MGM
Three Little Girls in Blue	20th-Fox
Three on a Ticket	PRC
Thunderbolt	Mono.
Thunder in the City	Astor
Thunder in the Valley	20th-Fox
Thunder Mountain	RKO
Till the Clouds Roll By	MGM
Time of Your Life	UA
Time Out of Mind	Univ.
T-Man	E-L
Tom Brown's Schooldays	Astor
Too Many Winners	PRC
Topper Returns	Favorite
Topper Takes a Trip	Favorite
To the Ends of the Earth	Col.
To the Victor	WB
Trail Street	RKO
Trap, The	Mono.
Treasure of the Sierra Madre	WB
Trespasser, The	Rep.
Trouble With Women	Para.
Two Blondes and a Redhead	Col.
Two Guys From Texas	WB
Two Mrs. Carrols	WB
Two Years Before the Mast	Para.
Tycoon	RKO

U

Unconquered	Para.
Undercover Maisie	MGM
Undercurrent	MGM
Under Arizona Skies	RKO
Under the Tonto Rim	RKO
Unexpected Guest	UA
Un faithful	WB
Unfinished Dance	MGM
Unholy Garden	FC
Unsuspected, The	WB
Untamed Fury	PRC

V

Vacation Days	Mono.
Vacation in Reno	RKO
Variety Girl	Para.
Vendetta	UA
Verdict	WB
Vigiliantes Return	Univ.
Violence	Mono.
Virtuous	MGM
Voice of the Turtle	WB

W

Wake Up and Dream	20th-Fox
Wallflower	WB
Wanted for Murder	20th-Fox
War Party	RKO
Web, The	Univ.
Web of Danger	Rep.
Welcome Stranger	Para.
Welldigger's Daughter	Misc.
Westerner, The	FC
Western Union	20th-Fox
When a Girl's Beautiful	Col.
Where There's Life	Para.
While the Sun Shines	Brit.
Whiplash	WB
Whispering Smith	Para.
White Cradle Inn	Brit.
Who Killed Doc Robin	UA
Wicked Lady	Univ.
Wild Bill Hickok Rides	WB
Wild Harvest	Para.

Title	Company
Wild West	PRC
Winter Wonderland	Rep.
Wistful Widow of Wagon Gap	U-I
Wolf Call	Mono.
Woman Chases Man	FC
Woman in White	WB
Woman on the Beach	RKO
Wyoming	Rep.
Y	
Yankee Fakir	Rep.
Yearling, The	MGM
Years Between	Univ.
You Can't Cheat an Honest Man	Univ.
Your Red Wagon	RKO

TITLE CHANGES

"Black Bart, Highwayman" (U-I) now
LEGEND OF BLACK BART, THE

"Dusty Trail" (Mono.) now
PRAIRIE EXPRESS

NEW PICTURES STARTED LAST WEEK

COLUMBIA

A Little Spanish Town—Principals: Gene Autry, Elaine Marion, Stephen Duane. Director, Frank McDonald.

Blondie's Anniversary—Principals: Penny Singleton, Arthur Lake, Adele Jergens. Director, Abby Berlin.

Glamour Girl—Principals: Jack Leonard, Michael Duane. Director, Arthur Dreifuss.

Rose of Santa Rose—Principals: Hoosier Hot Shots, Eduarda Noriaga. Director, Ray Nazarro.

METRO-GOLDWYN-MAYER

Luxury Liner — Principals: George Brent, Frances Gifford, Jane Powell. Director, Richard Whorf.

RKO

Rachel — Principals: Loretta Young, William Holden, Robert Mitchum. Director, Norman Foster.

Under Arizona Skies—Principals: Tim Holt, Nan Leslie, Richard Martin. Director, Wallace Grissell.

REPUBLIC

Marshal of Amarillo—Principals: Allan "Rocky" Lane, Bob Steele. Director, Phil Ford.

ADVANCE DATA
On Forthcoming Product

THE FABULOUS TEXAN (Rep.) *Western. Principals*: William Elliott, John Carroll, Catherine McLeod. *Director*, Edward Ludwig. *Plot*: After the Civil War, Texas is under carpetbagger rule. The Texas Rangers have been replaced by the ruthless State Police under the command of a power-mad crook. An outlaw gathers around him a group of genuine patriots together with a sprinkling of actual badmen. One of them is eventually made U. S. marshal and tries to help the outlaw, who finally ends his life in a gun battle.

LINDA, BE GOOD (PRC) *Comedy-Drama. Principals*: Elyse Knox, John Hubbard, Marie Wilson. *Director*, Frank McDonald. *Plot*: While her husband is away, an authoress is persuaded to join a burlesque troupe to gather material for a novel. She and another girl go out with two business men. The husband sees a night club picture of the foursome and goes along on the next date. The theatre is raided by the police and the husband is arrested but all ends well.

MY OWN TRUE LOVE (Para.) *Drama. Principals*: Phyllis Calvert, Melvyn Douglas, Wanda Hendrix. *Director*, Compton Bennett. *Plot*: A young member of the Women's A.T.S. in postwar London, fixes up her widower father with a blind date in the hope that it will take his mind off his son, reported missing in action. A romance starts to blossom. Then the son returns, minus a leg, and the father begins to think that he is losing his newfound girl to his son.

UNITED ARTISTS

Prod. No.	CURRENT 1946-'47		Run Time Mins.	Rel. Date	See Issue of
	Abie's Irish Rose (C)F	Joanne Dru-Michael Chekhov	96	12/27/46	b11/30/46
	Adventures of Don Coyote *C (W)F	F. Rafferty-M. Cramer	66	5/9/47	m5/3/47
	Carnegie Hall (D-M)A	M. Hunt-W. Prince-M. O'Driscoll	134	8/8/47	b3/1/47
	Chase, The (D)A	Robert Cummings-Michele Morgan	85	11/22/46	b10/19/46
	Copacabana (M-C)F	C. Miranda-A. Russell-G. Marx	92	5/30/47	b5/24/47
	Dangerous Venture (W)F	A. Clyde-W. Boyd-B. Alexander	59	5/23/47	a2/22/47
	Devil's Playground, The (W)F	William Boyd-Andy Clyde	65	11/15/46	b9/21/46
	Dishonored Lady (D)A	H. Lamarr-D. O'Keefe-J. Loder	89	5/19/47	b4/26/47
	Fabulous Dorseys, The (M)F	T. Dorsey-J. Dorsey-J. Blair	87	2/21/47	b3/1/47
	Fool's Gold (W)F	William Boyd-Andy Clyde	65	1/31/47	b10/12/46
	Fun on a Weekend (C)A	Priscilla Lane-Eddie Bracken	93	5/15/47	b4/12/47
	Little Iodine (C)F	J. Ann Marlowe-Marc Cramer	57	10/11/46	b9/14/46
	Macomber Affair, The (D)A	Gregory Peck-Joan Bennett	90	3/21/47	b1/25/47
	New Orleans (D-M)A	A. deCordova-D. Patrick	90	4/16/47	b5/3/47
	Other Love, The (D)A	B. Stanwyck-David Niven	96	7/11/47	b4/5/47
	Private Affairs of Bel Ami, The (D)A	George Sanders-Angela Lansbury	115	3/7/47	b3/1/47
	Ramrod (W-D)A	J. McCrea-V. Lake-D. DeFore	94	5/2/47	b3/1/47
	Red House, The (My)A	Ed. G. Robinson-L. McCallister	98	2/7/47	b2/8/47
	Sin of Harold Diddlebock, The	H. Lloyd-R. Washburn-J. Conlin	89	4/4/47	a2/9/46
	Stork Bites Man	Jackie Cooper-Gene Roberts	74	6/21/47	a2/15/47
	Strange Woman, The (D)A	H. Lamarr-G. Sanders-L. Hayward	100	10/25/46	b11/2/46
	Susie Steps Out (C-D)F	David Bruce-Cleatus Caldwell	65	12/13/46	b11/23/46
	Unexpected Guest, The (W)F	Wm. Boyd-Andy Clyde	60	3/28/47	b12/14/46
	COMING				
	Atlantis	Maria Montez-Jean Pierre Aumont			a4/5/47
	A Miracle Can Happen	James Stewart-Henry Fonda			
	Arch of Triumph (D)	I. Bergman-C. Boyer			a5/3/47
	Body and Soul	John Garfield-Lillie Palmer		8/22/47	
	Christmas Eve	G. Raft-G. Brent-R. Scott-J. Blondell			a3/29/47
	Comedy Carnival	Rafferty-Olsen-Abel-Grahame		8/29/47	
	Dead Don't Dream, The (W)	W. Boyd-A. Clyde			
	Fanny By Gaslight	James Mason-Phyllis Calvert			
	Heaven Only Knows (F-D)A	Robert Cummings-Brian Donlevy	96		b8/2/47
	Henry the Fifth (D)F *T	L. Olivier-R. Asherson	134		b4/27/46
	Here Comes Trouble	William Tracy-Patti Morgan			a8/24/46
	Hoppy's Holiday (W)F	W. Boyd-Mary Ware	60	7/18/47	b5/10/47
	Intrigue	G. Raft-J. Havoc-D. Seymour			
	Lured (My)A	G. Sanders-L. Ball	102	Sept. '47	b7/19/47
	Mad Wednesday (D)F	H. Lloyd-R. Washburn-J. Conlin	89	4/8/47	b2/22/47
	Marauders, The (W)F	W. Boyd-R. Brooks-A. Clyde	63		b7/19/47
	Monsieur Verdoux (C-D)A	Charles Chaplin-Martha Raye	123		b4/19/47
	Sleep, My Love	C. Colbert-R. Cummings-D. Ameche			
	Stampede	John Wayne-Walter Brennan			
	Time of Your Life	J. Cagney-Wm. Bendix-J. Cagney			
	Vendetta (D)	Hillary Brooke-Faith Domergue			a5/10/47
	Without Honor	William Boyd-Andy Clyde			
	Who Killed Doc Robin?	E. Janssen-L. Olsen-D. Belding			a5/31/47

UNIVERSAL-INTERNATIONAL

Prod. No.	CURRENT		Run Time Mins.	Rel. Date	See Issue of
	Brief Encounter (D)A	Celia Johnson-Trevor Howard	86		b5/3/47
620	Brute Force (D)A	B. Lancaster-H. Cronyn-C. Bickford	98	Aug. '47	b6/21/47
612	Buck Privates Come Home (C)F	Bud Abbott-Lou Costello	77	April	b3/15/47
	Captive Heart, The (D)A	Michael Redgrave-Mervyn Johns	87		b4/13/47
601	Dark Mirror, The (My)A	O. DeHavilland-Lew Ayres	85	Oct.	b10/15/46
2791	Destry Rides Again	M. Dietrich-J. Stewart	94	Mar.	Reissue
613	Egg and I, The (C)F	Claudette Colbert-Fred MacMurray	108		b3/23/47
619	Great Expectations (D)F	J. Mills-Valerie Hobson	116	July	b12/21/46
607	I'll Be Yours (C-M)F	D. Durbin-T. Drake-W. Bendix	93	Jan.	b1/25/47
2794	I Stole a Million	G. Raft-C. Trevor-D. Foran	78	April	Reissue
616	Ivy (D)A	Joan Fontaine-Patric Knowles	99	June	b6/14/47
	Johnny Frenchman	Francoise Rosay-Patricia Roc	104		
602	Magnificent Doll (D)F	G. Rogers-D. Niven-B. Meredith	94	Nov.	b11/23/46
2795	Magnificent Obsession	Irene Dunne-Robert Taylor	101	May	Reissue
610	Michigan Kid *C (W)F	John Hall-Rita Johnson	69	Mar.	b2/15/47
1066	Notorious Gentleman, The (D)A	Rex Harrison-Lilli Palmer	106	Nov.	b2/16/46
617	Odd Man Out (D)A	James Mason-Robert Newton	116	June	b2/14/47
2796	One Hundred Men and a Girl	Deanna Durbin-L. Stokowski	84	May	Reissue
608	Song of Scheherazade *T (M)F	Y. DeCarlo-B. Donlevy-J. P. Aumont	106	Mar.	b2/1/47
623	Slave Girl *T (C-R)A	Yvonne deCarlo-George Brent	80	Aug.	b7/19/47
609	Smash-Up, The Story of a Woman (D)A	S. Hayward-L. Bowman-E. Albert	102	Mar.	b2/8/47
611	Stairway to Heaven *T (D)A	David Niven-R. Massey	103	Mar.	b11/16/46
606	Swell Guy (D)A	Sonny Tufts-Ann Blyth	86	Jan.	b12/14/46
604	Temptation (D)A	M. Oberon-G. Brent-C. Korvin	98	Dec.	b12/14/46
	This Happy Breed *T (D)A	Robert Newton-Celia Johnson	110		b4/19/47
614	Time Out of Mind (D)A	P. Calvert-R. Hutton-E. Raines	88	May	b3/22/47
2793	You Can't Cheat an Honest Man	W. C. Fields-Edgar Bergen	73	April	Reissue
618	Vigilantes Return *C	Jon Hall-Margaret Lindsay	67	July	a7/13/46
615	Web, The (M)	V. Prince-E. Raines	87	June	b5/24/47
2792	When the Daltons Rode	R. Scott-K. Francis-B. Donlevy	81	Mar.	Reissue
605	Wicked Lady, The (D)A	M. Lockwood-J. Mason-P. Roc	98	Jan.	b1/12/47
	COMING				
	A Double Life	Ronald Colman-Signo Hasse			
	A Lady Surrenders (D)A	Margaret Lockwood-Stewart Granger	113		b10/12/46
	Black Narcissus *T (D)F	D. Kerr-Sabu	100		b5/3/47
	Exile, The	D. Fairbanks, Jr.-M. Montez-P. Croset			a6/28/47
	I Know Where I'm Going (D)F	W. Hiller-R. Livesy-P. Brown	91		b1/5/46
	Legend of Black Bart, The *T	Y. DeCarlo-D. Duryea			a8/2/47
	Lost Moment, The	S. Hayward-R. Cummings-J. Loring			
	Magic Bow, The (D-M)F	Stewart Granger-Phyllis Calvert	106		b9/28/46
	My Heart Goes Crazy *T (M)F	Sid Field-Greta Gynt	120		b9/7/46
	Naked City, The (D)	B. Fitzgerald-D. Hart			
	Oh Say Can You Sing	Sheila Ryan-Fred Brady			a5/25/46
	Pirates of Monterey *T	Maria Montez-Rod Cameron-P. Reed			a5/25/46
	Ride the Pink Horse (D)	R. Montgomery-W. Hendrix			a7/9/47
	Secret Beyond the Door (D)	J. Bennett-M. Redgrave-A. Revere			a5/17/47
	Senator Was Indiscreet, The (D)	W. Powell-E. Raines			a7/9/47
622	Singapore (D)	F. MacMurray-A. Gardner-P. Dorn		Aug.	a6/7/47
621	Something in the Wind (M)A	D. Durbin-J. Dall-D. O'Connor	89	Aug.	b7/26/47
	Tap Roots	Van Heflin-Susan Hayward			
	Wistful Widow of Wagon Gap (C)	B. Abbott-L. Costello-M. Main			a7/12/47
	Years Between, The	M. Redgrave-V. Hobson-F. Robson			

WARNER BROS.

CURRENT 1946-'47

613	**Beast With Five Fingers, The (H)**	Robert Alda-Andrea King	88	2/8/47		b12/21/46
622	**Cheyenne (W-D)F**	Dennis Morgan-Jane Wyman	100	6/14/47		b4/26/47
625	**Cry Wolf (My)A**	Errol Flynn-Barbara Stanwyck	83	7/6/47		b7/5/47
605	**Deception (D)A**	B. Davis-P. Henreid-C. Rains	112	10/26/46		b10/19/46
	Dust Be My Destiny	J. Garfield-A. Hale-P. Lane	88	8/7/47		Reissue
612	**Humoresque (D)A**	J. Crawford-J. Garfield-O. Levant	126	1/25/47		b12/23/46
608	**Kings Row**	A. Sheridan-R. Cummings-R. Reagan	127	12/7/46		Reissue
	Life With Father *T	I. Dunne-W. Powell-E. Taylor				a9/14/46
620	**Love and Learn (C-M)A**	J. Carson-R. Hutton-M. Vickers-J. Paige	83	5/3/47		b3/29/47
	Marked Woman	B. Davis-H. Bogart	96	8/7/47		Reissue
606	**Never Say Goodbye (C)F**	Errol Flynn-Eleanor Parker	96	11/9/46		b10/26/46
614	**Nora Prentiss (D)A**	A. Sheridan-K. Smith-R. Alda	113	2/22/47		b2/8/47
604	**Nobody Lives Forever (D)A**	J. Garfield-G. Fitzgerald	100	10/12/46		b9/28/46
624	**Possessed (D)A**	J. Crawford-Van Heflin-R. Massey	108	7/28/47		b5/31/47
615	**Pursued**	Teresa Wright-Robert Mitchum	101	3/2/47		
616	**The Sea Hawk**	Errol Flynn-Claude Rains	109	4/26/47		Reissue
619	**The Sea Wolf**	E. G. Robinson-I. Lupino-J. Garfield	87	4/25/47		Reissue
602	**Shadow of a Woman (D)A**	Andrea King-Helmut Dantine	78	9/14/46		b8/17/46
617	**Stallion Road (D)A**	R. Reagan-A. Smith-Z. Scott	97	4/12/47		b3/2/47
616	**That Way With Women (C)F**	S. Greenstreet-M. Vickers-D. Clark	85	3/29/47		b2/15/47
611	**The Man I Love (D)A**	Ida Lupino-Robert Alda	97	1/11/47		b12/28/46
610	**The Time, the Place and the Girl *T (CM)F**	D. Morgan-J. Carson-J. Wyman	108	12/28/46		b12/14/46
621	**Two Mrs. Carrolls, The (D)A**	H. Bogart-B. Stanwyck-A. Smith	99	5/24/47		b4/5/47
723	**Unfaithful, The (D)A**	A. Sheridan-Z. Scott-L. Ayers	110	7/5/47		b5/31/47
607	**Verdict, The (D)A**	S. Greenstreet-P. Lorre-J. Lorring	86	11/23/46		b11/9/46
609	**Wild Bill Hickok Rides**	C. Bennett-B. Cabot-W. William	72	12/7/46		Reissue

COMING

	Always Together	J. Reynolds-R. Hutton				
	Dark Passage (D)	H. Bogart-L. Bacall-B. Bennett				a5/17/47
701	Deep Valley	Dane Clark-Ida Lupino-Wayne Morris	105	9/1/47		a4/5/47
	Escape Me Never	E. Flynn-I. Lupino-G. Young				a3/8/46
	Ever the Beginning	L. Palmer-S. Wanamaker-A. Tamiroff				
	My Wild Irish Rose *T	D. Morgan-A. King-A. Dahl				
	Night Unto Night (D)	Ronald Reagan-Viveca Lindfors				a5/10/47
	Romance in High C *T	Jack Carson-Doris Day-Janis Paige				
	Silver River	E. Flynn-A. Sheridan-T. Mitchell				
	That Hagen Girl	S. Temple-R. Reagan-R. Calhoun				
	To the Victor	Dennis Morgan-Viveca Lindfors				
	Treasure of the Sierra Madre	H. Bogart-W. Huston-T. Holt				
	Two Guys From Texas *T	J. Carson-D. Morgan-D. Malone				
	Unsuspected, The (D)	C. Rains-J. Caulfield-A. Totter				a6/14/47
	Voice of the Turtle, The (C-D)	R. Reagan-E. Parker-E. Arden				a7/5/47
	Wallflower (C-D)	Robert Hutton-Joyce Reynolds				a7/12/47
	Whiplash	D. Clark-A. Smith-S. Z. Sakall				
	Woman in White, The	A. Smith-E. Parker-S. Greenstreet				a4/26/47

BRITISH PRODUCT (U. S. Distribution Not Set)

	A Man About the House (D)A	Margaret Johnson-Dulcie Gray	97	Lon. Films		b6/28/47
	Beware of Pity (D)A	Lilli Palmer-Albert Lieven	105	Rank		b6/29/46
	Carnival (D)A	Sally Gray-Michael Wilding	93	Rank		b10/26/46
	Courtneys of Curzon St. (D-M)	Anna Neagle-Michael Wilding	120	London		b4/19/47
	Dancing With Crime (D)A	Richard Attenborough-Shelia Sim	82	Para.		b6/28/47
	Dear Murderer (D)A	E. Portman-G. Gynt-D. Price	94	Rank		b6/7/47
	Frieda (D)A	Mai Zetterling-David Farrar	98	Rank		b6/28/47
	Green Cockatoo, The (G)A	J. Mills-R. Ray-R. Newton	65	Devonshire		b8/2/47
	Green Fingers (D)A	Robert Beaty-Carol Raye	85	ABPC		b10/26/46
	Hue and Cry (D)F	Alastair Sim-Valerie White	82	Rank		b2/22/47
	Hungry Hill (D)A	Margaret Lockwood-Dennis Price	109	Rank		b1/18/47
	Laughing Lady *T (M)F	Anne Zeigler-Webster Booth	90	ABPC		b10/26/46
	Loves of Joanna Godden, The (D)A	G. Withers-J. Macallum	85			b6/21/47
	The Man Within *T (D)A	Michael Redgrave-Jean Kent	85	Rank		b4/12/47
	Men of Two Worlds *T (D)A	Phyllis Calvert-Eric Portman	109	Rank		b7/27/46
	Nicholas Nickelby (D)F	Cedric Hardwicke-Sally Howes	105	Rank		b3/22/47
	Root of All Evil (D)A	Phyllis Calvert-Michael Rennie	110	Rank		b2/22/47
	School for Secrets (D)F	Ralph Richardson-Pamela Matthews	108	Rank		b11/16/46
	Take My Life (D)F	Hugh Williams-Greta Gynt	79	Rank		b5/17/47
	Temptation Harbour (D)A	Robert Newton-Simone Simon	110	ABPC		b3/29/47
	The Brothers (D)A	Patricia Roc-Will Fyffe-M. Reed	98	Rank		b5/24/47
	Upturned Glass, The (D)A	J. Mason-Rosamond John	86	Univ. Int.		b6/28/47
	While the Sun Shines (C)A	Barbara White-Ronald Howard	89	ABPC		b2/8/47
	White Cradle Inn (D)F	M. Carroll-I. Hunter-M. Rennie	83	London		b3/29/47

MISCELLANEOUS

	A Dairy for Timothy (Doc)F	Documentary	40	Eng. Films		b12/28/46
	Angel and Sinner (D)A	Micheline Preslie-Louis Salou	86	A.F.E.		b3/1/47
	Anything for a Song (M-C)A	F. Tagliavini-C. Campanini	76	Superfilm		b7/9/47
	A Yank in Rome (D)F	Valentina Cortese-Leo Dale	97	Film Rights		b3/22/47
	Barber of Seville (Opera)	F. Tagliavini-T. Gobbi	110	Excelsior		b4/19/47
	Before Him All Rome Trembled (D-M)A	Anna Magnani-Gina Sinimberghi	105	Superfilm		b3/1/47
	Broken Love (D)A	B. Gigli-E. Grammatica	92	Ital.		b8/2/47
	Bellman, The (D)A	Lucien Coedel-Fernand Ledoux	95	Mage		b4/5/47
	Carmen (D)A	Viviane Romance-Jean Marais	101	Superfilm		b12/7/46
	Citizen Saint (B)F	J. Prouty-L. MacMartin	65	Elliott		b5/3/47
	Clandestine (D)A	Constant Remy-Suzy Carrier	89	W. Hem.		b1/18/47
	Colonel Chabert (D)A	Raimu-M. Bell	93	Siritzky		b6/21/47
	Devil's Hand, The (D)A	Pierre Fresnay-Josseline Gael	80			b11/16/46
	Francis the First (C)A	Ferandel-Mona Goya	90	Vog Films		b1/25/47
	Genius & the Nightingale, The (D)F	M. Cebotari-R. Brazzi	100	Superfilm		b8/2/47
	Girl and the Devil, The (D)A	Gunn Wallgren-Strig Jarrell	87	Scandia		b5/17/27
	Great Dawn, The (D-M)A	Pierino Gamba-Renee Faure	83	Superfilm		b7/9/47
	Ivan the Terrible (D)A	N. Cherkassov-L. Tselikovskaya	96	Artkino		b3/15/47
	King's Jester, The (D-M)A	M. Simon-R. Brazzi	94	Superfilm		b6/21/47
	Laugh, Pagliacci (D-M)F	Alida Valli-Beniamino Gigli	82	Continental		b5/10/47
	Miracle of Monte Cassino (R-B)F	Fosco Giachetti-Nino Pavese	90	Simpex		b5/31/47
	On Parade	G. Davis-F. Blanchard-T. Harmon				
	Queen for a Night (O)A	Gurlie Lemon Bernhard-G. Bjoerling	89	Saga Films		b1/4/47
	Queen's Necklace, The (D)A	Viviane Romance-Marion Dorian	105	Siritzky		b5/10/47
	Roosevelt Story, The (Doc)F		80	Tola		b7/5/47
	St. Francis of Assisi (D)F	Jose Luis Jimenez-Alicia DePhillips	119	Simpex		b4/5/47
	School for Danger (Doc)F	Capt. H. Ree-J. Nearne	60	Eng. Films		b2/22/47
	Sepia Cinderella (C-M)A	B. Daniels-S. Guyse-Tondaleyo	58	Herald		b7/26/47
	Shop Girls of Paris (D)A	M. Simon-A. Prejean	90	Mage		b6/21/47
	Swing, Cowboy, Swing (W-M)F	C. Shrun-D. Weston-A. Lee	57	Westernair		b9/7/46
	They Made Me a Fugitive (D)A	Sally Gray-Trevor Howard		Alliance		b7/12/47
	Thunder in the Hills (D)A	J. Prucha-J. Kacer-V. Nasova	78	Gen. Film		b5/10/47
	Torment (D)A	Alf Kjellin-Mai Jetterling	95	Oxford		b4/19/47
	Two Anonymous Letters (D)A	C. Calamai-A. Checchi	83	Film Rights		b5/3/47
	Vow, The (D)A	M. Gelovani	103	Artkino		b6/21/47
	Welldigger's Daughter, The (C)A	Raimu-Fernandel	122	Siritzky		b10/5/46

ADVANCE DATA

(Continued from Preceding Page)

IMAGINATION (U-I) *Drama. Principals:* Ronald Colman, Signe Hasso, Edmond O'Brien. *Director,* George Cukor. *Plot:* A Broadway actor's personal life is greatly influenced by his stage roles. Although he and his leading lady are twice divorced, they are still very much in love. While playing Othello, in which he kills his sweetheart while kissing her, he becomes obsessed with the characteristics of his role until he kills a pretty waitress in the same manner.

THE SIGN OF THE RAM (Col.) *Drama. Principals:* Susan Peters, Alexander Knox, Peggy Ann Garner. *Director,* John Sturges. *Plot:* A young girl arrives in England to become the secretary of a woman who she discovers is an invalid, confined to a wheel chair. The woman's husband and three stepchildren are devoted to her, without realizing that she is a tyrant who will stop at nothing to keep her family intact. Her stepchildren become wise to her selfishness and her husband is finally alienated, too.

NATIONAL REVIEWING COMMITTEES' CLASSIFICATIONS

CRY WOLF (WB)
CLASS B—National Legion of Decency (Reflects the acceptability of divorce).
ADULT — General Federation of Women's Clubs.

I WONDER WHO'S KISSING HER NOW (20th-Fox)
FAMILY—National Board of Review.
CLASS A—SEC. I—National Legion of Decency.
FAMILY — General Federation of Women's Clubs.

MIRACLE ON 34th STREET (20th-Fox)
FAMILY—National Board of Review.
CLASS B—National Legion of Decency.
FAMILY — General Federation of Women's Clubs.

The authorities quoted in this column are as follows:

GENERAL FEDERATION OF WOMEN'S CLUBS. The motion picture committee is headed by Mrs. Arretus F. Burt, chairman, of St. Louis. Two reviewing committees are maintained—Mrs. Mary Lilly, New York, Eastern Committee chairman; Mrs. John Sterns Thayer, Los Angeles, Western Committee chairman. Designations used; FAMILY—8 years and up; MATURE FAMILY—14 years and up; ADULTS—Senior High School Students and Adults; **—indicates picture is rated as "Exceptional."

NATIONAL BOARD OF REVIEW: Founded in 1909 "to represent the interest of the motion picture public." The reviewing committee consists of some 300 men and women of all ages, "representing a cross-section of public taste." Designations used: FAMILY—14 years of age and up (recommendations for age groups under 14 are by Schools M. P. Committee of the National Board); MATURE—18 years old up; *—indicates picture "especially worth seeing."

NATIONAL LEGION OF DECENCY: Committee of International Federation of Catholic Alumnae reviews pictures and publishes its classifications for guidance of members of the Legion—composed of those members of the Catholic Church who join the Legion. Designations used: Class A—Section I — Unobjectionable for General Patronage; Class A—Section II—Unobjectionable for Adults; Class B—Objectionable in Part; Class C—Condemned.

SHORT Booking GUIDE

Short subjects are listed by series under headings of companies distributing them. Numerals in parenthesis following series title indicate number of releases in that group announced for, or sold for, the season. Numerals at left of titles is production or release number. Films reviewed are indicated by reviewers' ratings following titles. Third column gives running time of the subject and final column refers to date on which review of the subject was published.

1946-1947 RELEASES

COLUMBIA

ALL-STAR COMEDIES (10)

8431	Society Mugs	Fair	16	12/28/46
8432	So's Your Antenna	Juvenile	17	11/18/46
8433	Slappily Married	Nonsense	16½	12/ 7/46
8434	Moron Than Off	Fair	18	2/ 8/47
8435	Andy Plays Hookey	Fair	18	3/15/47
8436	Meet Mr. Mischief	Good	17½	5/10/47
8437	Scooper Dooper	Funny	18	5/10/47
8438	The Good Bad Egg		17	
8439	Bride and Gloom		16	
8440	Two Jills and a Jack		18	

ASSORTED 2-REEL COMEDIES (6)

8421	Pardon My Terror		16½	
8422	Honeymoon Blues	Dull	17	11/16/46
8423	Reno-vated		17	
8424	Hot Heir	Funny	18	4/ 5/47
8425	Cuniid Goes Nuts			
8426	Nervous Shakedown		15½	
8427	Training for Trouble	Fair	15½	

THREE STOOGES COMEDIES (10)

8401	G. I. Wanna Home		15½	
8402	Rhythm and Weep	Fair	17½	11/ 2/46
8403	Three Little Pirates	Funny	18	3/15/47
8404	Half-Wit's Holiday	Funny	17½	3/28/47
8405	Fright Night	Funny	17	5/10/47
8406	Out West	Funny	17½	5/10/47
8407	Hold That Lion		16½	

COLOR RHAPSODIES—Technicolor (10)

8501	Loco Lobo	Cute	6	12/ 7/46
8502	Cockatoos for Two		6	
8503	Big House Blues		7	
8504	Mother Huba-Huba-Hubbard		6	
8505	Up 'N Atom	Hilarious	6	

COLOR PHANTASIES (12)

8701	Fowl Brawl	Funny	6	4/ 5/47
8702	The Uncultured Vulture	Funny	5½	5/10/47
8703	Wacky Quacky	Good	6	8/ 2/47
8704	Leave Us Chase It		6½	
8705	Tooth or Consequences	Funny	6½	

COMMUNITY SINGS (10)

8651	No. 1 (Leibert) The Gypsy		9½	
8652	No. 2 (Bakers) It's a Pity to Say Goodnight	Entertaining	10	11/ 2/46
8653	No. 3 (Leibert) Surrender	Good	9½	11/16/46
8654	No. 4 (Baker) Pretending		9½	
8655	No. 5 (Liebert) Rumors Are Flying	Singable	10	3/15/47
8656	No. 6 (Baker) Ole Buttermilk Sky	Good	10	5/10/47
8657	No. 7 (Leibert) The Coffee Song & Open the Door Richard	Good	9½	5/10/47
8658	No. 8 (Baker) I'll Close My Eyes		10½	
8659	No. 9 (Leibert) For Sentimental Reasons		10½	
8660	No. 10 Managua, Nicaragua	Good	10	

THRILLS OF MUSIC (8)

8951	Jerry Wald & Orch		10	
8952	Machito & Orch	Good	10½	11/16/46
8953	Les Elgart & Orch	Fair	10	1/25/47
8954	Ray McKinley & Orch		9½	
8955	Shorty Sherock & Orch	Good	8½	5/ 3/47
8956	Buddy Morrow & Orch		9½	
8957	George Towne & Orch		10	
8958	Ray Anthony & Orch		10½	

SCREEN SNAPSHOTS (12)

8851	No. 1 (Radio Characters)		10	
8852	No. 2 (Looking Down on Hollywood	Good	10	11/16/46
8853	No. 3 (Rodeo)	Very Good	10	2/ 8/47
8854	No. 4 (Skolsky Party)		9½	
8855	No. 5 (Movie Columnists)	Interesting	9	3/15/47
8856	No. 6 (Behind the Mike)	Fair	9	3/29/47
8857	No. 7 (Holiday in Las Vegas)		10	
8858	No. 8 My Pal Ringeye (Smiley Burnette)		10	

SCREEN SNAPSHOTS (Series 26) 1 Reel

8859	Famous Hollywood Mothers		10	
8860	So This Is 'Ollywood		9	

SPORTS REELS (12)

8801	Army Football Champions	Excellent	11	11/ 2/46
8802	Ten Pin Magic	Fair	10	11/16/46
8803	Hi-Li	Interesting	9½	12/28/46
8804	Best in Show (Dogs)		9	
8805	Polo	Interesting	9	5/10/47
8806	Cue Tricks		9	
8807	Tennis Wizards		9	
8808	Goofy Golf		9	
8809	Grappling Groaners		9	
8810	Volley-Oop!		8	

SERIALS

8120	Son of the Guardsmen	15 Chaps. 26		10/26/46
8140	Jack Armstrong	15 Chap. 26-25		3/ 1/47
8160	The Vigilante	Exploitable	20-25	7/19/47

METRO-GOLDWYN-MAYER

MGM TECHNICOLOR CARTOONS (16)

W-831	Henpecked Hoboes			
W-834	Hound Hunters		7	
W-836	Red Hot Rangers		8	5/31/47
W-839	Uncle Tom's Cabana		8	

TOM & JERRY (Technicolor) CARTOONS

W-832	Cat Fishin'		8	
W-833	Part Time Pal		8	
W-835	Cat Concerto	Excellent	7	5/10/47
W-837	Dr. Jekyll & Mr. Mouse		7	
W-838	Salt Water Tabby		7	

PETE SMITH SPECIALTIES (10)

S-851	Football Thrills of 1945		10	
S-852	Sure Cures	Excellent	10	10/ 5/46
S-853	I Love My Husband But			
S-854	Playing By Ear			
S-855	Athletiquiz			
S-856	Diamond Demon	Amazing	10	3/ 1/46
S-857	Early Sports Quiz		9	
S-858	I Love My Wife But		9	
S-859	Neighbor Pests			
S-860	Pet Peeves		9	

TWO REEL SPECIALS (4)

A-801	Luckiest Guy In the World			

PASSING PARADE (6)

K-871	A Really Important Person			

TRAVELTALKS

T-811	Glimpses of California			
T-812	Calling on Costa Rica		10	
T-813	Around the World in California		9	5/17/47
T-814	On the Shores of Nova Scotia		8	

MGM SPECIALS

A-802	Give Us The Earth			6/21/47

PARAMOUNT

NOVELTOONS—Technicolor (65)

P6-1	Spree for All	Good Start	7	10/26/46
P6-2	The Stupidstitious Cat	Funny	7	5/10/47
P6-3	The Enchanted Square	Very Good	10	5/10/47
P6-4	Madhattan Island	Excellent	9	
P6-5	Much Ado About Mutton	Good	8	
P6-6	The Wee Men	Wonderful	10	
P6-7	The Mild West		7	
P6-8	Naughty But Mice		7	

PACEMAKERS (6)

K6-1	Brooklyn I Love You	Superb	10	10/26/46
K6-2	Love in Tune	Different	9½	11/16/46
K6-3	Radio, Take It Away	Swell Satire	11	3/ 1/47
K6-4	Try and Catch Me		9	
K6-5	Brains Can Be Beautiful	Interesting	10	7/ 9/47
K6-6	Everybody Talks About It		11	

POPULAR SCIENCE—Magnacolor (6)

J6-1	No. 1	Average	11	11/16/46
J6-2	The Sponge Divers	Fair	11	1/25/46
J6-3	Air-Borne Pastures	Good	11	2/ 8/47
J6-4	Marine Miracles	Fascinating	10	5/ 3/47
J6-5	Moon Rockets	Excellent	10	7/ 9/47
J6-6	20th Century Vikings	Interesting	11	

SPORTLIGHTS (10)

R6-1	Race Horses Are Born	Good	8	10/26/46
R6-2	Dive-Hi Champs	Good	10	11/16/46
R6-3	Queen of the Court	Very Good	10	1/25/46
R6-4	Like Father—Like Son	Interesting	10	1/25/46
R6-5	Jumping Jacks	Excellent	9½	3/15/47
R6-6	Selling the Sun	Excellent	10	2/ 8/47
R6-7	Under White Sails		9	
R6-8	Iced Lightning	Good	10	5/10/47
R6-9	Making the Varsity	Interesting	10	7/26/47
R6-10	Diamond Gals	Excellent	10	

UNUSUAL OCCUPATIONS—Magnacolor (6)

L6-1	No. 1	Average	10	11/16/46
L6-2	Swedish Glass Makers	Interesting	10	2/ 5/47
L6-3	G.I. Hobbies		11	
L6-4	Stunt Girl	Good	11	7/19/47
L6-5	Arctic Artisan	Interesting	11	
L6-6	Film Tot Fairyland		11	

SPEAKING OF ANIMALS (6)

Y6-1	Stork Crazy	Very Good	10	1/25/47
Y6-2	Pooch Parade	Good	10	1/25/47
Y6-3	Country Life		9	
Y6-4	They're Not So Dumb		8	
Y6-5	In Love	Very Funny	10	7/26/47
Y6-6	As Our Friends	Hilarious	10	

MUSICAL PARADES (6)

FF6-1	Sweet and Low		18	
FF6-2	Champagne for Two	Good	20	7/ 9/47
FF6-3	Smooth Sailing	Good	20	
FF6-4	Paris in the Spring		19	
FF6-5	Midnight Serenade			
FF6-6	Jingle, Jangle, Jingle			

GEORGE PAL PUPPETOONS—Technicolor (6)

U6-1	Wilbur the Lion	Excellent	10	5/ 5/47
U6-2	Tubby the Tuba		10	
U6-3	Date With Duke			
U6-4	Rhapsody in Wood			

POPEYE (6)

E6-1	Abusement Park		7	
E6-2	I'll Be Ski-ing Ya		8	
E6-3	Popeye and the Pirates		8	
E6-4	Royal Four Flusher		6	
E6-5	Wotta Knight			
E6-6	Safari So Good			

TWO REEL SPECIAL

87	Two Decades of History		22½	

LITTLE LULU

D6-1	Loose In the Caboose	Funny	8	5/10/47
D6-2	Cad and Caddy	Amusing	8	
D6-3	A Bout With a Trout		8	
D6-4	Super Lulu			
D6-5	The Baby Sitter			
D6-6	The Dog Show-Off			

RKO RADIO

EDGAR KENNEDY (6)

73401	I'll Build It Myself	Hilarious	15	10/26/46
73402	Do Or Diet	Good	18	3/15/47
73403	Social Terrors		18	
73404	Heading for Trouble	Funny	18	
73405	Host-to-a-Ghost		17	

FLICKER FLASHBACKS (8)

74201	No. 1	Excellent	8	10/26/46
74202	No. 2	Good	9	11/16/46
74203	No. 3		8	
74204	No. 4		10	
74205	No. 5	Good	8	5/10/47
74206	No. 6		9	
74207	No. 7		9	

RAY WHITLEY MUSICALS (4)

73501	Bar Buckaroo		16	
73502	Cupid Rides the Range		18	
73503	Bandits and Ballads		17	
73504	A Buckaroo Broadcast		18	

SPORTSCOPES (13)

74301	Skating Lady	Smooth	8	10/26/46
74302	Hail Notre Dame		8	
74303	Bowling Fever	Fair	8	12/26/46
74304	Kentucky Basketeers	Excellent	8	1/25/46
74305	College Climbers		8	
74306	Ski Champion	Excellent	8	3/15/47
74307	Ice Skippers		8	
74308	Wild Turkey		8	
74309	Racing Sleuth		8	
74310	Summer Tale		8	
74311	Ski Belles	Excellent	8	
74312	Chasing Rainbows		8	

THIS IS AMERICA (13)

73101	Beauty for Sale	Interesting	17	12/ 7/46
73102	Germany Today	Informative	16	1/25/46
73103	A Nation Is Born		20	
73104	Campus Boom	Timely	16	3/15/47
73105	San Francisco—Pacific Gateway	Excellent	16	3/22/47
73106	Forgotten Island		18	
73107	Big Party		17	
73108	I Am An Alcoholic		16	
73109	Passport to Nowhere	Stirring	19	7/12/47
73110	Whistle in the Night	Entertaining	18	8/ 2/47

MUSICAL FEATURETTES (4)

73201	Melody Time	Very Good	18	1/25/47
73202	Follow That Music		18	
73203	Let's Make Rhythm		20	

SPECIAL

73981	Football Highlights of 1946		20	

LEON ERROL

73701	Borrowed Blonde	Fair	15	3/28/47
73702	Wife Tames Wolf	Fair	17	5/10/47
73703	In Room 303		17	
73704	Hired Husband		19	

WALT DISNEY

64116	Rescue Dog	Hilarious	7	5/10/47
64117	Straight Shooters	Funny	8	2/ 2/47
64118	Sleepy Time Donald		7	
74101	Figaro and Frankie		7	
74102	Clown of the Jungle		6	
74103	Donald's Dilemma	Very Funny	7	7/19/47

20th CENTURY-FOX

MOVIETONE ADVENTURES (12)

7201 Fantasy of Siam .....Excellent ..... 8 .. 2/ 8/48
7202 Royalty of the Range....Interesting .... 8 .. 3/48
7203 Harvest of the Sea.....Interesting .... 8 .. 3/29 47

(Color)

7251 Sons of Courage..... 8 .....
7252 Jamaica .....Excellent ..... 8 ..10/25/46
7253 Historic Capetown .....Excellent ..... 8 .. 8/21/46
7254 Girls and Gags..... 8 .....
7255 The Cape of Good Hope..Interesting .... 8 .. 5/10/47
7256 Zululand .....Interesting .... 8 .. 3/29/47
7257 Gardens of the Sea.....
7258 Romance of the Fjords.....
7259 Sweden .....

SPORTS REVIEWS—Technicolor (6)

7301 Football Fanfare .....Good ..... 8 .. 9/14/46
7302 Style of the Stars.....Good ..... 10 .. 3/29 47
7303 Tanbark Champion .....

(Technicolor)

7351 Winter Holiday .....Good ..... 8 .. 9/21/46
7352 Summer Trails .....Beautiful .... 8 .. 1/25/46
7353 Playtime's Journey ..... 8 .....

TERRYTOONS—Technicolor (20)

7501 Winning the West.....Good 7 9/14 46
7502 The Tortoise Wins Again.Good ..... 7 .. 8/17 46
7503 The Electronic Mouse Trap .....Very Good 7 2/ 8/47
7504 The Jail Break.....Fine ..... 7 ..10/ 5/46
7505 The Snow Man..... 7 .....
7506 The Housing Problem....Funny ..... 7 .. 9/21/46
7507 The Crockpot King.....Wonderful .... 7 .. 1/25/46
7508 The Uninvited Pests..... 7 .....
7509 Mighty Mouse and the Hep Cat .....Very Good .... 7 .. 1/25/47
7510 Beanstalk Jack ..... 7 .....
7511 Crying Wolf ..... 7 .....
7512 McDougal's Rest Farm..Very Funny ... 7 3/28/47
7513 Dead End Cats..... 7 .....
7514 Happy Go Lucky..... 7 .....
7515 Mexican Baseball ..... 7 .....
7516 Aladdin's Lamp ..... 7 .....
7517 Cat Trouble ..... 7 .....
7518 Sky Is Falling..... 7 .....
7519 The Intruder ..... 7 .....
7520 Mighty Mouse Meets Deadeye Dick ..... 7 .....

MARCH OF TIME (13)

1 Is Everybody Happy ..... 18 .....
2 World Feed Problem....Excellent .... 17 ..10/ 5/44
3 The Soviets' Neighbor...Revealing .... 18 ..11/ 2/46
4 The American Cop.....Good ..... 18 ..12/8/46
5 Nobody's Children .....Excellent ..... 17 ..12/28/46
6 Germany—Handle With Care .....Excellent ..... 19 .. 2/ 8/47
7 Fashion Means Business.Excelent ..... 17½.. 3/ 1/47
8 The Teachers' Crisis .....
9 Storm Over Britain.....
10 The Russians Nobody Knows .....
11 Your Doctors—1947 ..... 19 .....
12 New Trains for Old?....Good ..... 18½.. 7/12/47
13 Turkey's 100 Million..... 18 .....

DRIBBLE PUSS PARADE

7901 Monkey-Tone News ....Amusing ..... 8 .. 2/ 8/47
7951 Fisherman's Nightmare .Entertaining .. 8 .. 3/15/47

UNITED ARTISTS

DAFFY DITTIES

Choo Choo Amigo.....Excellent ..... 8 .. 8/ 7/46
The Lady Said No..... 8 .....
Pepito's Serenade ..... 7½.....

MUSICOLORS (7)

Toccata and Fugue.....Intriguing 10 10/28/46

WORLD TODAY

Wonder Eye .....Interesting .... 10 .. 7/12 47

UNIVERSAL

NAME BAND MUSICALS (13)

2301 Frontier Frolic .....Good ..... 15 ..12/28/46
2302 Champaigne Music .....Good ..... 15 .. 1/25/47
2303 Tumbleweed Tempos ....Very Good .... 15 ..12/28/47
2304 Moonlight Melodies .....Excellent ..... 15 ..12/28/46
2305 Tex Beneke & the Glenn Miller Orch. ..... 15 .....
2306 Melody Maestro ..... 15 .....
2307 Tommy Tucker Orch..... 15 .....
2308 Charlie Barnet Orch..... 15 .....
2309 Charlie Spivac Orch..... 15 .. 7/26/47
2310 Jitterumba ..... 15 .....
2311 Record Party .....Good ..... 15 .....

SING AND BE HAPPY (8)

2381 A Bit of Blarney.....Good ..... 11 ..10 12/46
2382 The Singing Barbers..... 10 .....
2383 Let's Sing a College Song..... 10 .....
2384 Let's Sing a Western Song..... 10 .....
2385 Let's Go Latin.....Amusing ..... 10 .....

TECHNICOLOR CARTUNES (13)

2321 Fair Weather Fiends....Funny ..... 7 ..12 28 46
2322 The Wacky Weed..... Good ..... 7 ..12/28/46
2323 Musical Moments ..... 7 .....
2324 Smoked Hams .....Good ..... 7 .. 5/10/47
2325 Coo-Coo Bird ..... 7 .....
2326 Overture to William Tell ..... 7 .....
2327 Well Oiled .....Funny ..... 7 .....

THE ANSWER MAN (8)

2391 No. 1 .....Interesting ... 10 10 26/46
2392 Nature's Atom Bomb....Interesting .... 10 ..12/28/46
2393 The Jungle Gangster.....Good ..... 9 .. 5/10/47
2394 Red Fury .....Interesting .. 9 5/10/47
2395 Storm Warning .....Entertaining .. 10 .....
2396 Here's Your Answer.....Good ..... 10 .....
2397 Lights of Broadway.....Pleasing ..... 10 .....

VARIETY VIEWS (8)

2341 Bear Facts ..... 9 .....
2342 Pelican Pranks .....
2343 Wild West Chimp..... Funny ..... 9 .. 5/10/47
2344 Rhumba Holiday .....Good ..... 9 .. 5/10/47
2345 Patio Museum .....Interesting ... 9 .....
2346 Bronco Babes .....Good ..... 9 .....
2347 Brooklyn, U.S.A. .....Excellent ..... 10 .....
2348 Play and Plenty.....Informative ... 9 .....

JUVENILE JURY SERIES (8)

2361 Juvenile Jury No. 1..... 10 .....
2362 Juvenile Jury No. 2.... Poor ..... 10 .. 5/10/47
2363 Juvenile Jury No. 3.....Poor ..... 11 .....
2364 Juvenile Jury No. 4.....Poor ..... 11 .....

SERIALS (1)

Mysterious Mr. M.....

VITAPHONE-WARNER BROS.

BLUE RIBBON CARTOONS—Technicolor (18)

3301 Fox Pop ..... 7 .....
3302 Wacky Worm ..... 7 .....
3303 You're an Education... ..... 7 .....
3304 Have You Got Any Castles ..... 7 .....
3305 Pigs is Pigs..... 7 .....
3306 Cat's Tale ..... 7 .....
3307 Goofy Groceries ..... 7 .....
3308 Doggone Modern ..... 7 .....
3309 Sneezing Weasel ..... 7 .....
3310 Rhapsody in Rivets..... 7 .....
3311 Sniffles Bells the Cat..... 7 .....

FEATURETTES (6)

3102 Minstrel Days ..... 20 .....
3103 Alice in Movieland..... 20 .....
3104 Dog in the Orchard..... 20 .....
3105 Keystone Hotel ..... 18 .....
3106 Remember When ..... 20 .....

MELODY MASTERS (6)

3601 Desi Arnaz & Orch..... 18 .....
3602 Melody of Youth..... Very Good ... 10 .. 3/ 1 47
3603 Big Time Review..... Fair ..... 10 .. 3/29 47
3604 Stan Kenton & Orch.....Fair ..... 10 .. 4/ 5 47
3605 Vaudeville Revue ..... 10 .....
3606 Zero Girl .....Good ..... 10 .....

MERRIE MELODIES—Technicolor (20)

2701 Kitty Kornered .....All Right ..... 7 .. 7/28/46
2702 Hollywood Daffy .....Very Good .... 7 .. 8/ 3/46
2703 Eager Beaver .....Very Good .... 7 .. 8/14/46
2704 Great Piggy Bank Robbery ..... Good ..... 7 .. 9/14/46
2705 Bacall to Arms.....Novel ..... 7 .. 9/14/46
2706 Of Thee I Sting.....Very Good .... 7 .. 9/ 7/46
2707 Walky Talky Hawky....Excellent ..... 7 .. 9/ 7 46
2708 Fair and Wormer.....Fast ..... 7 ..10/12 46
2709 Mousemerized Cat .....Fair ..... 7 ..11/18/46
2710 Mouse Menace .....Good ..... 7 ..12 28/46
2711 Roughly Squeaking ..... 7 .....
2712 One Meat Brawl.....Funny ..... 7 .. 5/ 3/47
2713 Goofy Gophers ..... Very Funny ... 7 .. 5/10/47
2714 Gay Anties ..... Good ..... 7 .. 5 10/47
2715 Scent-imental Over You..... 7 .....
2716 Birth of a Notion.....Amusing ..... 7 .. 8/ 2/47
2717 Tweetie Pie ..... 7 .....
2719 Hobo Bobo ..... 7 .....
2720 Along Came Daffy.....Very Funny ... 7 .....

BUGS BUNNY SPECIALS—Technicolor

2718 Rabbit Transit ..... 7 .....
2721 Hair Raising Hare..... 7 .....
2722 Acrobatty Bunny ..... 7 .....
2723 Rackateer Rabbit ..... 7 .....
2724 Big Snooze ..... 7 .....
2725 Rhapsody Rabbit ..... 7 .....
2726 Hare Grows in Manhattan..... 7 .....
3719 Easter Yeggs ..... 7 .....

SPORTS PARADE—Technicolor (13)

3501 King of the Everglades..... 10 .....
3502 Lazy Hunter .....Good ..... 10 ..11/16/46
3503 Battle of Champs.....Excellent ..... 10 .. 5/ 3/47
3504 American Sports Album..Interesting .... 10 .. 4/ 5/47
3505 Let's Go Swimming.....Good ..... 10 .. 3/ 1/47
3506 Arrow Magic ..... 10 .....
3507 Harness Racing ..... 10 .....
3508 Flying Sportsman In Jamaica ..... 10 .....
3509 A Day at Hollywood Park .....Excellent ..... 10 .....
3510 Tennis Town .....Good ..... 10 .....
3511 Sportsman's Playground..Good ..... 10 .....
3512 Carnival of Sports..... 10 .....

TECHNICOLOR ADVENTURES (6)

3801 Star Spangled City.....Excellent ..... 10 ..11/16/46
3802 Rubber River .....Fair ..... 10 ..12/28/46
3803 Kingdom of the Wild... ..... 10 .....
3804 Circus Horse .....Fair ..... 10 .....
3505 Glamour Town ..... 10 .....
3806 Branding Irons ..... 10 .....

TECHNICOLOR SPECIALS (8)

3001 Cinderella's Feller ..... 20 .....
3002 The Last Bomb.....Tremendous ... 20 .. 9/21/46
3003 A Boy and His Dog..... 20 .....
3004 Saddle Up ..... 16 .....
3005 Song of a Nation..... 20 .....
3006 Hollywood Wonderland ..Good ..... 20 .....
3007 Romance and Dance..... 20 .....

VITAPHONE VARIETIES (6)

3401 So You Want to Keep Your Hair .....Fair ..... 10 ..12/28/46
3402 So You Want to Play the Horses .....Funny ..... 10 ..11/ 2/46
3403 So You Think You're a Nervous Wreck .....Fair ..... 10 .. 3/29/47
3405 So You Want to Be in Pictures .....Good ..... 10 .....
3406 So You're Going on Vacation ..... 10 .....
3513 Fishing the Florida Keys..... 10 .....

1947-1948 RELEASES

COLUMBIA

THREE STOOGES COMEDIES (8)

9401 Heavenly Daze .....

ASSORTED AND ALL-STAR COMEDIES (10)

9431 Rolling Down to Reno..... 16½.....
9432 Hectic Honeymoon ..... 17 .....

COLOR RHAPSODIES (8)

9501 Swiss Tease ..... 6 .....

THRILLS OF MUSIC (12)

9951 Boyd Raeburn & Orchestra .....

SCREEN SNAPSHOTS (12)

9851 Hollywood Cowboys ..... 9½.....

WORLD OF SPORTS (12)

9801 Cinderella Cagers .....

COMMUNITY SINGS (12)

9351 No. 1 Linda, Heartaches..... 10 .....

SERIALS—15 CHAPTERS (3)

9120 The Sea Hound.....15 Chaps. .....

20th CENTURY-FOX

MOVIETONE ADVENTURES (12)

8201 Horizons of Tomorrow..... 8 .....
8202 The 3 R's Go Modern..... 9 .....
8251 Holiday in South Africa..... 8 .....
8252 Home of the Danes..... 8 .....
8253 Jungle Closeups ..... 8 .....
8254 Copenhagen Pageantry ..... 8 .....

SPORTS REVIEWS—TECHNICOLOR (6)

8301 Gridiron Greatness ..... 9 .....
8351 Vacation Magic ..... 8 .....
8352 Aqua Capers ..... 8 .....

TERRYTOONS—TECHNICOLOR (20)

8502 The Talking Magpies in Flying South ..... 7 .....
8503 Mighty Mouse in a Date for Dinner..... 7 .....
8504 The Talking Magpies in Fishing by the Sea..... 7 .....
8505 Mighty Mouse in the First Snow ..... 7 .....
8506 The Talking Magpies in the Super Salesman..... 7 .....
8507 Mighty Mouse in a Fight to the Finish..... 7 .....
8508 The Wolf's Pardon..... 7 .....
8509 Mighty Mouse in Swiss Cheese ..... 7 .....
8510 The Talking Magpies in Hitch Hikers ..... 7 .....
8511 Mighty Mouse in Lazy Little Beaver ..... 7 .....

DRIBBLE PUSS PARADE

8901 Album of Animals..... 8 .....

VITAPHONE-WARNER BROS.

MELODY MASTERS (6)

4601 Freddy Martin & Orch..... 10 .....

MERRIE MELODIES

3701 Inki at the Circus.....Amusing ..... 7 .....
3702 Growing Pains .....Funny ..... 7 .....
3703 Pest in the House..... 7 .....
3704 Foxy Duckling ..... 7 .....
3705 House Hunting Mice..... 7 .....

MEMORIES OF MELODY LANE (6)

4201 Let's Sing a Song of the West ..... 10 .....

VITAPHONE VARIETIES (6)

4401 So You Want to Be a Salesman ..... 10 .....

Shorts Reviews

Turkey's 100 Million *(Informative)*

20th-Fox-March of Time — 18 mins.

The latest March of Time attempts to explain the difficulties Turkey finds herself in as she tries to modernize her industry and maintain a strong army against outside pressure at the same time, and the reasons for America's allotment of $100 millions to assist the impoverished country. It is frank in its explanation of Russia's interest in Turkey.

Vaudeville Revue *(Fair)*

W.B. (3605) Melody Master Band — 10 mins.

This is a story of how vaudeville used to be one of the main sources of theatrical amusement, and serves as a method of introduction to some second rate acts. Just fair.

Scent-imental Over You *(Amusing)*

W.B. (2715) Technicolor Cartoon — 7 mins.

Snooty dogs parading Fifth Avenue show their fine furs, to the shame of a Mexican hairless, who decides to fake a covering for herself. It turns out that the borrowed finery is skunk fur, which leads to complications when a real skunk becomes romantically inclined.

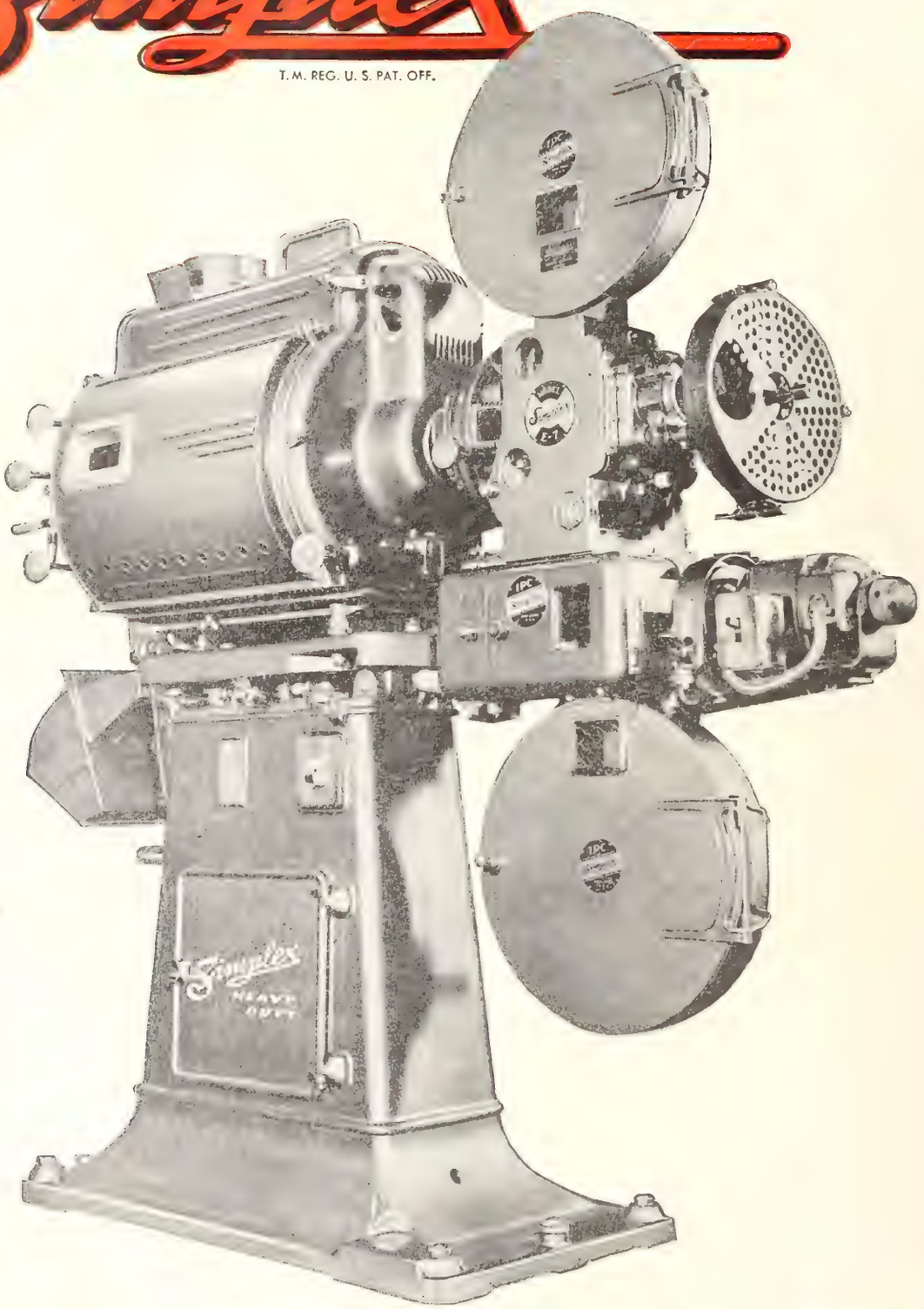
Cat's Tale *(Funny)*

W.B. (3306) Technicolor Cartoon — 7 mins.

The mouse is sick of being chased by the cat so he put sup a stiff argument to the effect that the cat should stop chasing him and make the dog stop chasing the cat. The cat believes but the dog doesn't so the rivalry is resumed.

If it's Simplex

T. M. REG. U. S. PAT. OFF.



IT'S TOPS

...in projection and sound

SHOWMEN'S TRADE REVIEW

THE SERVICE PAPER OF THE MOTION PICTURE INDUSTRY

REVIEWED IN THIS ISSUE

Fun and Fancy Free	10
Jassy	10
Little Miss Broadway	10
Magic Town	11
Marshal of Cripple Creek	10
Mother Wore Tights	10

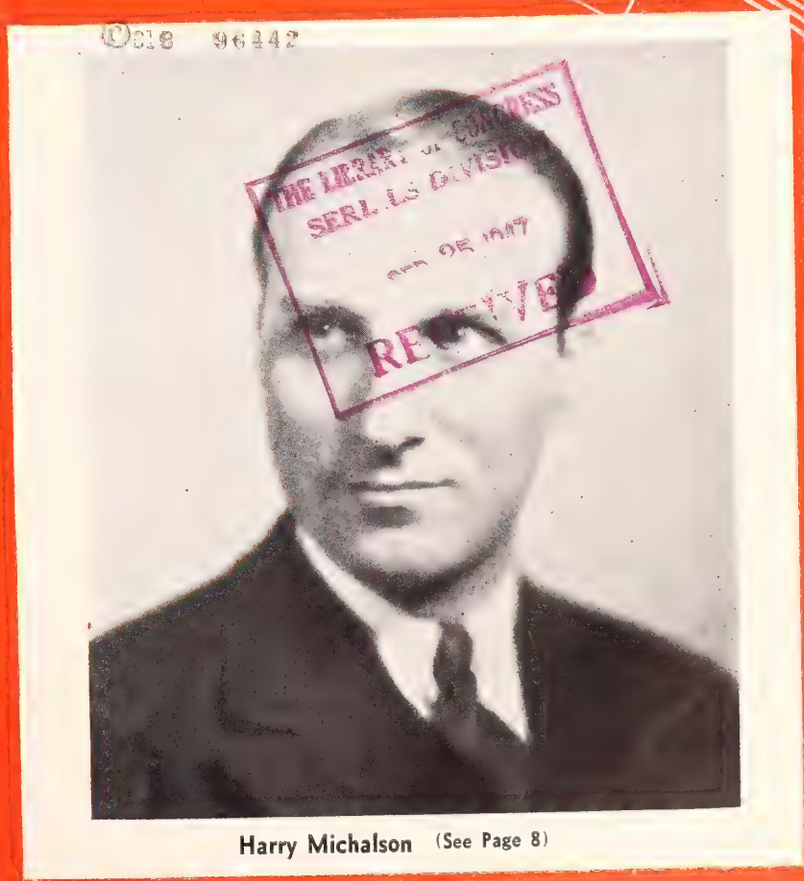
PRODUCT GUIDES
Begin on Page 30

Vol. 47 No. 8

AUGUST 23, 1947

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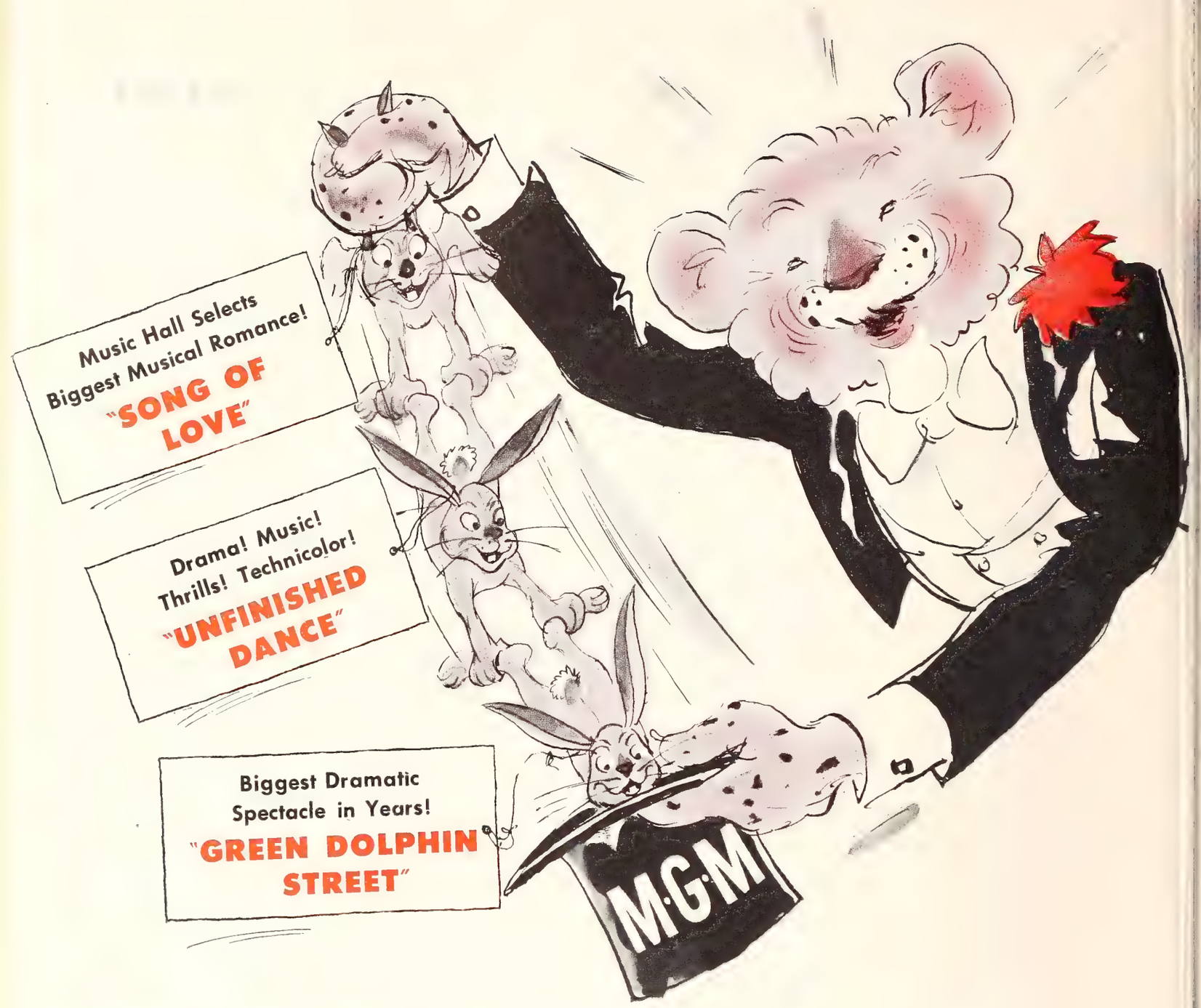
CHARLES E. 'CHICK' LEWIS
Editor and Publisher



Harry Michalson (See Page 8)

60 MILLION NEW PATRONS NEEDED
(Jackson Tells Why on Page 19)

SHOWMEN'S SILHOUETTE
(See Page 22)



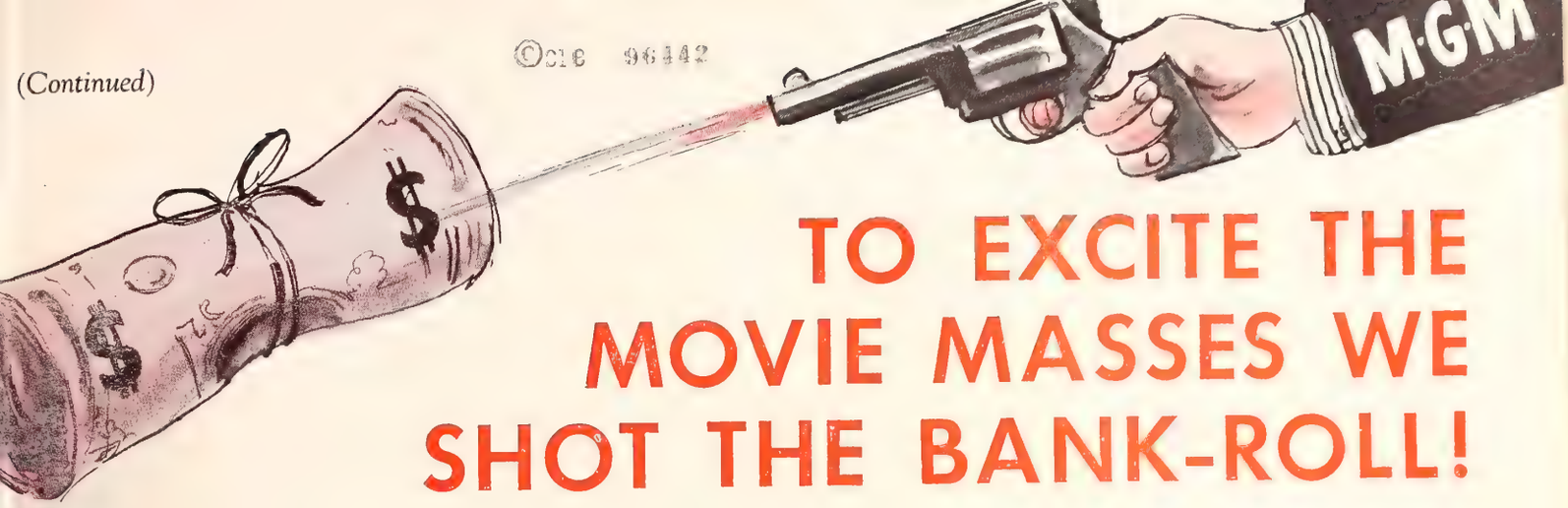
THAT OLD M-G-MAGIC!

Come one, come all to the Biggest shows this industry has witnessed since pre-war times!

(Continued Above)

(Continued)

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TO EXCITE THE MOVIE MASSES WE SHOT THE BANK-ROLL!

We made a Big Picture about a Big Subject—
"SONG OF LOVE" is magnificent. A great love story
With great romantic music! Naturally the Music Hall
Selected it to launch its Big Fall Season!
(Katharine Hepburn, Paul Henreid, Robert Walker in Big Cast)

"THE UNFINISHED DANCE"—daringly different!
For the first time a melodramatic musical!
Exotically beautiful in its Technicolor spectacle, in its
Wondrous production values, and gorgeous girls—
But with a socko story!
*(Margaret O'Brien and a specialty cast including
Cyd Charisse, Karin Booth, Danny Thomas and others)*

And in "GREEN DOLPHIN STREET,"
One of the great romances of all time,
Showmen will see again the magic hand
Of M-G-M's unstinted showmanship!
Earthquakes, tidal waves, tribal warfare—
Miracle creations for the movie millions—
All the fascinations of the Prize Romantic Novel!
*(Lana Turner, Van Heflin, Donna Reed, Richard Hart
in a cast of hundreds)*

Yes, M-G-M's got Big Ones! And plenty more to come!
Watch Leo, The M-G-Magician!

YOU CAN HARDLY BELIEVE YOUR EYES!!!

EVEN ON THE HOTTEST DAY
OF NEW YORK'S WORST HOT-SPE
IN HISTORY
"LIFE WITH FATH
HOUR AFTER HOUR BROKE EVE
OPENING FIGURE EVER REGISTE
IN THE ENTIRE 17-YEAR LIFE O
THE WARNER THEATRE, N.Y.!!!!

WARNER BROS. PRESENT IN COLOR BY TECHNICOLOR

Clarence Day's "LIFE WITH FATHER" ★ STARRING IRENE DUNNE ★ WILLIAM POWE

with ELIZABETH TAYLOR EDMUND GWENN ZASU PITTS

From the Original Play by HOWARD LINDSAY & RUSSEL CROUSE

Directed by MICHAEL CURTIZ

Produced by ROBERT BUCK

From Oscar Serlin's Stage Production • Screen Play by Donald Ogden Stewart • Music by Max Steiner

THE EDITORIAL PAGE

Advanced Admissions

The advanced admission price cycle again is rapidly reaching the saturation point just as it did some years ago.

There is, undoubtedly, a lot of merit to both sides of the argument now raging anew between exhibitors and distributors. It seems logical that a picture of unusual entertainment quality should be entitled to a better than average price at the box-office.

On the other hand, this blanket policy may get by in the first runs but may have a decidedly bad reaction at the subsequent-run theatres. This was the case some years back when a large number of advanced admission pictures were announced by many of the companies.

Now we are back again to the same situation. A few pictures of tremendously fine quality (plus a few that weren't so high-class), were announced as being sold strictly on such a plan. Before long other companies were toying with the same idea and, apparently, decided if such-and-such a picture could be sold that way, why couldn't their pet baby or babies be sold ditto.

The resistance against this practice as a steady diet brought about complete discontinuance of the practice years ago and the same thing may happen again. After all, many exhibitors know all too well how many times they must run a picture of below-average quality and still collect their regular admissions and are hard put to justify, locally, the higher price for better than average pictures.

On the face of it, it would seem that whenever an exhibitor could get a higher admission he would be tickled to take advantage of it. He's in business to make money too. So if the vast majority of them are against such a policy it can only be assumed that it is because they fear the wrath of their patrons.

Some companies may take this step in order to recapture some of the lost British revenue. If so they will be guilty of a serious mistake, because they cannot expect the rank and file exhibitors of this country to carry that burden. The solution to that problem is only in reduced production costs.

If the advanced admission picture is the goose that lays golden eggs, let's not kill it with too many advanced-admission deals. The occasional top-quality picture that may get the increased scale from time to time is not going to create too much of a fuss in any community. But, coming along too often, the result may be rapid decline and death of the goose.

Over in Brooklyn the other night a theatre audience applauded the coming trailer of a great picture, but the applause turned to boos when the following frames announced advanced admission prices.

We may be old-fashioned but that incident, to us, is something that cannot be ignored. Public tastes are getting exacting. And with the patrons picking their screen entertainment so carefully it's very risky to pressure them for admission advances. Only a few weeks back we heard a man say that he took his wife and two children to see a certain picture at advanced prices and it cost him close to five dollars, which to his way of thinking makes the movies a luxury. And the movie industry, we must remember, became great and prosperous by serving the masses, not by catering to the classes that can afford luxuries.

That's the exhibitor's side.

From the producer's standpoint, there is very convincing evidence that certain standout pictures properly handled can and do produce results that make it impossible and uneconomically sound to forego the extra revenue.

Take a sensational illustration in the news this week.

Sam Goldwyn's "The Best Years of Our Lives," after 38 weeks as a downtown attraction on Broadway, this week opened day and date in 49 theatres in the metropolitan New York district, at advanced prices. The gross for the opening day at the 49 theatres was $160,038.

That is fact and figures—and they cannot be ignored.

▲ ▲ ▲

Good Old Movies

Maybe we're cynical on the subject, but the feeling persists that the British Government were not unmindful of the gimmick value of movies as a political football when they took that, shall we say, austere, position on the film tax.

But over here in municipal, state and federal horseplay on the political gridiron, the good old movies proved very excellent for whatever purpose was behind the strategy. You get headlines, you get people aroused, you send into the spotlight people with enough glamor to arrest and hold attention.

So since everything else is getting global, why not the movies as a political, pardon, statesmanship expedient.

And whether design or accident brought it about, certainly England's financial plight and the urgency for alterations in the Anglo-American loan agreement has been dramatized in terms understandable by everybody everywhere, by reason of one little facet in a most complex financial matter. But what a gleaming little facet those movies have proved to be in this as well as other cases!

—"CHICK" LEWIS

WHAT'S NEWS

In the Film Industry This Week

PRODUCTION—Both Hollywood and London are in the mood for economies in picture making, it became apparent this week as word went forth in London that the Rank organization had lowered the ceiling on its production budgets, and statements emanating from the West Coast producers placed emphasis on reduced costs via greater efficiency rather than cuts in quality of feature pictures. All this over the action of the Attlee Government in placing the 75-per-cent-of-profits import (which American producers promptly dubbed the "confiscatory tax") on the films imported into England. Impassioned squawks from Hollywood the week before, mostly via the movie columnists' copy, gave way to more considered and constructive statements this week as noted in the announcement of production policy at Universal-International by President Nate Blumberg, who said that the program will go ahead as planned with respect to quality but economies must be made by greater efficiency. A similarly calm and business-like view of the situation was forthcoming from the usually explosive Sam Goldwyn, who said the tax would put an end to the fine progress being made toward cooperation between British and American producers and he expressed confidence that a satisfactory compromise will be found. SIMPP President Donald Nelson, in a wire to the State Department from his Hollywood headquarters, declared that independent producers his organization represents will not accept a freeze of monies earned by their pictures in England as a compromise for a tax. In the short subjects field, it was made plain by new President Harry Michalson of RKO Pathe that this company has no intention of diminishing its stature as a producer because of the sale of the Pathe Newsreel to Warner Bros. Michalson said his company would add two new series to the output of shorts for the RKO program and will continue to expand the commercial film activity.

* * *

DISTRIBUTION—Eagle-Lion took on full stature as a major producer-distributor outfit with announcement last weekend that the company had acquired the exchange facilities of PRC. The same announcement made it official that PRC will become a producing outfit whose exploitation pictures will be distributed by E-L, and that veteran film man Harry Thomas was retiring as president of PRC in order to head a production enterprise that will contribute 10 films to the Eagle-Lion program next season. The new role of Eagle-Lion, what with its impressive stature in connection with foreign circulation by reason of the Rank tie-in, puts the company in the spotlight as a magnet for independent producers seeking distribution facilities, and the rumor committee started the talk that this and that and the other deal with independent producers of high rank was on the fire. Emphasizing that the Breen office had OK'd the script and had given the finished picture the seal of its approval and that, also, the New York state censors had passed the film as-is, Jock Lawrence, Rank representative, implied that Rank would be powerless to withhold "Black Narcissus" even if he wished to. This was in answer to queries as to whether the film would be withheld after the Legion of Decency gave it a "Condemned" rating. Rank, it seems, has partners in the producers of the picture, which played to almost 30,000 patrons in the first week of its run at the 760-seat Fulton Theatre, New York.

* * *

EXHIBITION—The planned merger of the Motion Picture Theatre Owners of America with the American Theatre Association to be discussed at the meeting set for Sept. 19-20 in Washington becomes more a certainty as action begins to take form at meetings of individual groups in the MPTOA family. The first to give what amounts to group approval was the South Eastern Theatre Owners group at a meeting in Miami last week. This was followed by the action in St. Louis of the MPTO there at a meeting with the unit and national president, Fred Wehrenberg, presiding.

* * *

LABOR—The general counsel of the Congressional sub-committee investigating studio labor strife seems to have acquired the general idea of the punch-throwing Hollywood playboys at their social gatherings, without, however, mastering the technique which sports writers find so wonderful about the movie lads' boxing style—which, say the sports reporters, consists of rapier-like remarks, followed by the throwing of very vicious punches that never do more than displace a little air in the general vicinity of their alleged target. The general counsel for the sub-committee turned the hearing on Tuesday into an uproar with embellishments of fisticuffs when he became angered by remarks of AFL Counsel Padway and according to close-up witnesses, landed three punches on the latter. Boston theatres were threatened with a strike of projectionists early in the week when President Joseph Nuzzollo of Local No. 182 announced that members of his union had voted to seek permission of IATSE to strike Aug. 21 if demands against theatre owners are not met.

* * *

LITIGATION—Technicolor and Eastman Kodak Company came into the spotlight this week when U. S. Attorney General Tom C. Clark filed an anti-trust suit charging the former with monopolizing color photography and with having conspired with the latter to restrain and monopolize the business.

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TRADE SLANTS

RALPH B. AUSTRIAN

Talks about

Television and the Theatre

as reported by

TOM KENNEDY

If there's going to be a television bandwagon parading by the average theatreman's door, it hasn't yet come close enough for the exhibitor to jump aboard—but the theatreman had better be watchfully waiting, because things are moving fast.



Ralph B. Austrian

The "if" having been eliminated (it is here for the home as of now, and look for large-screen theatre use in two years or less) the only question for the theatreman to answer is "when" will television take its place as an adjunct or competitor of theatre presentations now comprised of motion pictures?

And the answer as to whether television is going to be friend or foe of the motion picture theatre lies in the future—not a distant future, however.

In general, that is how Ralph B. Austrian, president of RKO Television Corp., would regard the whole matter of television as it relates to the film theatre were he a full-time exhibitor.

We had asked the man who has been associated with television for a number of years, how he would feel about television were he suddenly to switch from his present occupation to the job of running theatres.

Mr. Austrian says nothing has happened to change his views on the economic aspects of television as outlined more than two years ago in an address to members of the Radio Executives Club in New York. He concluded that address with the statement that the theatreman "has the answer to the question 'who is going to pay for television?' He (the theatreman) has a box-office."

Austrian puts two years as the outside time when large-screen television will be commercially practical in the theatre. He believes that theatremen will find convincing evidence of home television's competition to theatre attendance perhaps as early as this fall—when the big football games are in season and when more television receivers are in homes and clubs, and cafes, etc.

The test of showmanship resourcefulness in harnessing television to the theatre may come very soon—according as to how quickly the theatremen and the film industry finds the way to capitalize the growing audience for television as expansion takes place in the number of receivers in use in the eight cities where video is now available.

For an idea as to how this audience will grow by the proverbial leaps and bounds, Austrian estimates that the 35,000 sets now in use in the New York Metropolitan area will jump to at least 78,000 by the end of this year. (Figuring 5 witnesses average per set for the bigger events televised, that will make an audience of 390,000 occupied with interests outside the New York film theatres for certain particular afternoons or evenings).

That's a lot of people to be staying away from the picture shows—so showmen had better keep their eyes on the television ball.

Color Movies Target Of Anti-Trust Suit

An anti-trust suit charging Technicolor, Inc., and Technicolor Motion Picture Corp. with monopolizing color cinematography and with having conspired with the Eastman Kodak Co. to restrain and monopolize the business in violation of the anti-trust laws was filed this week by U. S. Attorney General Tom C. Clark in the United States District Court for the Southern District of California.

The suit is declared by Attorney General Clark to be a part of the Department of Justice's program aimed at breaking up monopoly power in industry.

Clark further declared that motion pictures in color today represent from 15 to 20 per cent of all feature-length pictures in this country, and that the capacity for processing color films is inadequate to meet the demand. He charges that the practices of the defendants has been to restrict the development of the art of color cinematography by others than themselves.

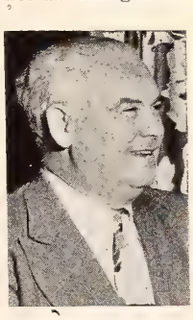
"Technicolor," Clark stated, "does over 90 per cent of all the business in professional color cinematography," and since 1934 "has produced the positive film prints for all of the Class 'A' feature-length motion pictures and most of the short subjects and animated cartoons produced in color" in the United States.

In Rochester, N. Y., Eastman Kodak President Thomas J. Hargrave denied there was anything in the existing agreement or arrangement with Kodak by which Technicolor could control or monopolize the use of color in the motion picture field.

George F. Lewis, cunsel for Dr. Herbert T. Kalmus, president of Technicolor, Inc., said he had no comment to make on the government's charge at this time.

U-I Production Program Will Not Be Changed

Universal-International President Nate J. Blumberg said in Hollywood this week that the production program would not be changed because of the emergency caused by Britain's 75 per cent tax on American film imports. While savings must be effected, he said in addressing the closing session of a number of studio conferences, they "must come from increased efficiency, from greater effort of the entire personnel, both at the studio and in distribution."



Nate Blumberg

Blumberg stressed the point that the company would sacrifice nothing in quality nor would it curtail its announced 1947-48 production program.

To implement savings and greater efficiency, changes in personnel and realignment of duties went into effect this week.

Willaim Goetz, head of U-I production, stated that he had postponed production conferences in Britain with J. Arthur Rank to aid in speeding up production at the studio.

Tax Spurs Studio Economies In Britain and Hollywood

Both Sides Still Seeking Compromise in England's Drastic Movie Impost

While secrecy shrouded the Anglo-American loan conferences which opened in Washington this week, there were tangible reactions on the film industries of both Britain and the U. S. as a result of the 75-per-cent-of-profits tax on film imported to England.

RKO President N. Peter Rathvon in Hollywood Wednesday predicted "little hope of relief" in the English situation and said that production savings up to 30 per cent would be necessary to offset losses caused by the closure of that market. He is pessimistic over the foreign outlook as a whole and expressed fear that other countries may emulate Britain in taxing films.

In Britain, emphasis was given to the report that the J. Arthur Rank organization would cut production budgets severely, with the natural implication that such a move anticipated greatly reduced world grosses in view of the tax situation.

Meantime the expected stir of excitement and newspaper publicity the film tax precipitated has kept the loan re-negotiations well in the spotlight. From news pages, to Washington columns, to editorial pillars, the movie tax has been getting a good play.

Hollywood comment veered from the more or less emotional outbursts which immediately followed announcement of the tax in London to a more considered expression in which "there will be economies but no lessening of quality" was the theme to conciliatory sentiments of confidence that a reasonable compromise will be found.

What, if any, consideration the movie tax will get in the discussions of the Loan by Treasury Department with the British economists, was anybody's guess up to midweek.

Studio Labor Backs SIMPP In Fight on British Tax

Hollywood labor unions are swinging into action behind the fight being waged by the Society of Independent Motion Picture Producers against Britain's confiscatory 75 per cent tax on film imports from the United States. Members of the SIMPP envision "certain ruin" for independent producers if Britain enforces the proposed tax.

The Screen Writers Guild this week authorized its president, Emmett Lavery, to draft telegrams of protest to Secretary of State Marshall and Secretary of the Treasury John Synder, on the eve of the Washington meeting at which a SIMPP committee was to protest the industry's grievance.

Samuel Goldwyn and David O. Selznick sent a telegram to President Truman urging him to save "independent from certain ruin."

Plasterers Local 755 also wired protests, predicting wide unemployment if the tax is enacted. Culinary Workers Local 468, Teamsters Local 399, Laborers Local 724, Musicians Local 47, are also taking action protesting the British measure.

Senator Sheridan Downey of California sent this telegram to "Buddy" Rogers of Comet Productions: "You may be assured am doing all I can re British imposition of tax on film industry."

Tax Total, 62%

Both of his theatres in Cullman, Ala., have been closed by W. R. Griffin until the 10 per cent tax on theatres recently enacted in that city are rescinded. He states that, with other levies, his total tax is now 62 per cent of his intake.

SETO Gives Delegates Power to Act On Merger

The re-election of its president, Mack Jackson, and other officers; decision to send a delegation to Washington next month with full authority to act for the organization at the Joint MPTOA-ATA meeting to effect a merger, and passage of a resolution endorsing the American producers' ban on shipping films to England because of the import tax, were among the highlights of concluding sessions of the South Eastern Theatre Owners Association annual convention held in Miami, Fla., last week.



Mack Jackson

Re-elected with President Mack Jackson, of Alexander City, Ala., were the following:

J. H. Thompson, Hawkinsville, Ga.; M. C. Moore, Jacksonville; Kermit Stengel, Nashville; William R. Griffin, Cullman, Ala., vice-presidents; J. H. Harrison, Atlanta, secretary; Thomas Orr, Albertville, Ala., treasurer.

M. L. Carter, New Orleans, and W. S. Taylor, Laurel, Miss., were elected vice-presidents.

The convention ended Thursday Aug. 14, with a banquet at which Jackson acted as toastmaster. Speakers at the concluding social event included E. V. Richards, who at one of the business sessions made a speech in behalf of the Motion Picture Foundation; Sam Shain, 20th-Fox and Henderson M. Richey, MGM heads of exhibitor relations.

Para. Moves to Revive Suit Against Brown-Bioff

Paramount this week moved to revive its suit against George E. Brown, former IATSE president, and his personal representative, Willie Bioff, for $100,000, which the company alleges it paid to the defendants at their demand during May 1936 and January 1938. Both Brown and Bioff were later convicted in the $1,000,000 movie shakedown. Motion for summary judgment against Brown and Bioff is returnable at the end of August.

Thinner But Still Husky

The economy wave that has been rolling over the major companies for the past several weeks thinned but did not by any means disperse the ranks of the exploitation field men who work on the special campaigns for premieres and key runs of the upper-bracket product. In fact, in some cases there was not even a paring down from former strength, a checkup by Showmen's Trade Review reveals. It shows over 150 exploitation specialists are employed on a full-time basis for field work by the distributors.

RKO Radio employs a total of 38 field men—33 regulars and 5 "juniors"; Warner Bros. 12 for the distribution branch and an equal number in the theatre branch; MGM about 24; Twentieth-Fox, 17; Paramount, 15; United Artists, 14; Eagle-Lion, 12; Universal, 11; Columbia, 6; Monogram 6; Republic no fixed number but field force is expanded for special campaigns in accordance with requirements.

Fists Fly at Probe of Coast Strikes; Other Fronts Quiet

Fists flew as tempers flared at Tuesday's hearing in Hollywood by a Congressional subcommittee investigating studio labor troubles. The combatants were Irving McCann, counsel for the subcommittee, and AFL General Counsel Joseph A. Padway, who was on the receiving end of blows struck by the former at the climax of a verbal clash that arose while AFL Vice-President W. C. Doherty was in the witness chair.

Padway had objected to a question put to the witness by McCann, who retorted: "you can't interrupt me." When Padway remarked: "I don't go for this Gestapo stuff," McCann siezed him and struck the AFL Counsel.

Padway later declared that the AFL will ask removal of McCann as general counsel for the committee.

Previously McCann had critized the AFL for its lack of results in preventing jurisdictional strikes. He said the AFL was "lacking either in moral fiber or in its constitutional by-laws."

At an earlier session of the hearing, International Brotherhood of Carpenters President Will L. Hutcheson, was quoted as having boasted of his success in defying, over a period of years, AFL rulings, particularly as regards jurisdictional cases. He was also quoted as having said that he could keep the 2,500 Hollywood strikers on the street for 10 years. Zach Lamarr Cobb, Carpenters' attorney, at an earlier session of the Congressional investigating, had charged that there was an alliance between the motion picture producers and the IATSE which illegally deprived of jobs more than 1,000 men whom he represented. Michael Luddy, IATSE attorney, immediately denied the charge as did Peery Price, counsel for the producers.

Representative Carroll Kearns of Pennsylvania who heads the Congressional subcommittee and who had expressed concern over motion picture admission prices, pointed out that Congress is interested in correcting high admissions which were caused, he said, by "excessive costs due to labor difficulties in the end."

Matters were less truculent on other labor fronts. Screen Office and Professional Employes Guild, Local 109, UOPWA, CIO, announced that an agreement had been reached by it with Loew's Columbia, 20th Century-Fox and United Artists affecting 105 front office employes. By the agreement's terms every three out of four new employes must be obliged to join the union; negotiations on new wages and hours contract must be reopened on Nov. 15, with pay increases retroactive to Aug. 1, 1947.

The membership of the AFL Screen Extras Guild voted 2,603 to 21, to approve extension of the Guild's existing contract with motion picture producers to Aug. 1, 1948.

The Screen Actors Guild this week signed a

(*Continued on Page* 9)

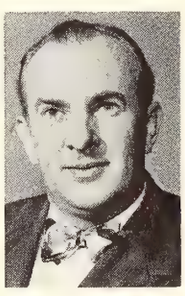
NAMED HEADS OF SRO'S FOUR SALES DIVISIONS



J. E. Fontaine



Sam Horowitz



John T. Howard



Henry G. Krumm

Selznick Releasing Organization's domestic sales setup has been consolidated into four divisions under a plan developed at recent conferences in Hollywood between Producer David O. Selznick, SRO President Neil Agnew and Sales Vice-President Milton S. Kusell.

The new divisional setup will be headed by: J. E. Fontaine as manager of Eastern Division, covering the Boston, Buffalo, Washington, Philadelphia, Pittsburgh, Cleveland, Cincinnati and Detroit territories; Sam Horowitz, Central Division, comprising Chicago, Minneapolis, Des Moines, Kansas City and St. Louis; Henry G. Krumm, South and Southwest Division, comprising Atlanta, Charlotte, New Orleans, Memphis, Dallas and Oklahoma City; John T. Howard, Western Division, covering Los Angeles, San Francisco, Denver, Salt Lake City and Seattle.

Handling of Top Product On Columbia Meet Agenda

Columbia General Sales Manager A. Montague has called a meeting of the company's division managers, managers of unsupervised branches and home office executives for Monday to Wednesday, Aug. 25-27 at the Hotel Warwick in New York at which the method of handling the company's forthcoming top product will be discussed, and the entire national sales picture examined from all angles.



A. Montague

Special consideration will be given to the advertising and exploitation of the soon-to-be-released "Down to Earth," Rita Hayworth-Larry Parks starrer.

Home office executives and top sales personnel scheduled to be present at the sessions are: Jack Cohn, executive vice-president; A. Schneider, vice-president and treasurer; N. B. Spingold, vice-president; A. Montague, general sales manager; Leo Jaffe, assistant treasurer; Rube Jackter, assistant general sales manager; Louis Astor, Louis Weinberg and Irving Wormser, circuit sales executives; Maurice Grad, short subject sales manager; George Josephs, assistant to Mr. Montague; Joseph Freiberg, manager, sales accounting; H. C. Kaufman, manager, exchange operations; Seth Raisler, contract department; Vincent Borelli, assistant to circuit sales executives; Irving Sherman and Sydney Singerman, assistant managers, exchange operations.

Says RKO Pathe Will Boost Shorts Production

(See Cover)

RKO-Pathe's retirement from the newsreel field with the sale of the news to Warner Bros., does not mean any curtailment of his company's activity in the short subjects field, Harry Michalson, newly elected president, declared in New York Tuesday to trade press representatives.

Present plans, Michalson said, contemplate the addition of two new series of shorts now well advanced in the planning stage for later inclusion on the program. He said his company would produce 48 shorts, comprising 69 reels, for distribution by RKO Radio during the new season. These combined with the Disney and two-reel subjects being made on the coast will bring the total shorts from RKO to 86 for the 1947-'48 season.

Lee Says City Ticket Tax Is 'Justice Miscarriage'

It is a "miscarriage of justice" to single out motion picture theatres for the imposition of state and municipal taxes, Paramount Public Relations Director Claude Lee said this week, speaking at the banquet that concluded the meeting of the Southeastern Theatre Owners Ass'n. It is a discriminatory tax, he said, that is often due to well-intentioned but thoughtless officials.

Lee attacked the classification of films as a "luxury and non-essential" as entirely erroneous—an impression that he urged theatre owners to set about counteracting.

24 Tents Complete Plans For 'Variety Girl' Shows

Local charity and welfare institutions in 24 cities scattered over the map of the U. S. will be beneficiaries of proceeds from the two-dozen premieres of Paramount's "Variety Girl" to be staged under the auspices of Tents of the Variety Clubs International.

Final roundup of the premieres set up under arrangements whereby Paramount is donating the star-studded screen attraction for fund-raising shows reveals that there will be 24 of these gala events.

While national headquarters of the Variety Clubs declined to make advance estimates of the total amount of money that will accrue to charities sponsored by the individual tents, an indication that the aggregate will reach well into six figures is given by goals set by various tents. In Chicago, for example, Tent No. 26 expects to pass the $25,000 mark at the premiere set for the Chicago Theatre, which will be scaled at $3.00, $5.00 and $10.00 for the event.

Theatres, dates and Tents sponsoring the "Variety Girl" premieres as announced this week follow:

Stanley Theatre, Pittsburgh, Aug. 31, Tent 1; Shubert, Cincinnati, Aug. 26, Tent 3; Michigan, Detroit, Aug. 28, Tent 5; Great Lakes, Buffalo, Aug. 27, Tent 7; Palace, Albany, Sept. 9, Tent 9; Indiana, Indianapolis, Aug. 26, Tent 10; Radio City, Minneapolis, Aug. 28, Tent 12; Majestic, Dallas, Aug. 27, Tent 17; Keith, Dayton, Sept. 24, Tent 18; Keith, Baltimore, Sept. 25, Tent 19; Fox, Atlanta, Aug. 27, Tent 21; Criterion, Oklahoma City, Aug. 26. Tent 22; Metropolitan, Boston, Aug. 27, Tent 23; Carolina, Charlotte, Aug. 29, Tent 24; Paramount, Los Angeles, Sept. 24, Tent 25; Chicago, Chicago, Sept. 25, Tent 26; Majestic, Grand Rapids, Aug. 27, Tent 27; Imperial, Toronto, Aug. 27, Tent 28; Paramount, Toledo, Aug. 27, Tent 30; Paramount, New Haven, Aug. 28, Tent 31; Paramount, San Francisco, Aug. 26, Tent 32; Beach, Miami, Aug. 27, Tent 33.

Fists Fly at Probe Of Strikes on Coast

(*Continued from Page* 8)

one-year contract with the Independent Motion Picture Producers Association in which the following salient concessions were granted to the I. N. Chadwick group of low-budget producers: An experimental period to next Aug. 7; minimum wage scale for day players increased to $55, but with overtime pay for the ninth and tenth hours to be at straight time; minimum pay for week players increased to $155 (majors pay $175); the provisions apply to western pictures costing not more than $45,000 and to features costing not more than $95,000.

Local 174 of the Employes International Union reported it had reached an agreement with the major studios for an extension of its contract until Aug. 14 of next year. Terms are that the pact include a union shop clause and an 11.17 per cent cost-of-living-bonus granted for 1947.

MPTOA-ATA Merger Gets St. Louis MPTO Approval

Action of the board of directors of the Motion Picture Theatre Owners of St. Louis, Eastern Missouri and Southern Illinois in approving the merger of its parent organization, the MPTOA, with the American Theatres Association, was ratified by its membership this week when it met at the Coronado Hotel in St. Louis.

The new 20th-Fox sales plan for small town and "distressed" theatres relief was also approved.

NEWSREEL CLIPS

Pictures

If somebody steps up to remind Hollywood that "necssity is the mother of invention," and therefore perhaps more imaginative pictures might be made with less riches of technical resources, it may be that the idea was suggested by a remark dropped last week by **Sydney Box** when the head of Rank's Gainsborough Studios was chatting with trade paper representatives on the day of his arrival in sweltering New York from London.

Motivated, no doubt, by the doughty British spirit of grinning and bearing it, Box smilingly concluded remarks about his sound and camera equipment being something like ten years old, with the quip that "going out with a piece of string to tie up loose ends, sometimes has rewards in suggesting ways of doing things a different and, perhaps, better way."

The old theme of the starving poet being the better creative artist! Could it be that a leaner Hollywood might make not such big, but better pictures?

Personalities

R. M. (Bob) Savini, Astor Pictures president, is on a tour of visits to Astor's Western franchise distributors. The itinerary calls for stops in Chicago, Denver, Seattle, San Francisco and Hollywood, with two weeks pencilled in for the stay in the latter town.

Robert M. Gillham, eastern advertising and publicity manager of Selznick Releasing, made a round trip last week from his New York offices to Toronto for a personal supervision job on the advertising-publicity campaign for "Duel in the Sun" in Dominion key cities.

William F. Rodgers, vice-president and general sales manager for MGM, will hold a period conference with his field sales managers and home office assistants starting August 30 in Los Angeles.

Hal Wallis, who has completed production of Paramount's "So Evil My Love" at Denham Studios in England, is due to arrive in Hollywood September 7.

Producer **Mark Hellinger** following the completion of two-and-one-half months of "on location" shooting in New York on "The Naked City," is back in Hollywood, and reports say he's very happy to be there.

Maurice Janov, special assistant to E. L. Scanlon, vice-president and treasurer of Selznick International, is in New York for conferences on "Duel in the Sun," "Intermezzo," "The Paradine Case," and "Portrait of Jennie."

Steve Broidy, president of Monogram Pictures Corporation and Allied Artists Productions, Inc., and Norton V. Ritchey, president of Monogram International flew from Paris to Zurich, Switzerland on Thursday.

Milton Sperling, president of United States Pictures, is in New York from the coast to confer with Warner Bros. home office executives on plans for the release of his next production, "Ever the Beginning."

Profits

Consoliated net profit of Radio-Keith-Orpheum Corporation and subsidiary companies for the second quarter of 1947 was $2,836,663 (including profit on the sale of capital assets), after taxes and all other charges, equivalent to approximately 72 cents per share on the 3,924,913 shares of common stock outstanding at the end of that quarter. This compares with consolidated net profit for the second quarter of 1946 of $3,205,398.

Sales of Eastman Kodak Company and subsidiaries in the western hemisphere were 29 per cent higher in the first half (24 weeks) of 1947 than in the corresponding period of 1946, Perley S. Wilcox, chairman, and Thomas J. Hargrave, president, reported to stockholders. Total sales in the period were $153,581,750, which compares with $119,227,385 in the first 24 weeks of 1946.

The Directors of Columbia Pictures Corporation today (August 20) declared on its Common Stock a dividend of 50 cents per share usually declared at this time and the same additional dividend of 50 cents per share which was declared last year payable on September 24, 1947 to stockholders of record September 9, 1947.

Calendar

AUGUST

25-27, Meeting of Columbia division managers and managers of unsupervised branches, Hotel Warwick, New York.

30, MGM field sales managers' conference, Ambassador Hotel, Los Angeles.

SEPTEMBER:

19-20, ATA-MPTOA Ratification Convention, Shoreham Hotel, Washington, D. C.

23, House public hearing on Communism in Hollywood, in Washington.

25-29, Annual convention of Theatre Equipment Dealers Protective Association, Shoreham Hotel, Washington, D. C.

Eagle-Lion Takes Over Distribution

The final objective, full status as a self-contained producer-distributor organization, toward which Eagle-Lion obviously has been moving for some time was attained last week with formal announcement that the 31 exchanges and all distribution facilities of PRC Exchange Corp., had been taken over by E-L.

Announcement was made by Robert W. Purcell, chairman of the board of Pathe Industries, Inc., who stated that Producers Releasing Corp. would remain an active producing subsidiary concentrating on exploitation pictures for release by Eagle-Lion. Simultaneously, Mr. Purcell announced that Harry Thomas was resigning as PRC president in order to produce a minimum of ten program films under the name of Mutual Films to be released by E-L.

Eagle-Lion officers who have headed the company which heretofore distributed its own pictures and those of J. Arthur Rank through the PRC exchange facilities remain in charge of the expanded operations. These officers are: Arthur B. Krim, president; Bryan Foy, vice-president in charge of production; A. W. Schwalberg, vice-president and general sales manager; Max E. Youngstein, director of advertising, publicity and exploitation, and Sam Israel, studio publicity head.

Following announcement of the new setup, Mr. Krim, in a statement issued in Hollywood, said: "This new step will definitely mean greater efficiency in the sale and distribution of our own pictures and those we distribute for the J. Arthur Rank Organization.

BOX OFFICE SLANT

Little Miss Broadway

Columbia Musical 70 mins.

AUDIENCE SLANT: (Family) Fast little musical with plenty of zip to entertain average audiences.

BOX-OFFICE SLANT: Should do nicely as supporting feature because of its frothiness and fast running time.

Cast: Jean Porter, John Shelton, Ruth Donnelly, Doris Colleen, Ed Gargan, Vince Barnett, Doug Wood, Milton Kibbee, Jerry Wald and orchestra. **Credits:** Producer, Sam Katzman. Director, Arthur Dreifuss. Screenplay, Arthur Dreifuss, Victor McLeod and Betty Wright. Photography, Ira Morgan.

Plot: A girl from a small town comes to New York to visit what she believes to be rich relatives; actually, they are petty Broadway characters who work rackets. However, they act the parts for the girl's sake, and secure a convict's former mansion as showplace. Things are complicated by the girl's fiance, who is being blackmailed by a night-club singer; and the girl's future father-in-law, who is in deep debt. Matters turn out satisfactorily.

Comment: This fast little musical has plenty of zip, and cannot miss with the average audience as supporting fare. The picture is blessed with smart direction by Arthur Dreifuss and a competent cast, in which Jean Porter and John Shelton shine brightly. However, old-time comedienne Ruth Donnelly steals the show, coming through with laugh after laugh when she tries to go "society." The musical numbers are brightly staged and convincingly executed; Jerry Wald's band shows briefly with success, and Doris Collen is heard effectively in a short tune. Because of its frothiness and fast running time, "Little Miss Broadway" should be a welcome addition to any program. ,

Fun and Fancy Free

(Technicolor)

RKO Radio Fantasy 72 mins.

AUDIENCE SLANT: (Family) Persons of all ages will like this imaginative, fanciful, whimsical tale, fashioned of gossamer and contrived with consummate skill. Live action and cartoons are combined.

BOX-OFFICE SLANT: Should do well if energetically exploited. Names of Edgar Bergen, Charlie McCarthy and Mortimer Snerd, plus Donald Duck, Mickey Mouse, Goofy and Jiminy Cricket will help, plus a listing of talent heard, but not seen.

Cast: Edgar Bergen, Charlie McCarthy, Mortimer Snerd, Luanna Patten, Dinah Shore, Anita Gordon, Cliff Edwards, Billy Gilbert, Clarence Nash, The Kings Men, The Dinning Sisters, The Starlighters, plus various Walt Disney cartoon characters. **Credits:** Produced by Walt Disney. Live action photography, Charles P. Boyle. Live action director, William Morgan. Process effects, Ub Iwerks. Technicolor color director. Natalie Kalmus. Associate, Morgan Padelford. Story, Homer Brightman, Harry Reeves, Ted Sears, Lance Nolley, Eldon Dedini, Tom Oreb. "Bongo," from an original story by Sinclair Lewis. Music director, Charles Wolcott. Score by Paul Smith, Oliver Wallace, Eliot Daniel.

Plot: "Fun and Fancy Free" is essentially two stories, that of Bongo, a circus bear who runs away to the forest, the girl bear he meets in the forest and a gorilla-like bear who tries to take her away from Bongo. The story is introduced by a singing cricket who, trying to cheer up a disconsolate doll and a stuffed bear, turns on a phonograph record. It is the voice of Dinah Shore which tells the story of Bongo. The scene shifts to the living room of Luana Patten's house, where at a party, Edgar Bergen tells the story of Jack and the Beanstalk to Luana, Charlie McCarthy and Mortimer Snerd.

Comment: It is difficult to describe "Fun and Fancy Free" except to say that the highly ingenious method of its telling—of imagination run riot, of gossamer web substance and of the comedy introduced by Mr. Disney's story tellers and artists—results in 72 minutes of highly satisfactory entertainment for persons of all ages. The skill of Disney's animators is so well known as to be superfluous in describing here, but it has the quality of mechanical genius, in addition to lending such realism to the characters, as to make audiences almost forget that they are seeing an animated cartoon, rather than just letting themselves go in the sheer entertainment created in the story. Energetically exploited "Fun and Fancy Free" can do very well. It otherwise may turn into "just another picture."

Marshal of Cripple Creek

Republic Western 58 mins.

AUDIENCE SLANT: (Family) Loaded with action and excitement, this latest Red Ryder offering should please western fans.

BOX-OFFICE SLANT: Should draw as well as others in the series.

Cast: Allan Lane, Bobby Blake, Martha Wentworth, Trevor Bardette, Tom London, Roy Barcroft, Gene Stutenroth, William Self, Helen Wallace. **Credits:** Produced by Sidney Picker. Directed by R. G. Springsteen. Original screnplay by Earle Snell. Based on Fred Harman's NEA Comic Strip. Photography, William Bradford.

Plot: Allan Lane is appointed Sheriff of a town where gold has just been discovered, in order to help catch the crooked element hi-jacking all gold shipments. His efforts to make one of their number talk, are unsuccessful, so the man goes to jail. Then this man's son becomes involved with the crooks. Lane then invents a plan to catch them red-handed. With the crooks jailed, the town peaceful and quiet, Lane's job is finished.

Comment: The discovery of gold and the trouble that follows is the reason for Red Ryder's adventure this time. As newly-appointed Sheriff, he is called on to do a great deal of riding, shooting and good, old-fashioned fighting. All of which gives plenty of action and excitement to this latest offering in the Red Ryder series. Cast toppers are the same. Allan Lane as Ryder, Bobby Blake as Little Beaver, and Martha Wentworth as The Duchess. Those on the wrong side of law and order are headed by Gene Stutenroth, with Roy Barcroft and Tom London as his able crooked assistants. Trevor Bardette turns in a capable job in the role of an honest man looking for easy money. Direction was by R. G. Springsteen, production by Sidney Picker.

Jassy

(Technicolor)

Reviewed in London

Rank Costume Melodrama 102 mins.

AUDIENCE SLANT: (Adult) Colorful, romantic and often spicy, this melodrama has been beautifully staged but will appeal most to less critical audiences.

BOX-OFFICE SLANT: There is plenty in this Technicolor offering to sell it to the masses who will not look too closely into the plot.

Cast: Margaret Lockwood, Patricia Roc, Dennis Price, Basil Sydney, Dermot Walsh, Esma Cannon, Cathleen Nesbitt, Linden Travers, Nora Swinburne, Ernest Thesiger, Jean Cadell, John Laurie and others. **Credits:** Adapted from Norah Lofts' novel, by Dorothy and Campbell Christie and Geoffrey Kerr. Photography by Geoffrey Unsworth. Produced by Sydney Box. Director, Bernard Knowles. A Gainsborough Picture presented by J. Arthur Rank. UK Distribution, GFD.

Plot: Despite his love for Patricia Roc, Dermot Walsh determines to regain Mordelaine Hall, when his father loses the property gambling with her father, Basil Sydney. Rescuing Margaret Lockwood from villagers who torment her because of her gypsy mother, he gets his mother to employ her as a servant and falls in love with her. Realizing this, his mother gets her a job at a girl's finishing school where Patricia has been sent following the break up of Sydney's marriage. Patricia is expelled and takes Margaret to Mordelaine as her friend. When the hard-drinking Sydney discovers Patricia has been meeting Walsh, he thrashes her and she runs away. Lonely, he asks Margaret who secretly despises him, to marry. She consents conditionally that he gives Mordelaine to her. Seeing how he bullies her, Esma Cannon, her adoring dumb maid, poisons him. Both stand trial, but she is freed to give the Hall to Walsh.

Comment: Colorful, romantic and often spicy, this is one for the masses and less critical audiences and is far removed from the general run of recent British offerings. Sydney Box has set out to make an honest-to-goodness melodrama and has left nothing out. Elopments, hard drinking squires, unscrupulous gamblers, unfaithful wives, moralless servant girls, gypsies with second sight, clandestine meetings between pure young things and gutless young officers and many other standard cliches are borrowed straight from the theatre of the gaslight era. Seventy-five per cent of this registers, but the rest is piled on too thick. The story does not stand close scrutiny. The acting is equally uneven. Margaret Lockwood, Patricia Roc and Dermot Walsh and Dennis Price work hard with their material and Esma Cannon as the dumb servant is superb. The staging is on a lavish scale and special credit is due for the settings and the excellent furnishings. Sold properly in the right locations this can be a money getter.

Mother Wore Tights

(Technicolor)

20th-Fox Musical 106 mins.

AUDIENCE SLANT: (Family) Music,

dancing, Betty Grable in tights, a warm, tender, sweetly sentimental story plus a few tears, combine to make a thoroughly delightful and at times tenderly moving story. Add Technicolor and the picture becomes excellent, wholesome entertainment to delight and enthuse the whole family.

BOX-OFFICE SLANT: Seems to be destined for extra playing time in almost every situation. It has everything needed to get it.

Cast: Betty Grable, Dan Dailey, Mona Freeman, Connie Marshall, Vanessa Brown, Robert Arthur, Sara Allgood, William Frawley, Ruth Nelson, Anabel Shaw, Michael Dunne, George Cleveland, Veda Ann Borg, Sig Ruman, Lee Patrick, Senor Wences, Maude Eburne, Antonio Filauri, Lotte Stein, William Forrest, Kathleen Lockhart, Chick Chandler, Kenny Williams, Will Wright, Frank Orth. Credits: Directed by Walter Lang. Production and screenplay by Lamar Trotti, based on the book by Mariam Young. Lyrics and Music by Mack Gordon and Josef Myrow. Musical direction, Alfred Newman. Vocal arrangements, Charles Henderson, Orchestral arrangements, Gene Rose. Photography, Harry Jackson. Technicolor color director, Natalie Kalmus. Associate, Leonard Doss.

Plot: Back in 1900, a young girl joins a vaudeville troupe in spite of family opposition and marries the featured comedian. Through the years their act is a huge success and two daughters are born to them. The girls attend an exclusive finishing school and the older one is ashamed of her dancing parents, afraid that her new circle of friends will not approve of them. When she falls in love and graduates with honors, however, she lets her parents know, publicly, that she really is proud of them.

Comment: Whatever is necessary to produce topnotch screen entertainment containing music, dancing, Betty Grable in tights and a warm, tender, sweetly sentimental story Lamar Trotti has successfully injected into this thoroughly delightful musical. And the skill of Mr. Trotti as screenplay writer and producer has been matched consummately by Walter Lang, whose skillful handling of his excellent cast with deft touches and bits of "business" add much to the picture's warm, human quality. Betty Grable is, of course, the star and very much so. It is her talent as a song and dance girl, added to surprising ability as a straight actress, that lifts her performance into a class never before achieved by the actress. And Dan Dailey, comparatively little known in motion pictures before now, will not remain in comparative obscurity after this one gets around. He is the husband, the father and the vaudevillian to the life. Add Mona Freeman and Connie Marshall as the couple's two youngsters, both delivering inspired performances, and "Mother Wore Tights" becomes a gem of entertainment that is certain to do much better than average business everywhere. Extra playing time seems destined for this one and it has everything necessary to get it.

Magic Town

RKO Radio Comedy Drama 103 mins.

AUDIENCE SLANT: (Family) Something for everybody in this potpourri of homely characterization, humor, broad comedy and human-interest drama about a city slicker who, for purely commercial purposes, poses as an adopted son in a typical American home-town community. Perfect vehicle for the popular James Stewart style of characterization and also for the distinguished acting talents of Jane Wyman. They'll all like this entertaining show.

BOX-OFFICE SLANT: Just as big a draw as James Stewart can make any picture —and that means the upper brackets of attendance in every type of situation.

Cast: James Stewart, Jane Wyman, Kent Smith, Ned Sparks, Wallace Ford, Regis Toomey, Ann Doran, Donald Meek, E. J. Ballentine, Ann Shoemaker, Mickey Kuhn, Howard Freeman, Harry Holman, Mary Currier, Mickey Roth, Frank Fenton, George Irving, Selmer Jackson, Robert Dudley, Julia Dean, Joel Friedkin, Paul Scardon, George Chandler, Frank Darien, Larry Wheat, Jimmy Crane, Richard Belding, Danny Mummert. Credits: Written and produced by Robert Riskin. Directed by William A. Wellman. Based on a story by Robert Riskin and Joseph Krumgold. Photography, Joseph F. Biroc. Montage by William Hornbeck. Production design, Lionel Banks. Musical score, Roy Webb. Musical direction, Constantin Bakaleinikoff. Song, Magic Town, by Mel Torme and Bob Wells. Lyric, My Book of Memory, by Edward Heyman. A William A. Wellman Production. Presented by Robert Riskin.

Plot: James Stewart, out for big money, decides to short-cut the survey business by limiting his public opinion polls to a single town. He finds the typical town—a quiet community, the statistics of which match those of the U. S. as a whole. Posing as an insurance man, he wins confidence and general affection of the townspeople. But the girl who suspected him, then came to love him, discovers that he has been using the town and its residents as guinea pigs, and his life there has been one of deception. This news gets ballyhooed around the country and the "typical" town has a boom that results in a bust. Then Stewart comes back and rallies the townspeople to rebuild.

Comment: "Magic Town" follows the tried and truly successful Capra-Riskin formula which was brought to a point of perfection in "Mr. Deeds Goes to Town." It is still immensely effective even though familiarized in many manifestations, including the most recent Capra offering, "It's a Wonderful Life." The pattern has been expertly tailored again to the particular style of James Stewart, and this results in the kind of characterization (with embellishments of sly humor, belly-laugh comedy and affecting sentiment) that is certain to delight the actor's large following as well as give average audiences a satisfying fill of pleasing entertainment. The finished work shows the painstaking efforts to polish, refine and bring to the highest point of theatrical effectiveness this carefully contrived piece of screen entertainment. The timing of laughs, the switch of moods, the pace of the action is expert in accordance with studied techniques developed in Hollywood. The picture has incongruities, but these, while obvious, justify themselves when the comedy, or romantic or dramatic moment to which they lead, registers with the audience. Stewart has a most accomplished leading lady in Jane Wyman, who adds to the impressive gallery of many distinguished acting performances another skilled, polished and warmly appealing portrayal of a small-town newspaper woman trying to live up to her heritage from a father who wanted his town to be a model of civic and social virtue. The dramatic blend of romance and conflicting motives contrived by Author-Producer Riskin for this boy-meets-girl combination is perfectly expressed and executed by the Stewart-Wyman acting team. Other swell performances are registered by every prominent member of the cast. The direction of William A. Wellman is adroit to a degree. There is so much in this picture for everybody in the "average audience" classification that "Magic Town" is certain to register as a very solid attraction at average theatre situations.

. . . NEWSREEL SYNOPSES . . .

(Released Saturday, August 23)

WARNER PATHE NEWS (No. 1)—India's millions freed; Wheat harvest; Scouts at jamboree; Barbershop quartet; "Life With Father" premiere; G.I.s wed Jap girls; Soap-box derby.

UNIVERSAL—(Vol. 20, No. 66)—French corn crop ruined by locusts; Yanks marry Nippon maids; New India flag; Orphans' outing; British crisis commission arrives; Kid jeep; Tennis; Soap-box derby.

NEWS OF THE DAY (Vol. 18, No. 300)—G.I.s get marriage permits in Japan; Flag of independent India hailed by United Nations; Fliers drop water bombs to battle forest fires; Zoo star boarder; Lilly clan gathers; Wightman cup tennis; Something new in football; Soap box derby finals; West Virginia grid classic.

PARAMOUNT (No. 103)—Soap-box derby at Akron, O.; Navy puts giant planes into mothballs; Yanks beat bride deadline; G.B.S. begins 92nd year; Pilgrimage in Belgium; Concerto in tobaccoland.

MOVIETONE (Vol. 29, No. 102)—Erupting volcano spreads misery in Nicaragua; Army planes drop water bombs to fight forest fires; French President visits Boy Scout jamboree; American soldiers take Jap wives; Private picnic for cute triplets; Soap-box derby; All-star high school football; Girl trains football stars.

(Released Wednesday, August 20)

NEWS OF THE DAY (Vol. 18, No. 299)—First peacetime atom project; Hemisphere parley hailed by Truman; New nation rises in India; First Indonesian war films; U. S. Boy Scouts join world jamboree; International romantic mixup; Bullfight free-for-all in France.

MOVIETONE (Vol. 29, No. 101)—Marshall departs for hemisphere parley in Rio; Nation is born (Pakistan); Indonesia fighting; Protest in Australia at Indonesian war; Congo welcomes Prince Regent Charles; First atomic energy project for peace begun in east; Seaplane landing tests; British jet flying boat; Ladies' hats to beat the heat; Whole town runs wild fighting the bull in France.

WARNER PATHE (Vol. 18, No. 104)—War in Indonesia; Atomic exploration; Bikini revisited; Brookhaven begun; President speeds Marshall party to Rio talks; Scouts of 25 nations in mammoth jamboree.

PARAMOUNT (No. 102)—35,000 Scouts meet in France; Indonesia just before the truce; Meeting of International Twins Ass'n; Marshall flies to Rio: Bikini one year after.

UNIVERSAL (Vol. 20, No. 65)—Partition for India; Rafting in the Ukraine; Nineteen-car freight wreck; Babies strut their stuff; Scout jamboree opens; Model autos hit "100"; Pigs get a dunking; Blind golfers tee off.

ALL AMERICAN (Vol. 5, No. 252)—Bud Billiken day; Fraternity meets at Tulsa; First envoy of Liberia; Horse racing at Cleveland; Hot weather burns midwest.

TELENEWS (Vol. 1, No. 17)—Parents of "war orphans" sought in Poland; Belgian Congo royal tour sees rich uranium area; War dead in France returned to native soil; Australian zoo exhibits weird animals; Polish exhibit shows film history; Preparation for film festival in Cannes; Autos race through Paris city park.

Signed for Two Films

Mady Christians has been signed by Universal-International to a two-picture deal. First will be the role of Joan Fontaine's mother in Rampart's "Letter From An Unknown Woman," which starts Aug. 25 with Max Opuls directing for Producer John Houseman. Second role will be that of Edward G. Robinson's wife in "All My Sons," which gets under way about Oct. 1 with Irving Reis directing for Writer-Producer Chester Erskine.

Krupa in Teen-Ager

Gene Krupa and his orchestra have been signed to appear in "The Old Grey Mare," next in the Monogram Teen-Agers series featuring Freddie Stewart, June Preisser and Noel Neill.

Alexis Smith in 'Blake'

Alexis Smith has been set for the leading feminine role in "Christopher Blake," forthcoming Warner Bros. film version of the Moss Hart stage hit.

SAMUEL GOLDWYN SPEAKS

LAST WEEK the British government announced a tax of 75% on all American film earnings in Great Britain.

I look at this as the greatest challenge we have ever had to meet in our business.

What happens at No. 10 Downing Street in London affects Main Street, U. S. A. Not only the producers, but every one of the 16,500 exhibitors in America must revamp his thinking and his way of doing business if he is to meet the threat of the British tax and keep his theatre open.

"Of 123 pictures sent into the foreign market," Daily Variety pointed out the other day, "only 19 paid their negative costs in the domestic market. All profits came from foreign showing. *And* 85% of the foreign market for American films is in Great Britain."

The meaning of that is clear. Producers will hereafter have to depend on the domestic market alone for a return of their costs and a profit commensurate with the value of their pictures. This leaves them with two alternatives: to produce cheap pictures with a minimum of time, money and talent, or to continue to gamble fortunes in the attempt to make really fine films. I believe most of us will take that gamble, for without first-rate pictures the entire industry is doomed, producer and exhibitor alike.

While drastic readjustments must be made in Hollywood, the exhibitor, too, must realize that his ability to stay in business depends directly on whether or not his policies encourage the making of good motion pictures. He must discard his hidebound theories and ancient prejudices. He must learn, like any other wise retailer, to distinguish between quality product and inferior product. And he must treat each according to its merit.

We believe this message to be of such significance to the entire indus

UT ON THE BRITISH TAX!

(Reprint from Weekly Variety, August 13, 1947)

A case in point is "The Best Years of Our Lives." When the judgment of critics and preview audiences confirmed my own opinion that it was an outstanding picture I decided that it was time to get away from the old habit of treating all films alike. I was sure that the American public would be willing to pay a fair admission price to see a genuinely fine picture even if the price was higher than that being charged for run-of-the-mill films.

Amazingly enough, resistance to this policy came not from the public, which flocked to see the picture, but from the exhibitors. Whether they represented large circuits or individual houses, with a few notable exceptions, they resented this departure from the conventional method of charging the same standard price for all pictures, good and poor.

As a result it was necessary for us to show "Best Years" in theatres off the beaten path, to guarantee running expenses, to bear the burden of the exploitation campaigns. And yet the receipts, *and the exhibitor's share,* were far above what they would have been if we had been content to stick to out-moded methods of pricing and selling the picture.

That is only one illustration. But it proves a point. If exhibitors insist on charging uniform prices in the future, they will get uniform pictures. And uniform pictures will not keep the theatres filled. Instead they will actually drive people away. Only exceptional pictures will keep our theatres open. And for the exceptional picture it is not only fair—but now an absolute necessity—to charge a price which bears some reasonable relationship to the true value and quality of the entertainment offered.

Only this way can we continue to produce fine films.

And only by producing fine films can we survive!

at we have obtained permission to reprint it.—RKO-RADIO PICTURES, INC.

SELLING THE PICTURE



BRUTE FORCE, or as much of it as two teams of show girls felt like exerting, was used to let Chicagoans know that the U-I picture was at the RKO Grand Theatre in that city. Manager Lou Mayer arranged the traffic-stopping tug-of-war stunt between girls of local shows, "Red Mill" and "Carousel." Thousands saw the exhibition.

Cash, Records, Photos Prizes in Essay Contest

A $500 prize contest for the best short essays of 100 words or less on the theme, "In my opinion, Franklin D. Roosevelt's greatest contribution to the nation and to the world was—," is currently being sponsored by the newspaper *PM* and the producers of "The Roosevelt Story," which opened this week at Brandt's Globe on Broadway.

First prize will be $250; second, $100; next three, $50 each. The next ten winners will each receive "Rendezvous With Destiny," 12 unbreakable records in two deluxe albums containing excerpts of 23 of FDR's most important radio addresses. The next 100 winners will each get a pair of tickets to see the film, while each of the first 3,000 contestants will get an 8x10 photograph of the late President.

PM has plastered both sides of its fleet of delivery trucks with large sheets advertising both the film and the contest, and has furnished 11x14 display cards to newsstand dealers. The contest is also being publicized via 40x60 lobby displays in the Globe and other Brandt houses.

Mrs. Eleanor Roosevelt headed an aggregation of distinguished guests at the world premiere. In a ceremony preceding the showing she presented to Martin Levine, Oliver A. Unger and Harry Brandt, producers of the picture, the plaque awarded to the film at the recent World Film Festival in Brussels, Belgium.

Ask 8 Governors, 41 Mayors To 'Unconquered' Banquet

Governor James Duff of Pennsylvania has invited the governors of eight surrounding states, and Mayor David Lawrence of Pittsburgh has invited the mayors of 41 cities in 13 states to attend a gala banquet, at which Producer Cecil B. DeMille will be the guest of honor, at the William Penn Hotel, Pittsburgh, the night of Oct. 2. It will be the highlight of a two-day civic celebration for the American premiere of DeMille's "The Unconquered."

Bush Off to Set Up 'Amber' Campaign Plans

With the mass-roadshow release of 20th Century-Fox's "Forever Amber" set for October, Rodney Bush, exploitation manager for the company, left over the weekend for the west coast to hold the first of a series of exploitation meetings on the picture with field men in the exchange centers of the nation. This week's conference in San Francisco will prepare the way for the 146 day-and-date openings already set in the western division starting Oct. 29.

Following the meetings in San Francisco, to be attended by Ed Yarbrough, Frank Jenkins and Murray Lafayette, an intensive exploitation campaign, based on a point-of-sale penetration program, will be launched to give the Technicolor production a ten-week advance buildup. The west coast exploitation staff will be augmented by George Generalis and Dick Dube of the home office publicity department for the campaign.

En route to California, Bush will stop over in Chicago to consult with the midwest exploitation staff on their campaign plans. He will return to New York in two weeks before continuing his visits to other key cities on behalf of the picture.

It's Gilman Again

That man Sam Gilman, manager of Loew's Regent, Harrisburg, has hit the exploitation jack-pot again. He has been notified by Loew's home office that he has won three photo exploitation awards in MGM's monthly contest, the only manager to win more than one such award. Winning photos were of Gilman's imprinted front page of the Harrisburg Telegraph on which he had the regular headline routed out and imprinted in red with legend, "Today is the Day of the Yearling"; a bannered coal barge on the Susquehanna River, for the same film; and the mobile unit for "Cynthia" girls club stationed in front of the theatre.

'Welcome Stranger' Print Delivered by Helicopter

Resorting to old time ballyhoo methods, Win Barron, Paramount's special representative in Canada, had a print of the company's "Welcome Stranger" delivered by helicopter from Toronto to the steps of the Manitoba Parliament building in Winnipeg. There it was turned over to the health minister of the Manitoba government and the incoming president of the Canadian Medical Association as a salute to the association's 78th annual convention. The print was then transferred to an armored express truck which in turn delivered it to the Capitol Theatre where the picture had its first Canadian showing. It was the first time a helicopter had landed in he middle of the city, causing something of a sensation and resulting in stories and pictures in the Winnipeg dailies. It was a small-cost stunt that reaped plenty of publicity.

Curiosity had previously been aroused through an exclusive story for press and radio that a leading player in "Welcome Stranger" would visit the city. Speculation was rife as to the identity of the cast member. It turned out to be William Demarest, accompanied by his wife. They visited the local hospitals and offices of the newspapers—their appearances rating feature stories. They toured the city in an open car, attracting much attention. At a featured horse race at Polo Park, named the "Welcome Stranger Purse" in honor of the picture, they decorated the winner.

Title of the film lent itself as a greeting to the tourist trade, and "Welcome Stranger" was used on all the publicity of the Manitoba Tourist Bureau including its maps with arrow pointing to the theatre, and by the Board of Trade. Retail merchants, and even the Hudson's Bay Co. and T. Eaton & Co., stenciled the slogan on windows, in the stores and in their advertising. A "Welcome Stranger" card was placed on every dresser in every hotel room in the city. Restaurants printed the slogan on their menus.

A tie-in with *Liberty* magazine resulted in the spotting of 500 "Welcome Stranger" cards in downtown stores. The magazine gave away 1,000 copies of its issue containing a review of the film. All *Liberty* vendors had "Welcome Stranger" tags pinned to their lapels, as did newsboys and delivery boys—15,000 of the tags being distributed.

Bathing Beauty Contest Concluded by Century

Century Theatres' first annual bathing beauty contest to select the prettiest Brooklyn girl for the title of "Miss Flatbush" was concluded recently at the Patio Theatre.

The winner, Miss Joan Foster, was presented with a check for $500, a scholarship to a modeling school, a dress, a bathing suit, a huge cake, perfume, dinner for four at a night club, shoes, a record album and a gift certificate for a beauty shop.

Main prize to the runner-up was a wrist watch valued at $300, while each of the nine finalists received at least two gifts from the many donated by local merchants.

Action Comics Publisher Exploits Columbia Serial

The first campaign on Columbia's 15-chapter serial, "The Vigilante," was put on by the Warner circuit in Philadelphia, which made extensive use of the national tieup between Columbia and National Comics Publications, Inc., publishers of *Action Comics* in which "The Vigilante" is featured.

A miniature reproduction (5x7") of the regular 32-page newsstand "Vigilante" comic books was distributed as giveaways by all theatres in Philadelphia playing the picture. Back covers of the miniature book are left blank for the imprint of the theatre showing the serial. These giveaways proved an effective advance teaser.

The United News Company, distributed of National Publications' magazines, bannered its 50 trucks with posters plugging "The Vigilante," and will continue to do so for each chapter until the final episode has been shown. National Publications aided in placing 1,000 window cards plugging the serial in store windows and on counters throughout the city. The F. W. Woolworth and H. L. Green stores carried extra special window displays which attracted the attention of thousands of passersby.

National Publications also published ads designed to sell tickets for the chapter-play in more than 25 magazines of its National Comics group.

Comic Sections Ad Medium For RKO's 'Magic Town'

An over-all advertising campaign planned by RKO Director of Advertising and Publicity S. Barret McCormick for the company's James Stewart-Jane Wyman starrer, "Magic Town," will include the use of the comic sections of newspapers.

Full-page color ads on the production have already appeared in *Liberty, Look, Red Book, Seventeen, Woman's Home Companion* and *Parents Magazine*. Similar ads will soon appear in *Life* and *Collier's*. Leading fan publications have already had considerable coverage and "Pic-Tour" ads have been published in *Life, Look* and *Collier's*.

103 Dates in 2 States Timed with Radio Plugs

To benefit from company-sponsored radio advertising over the principal stations of the territory, Allied Artists has set 103 day-and-date bookings for "Black Gold" in Iowa and Nebraska on Aug. 29. All principal towns will be included in the coverage.

Among Iowa cities in which the picture will open are Ames, Burlington, Cedar Rapids, Davenport, Des Moines, Fort Dodge, Grinnell, Mason City, Ottumwa and Sioux City while Nebraska situations will include Omaha, Hastings, Columbus, Falls City and Grand Island.

Bar, Accident Photos In 'Smash-Up' Display

One of the most effective lobby displays yet reported on Universal-International's "Smash-Up" is that of a small drink bar, accompanied by police photos of actual automobile smash-ups, placed in the lobby of Warner's Mission Theatre, Santa Barbara, by manager Reg Streeter.

Bar was easily and inexpensively constructed by the theatre doorman and the Santa Barbara Police were enthusiastic in their cooperation in supplying photos of drunk driving accidents.



HOT WEATHER PROMOTION consisting of an ABC network program on the stage of the J. J. Parker Broadway Theatre, Portland, Oregon, for a full week, including a daily broadcast at the first show, and three other shows a la vaudeville jammed the theatre at every performance, according to advertising, publicity director Jack Matlack. No report on the screen attraction accompanied this photo. Local store provided all the give-aways and cooperated in exploiting the shows.

Managerial Duo Hit Co-op Jackpot in 'Hucksters', 'Fiesta' Ace Campaigns

Although daily advertising in Reading newspapers is extremely limited (Sunday space is unlimited) manager Larry R. Levy and his assistant Bill Riding of Loew's Colonial in that city have not let the limitations stand in their way of getting plenty of daily newspaper advertising space. This space-grabbing proclivity is done, of course, by influencing the town's progressive merchants to tie up with pictures showing at the Colonial to the extent of taking cooperative advertising in space not available to the theatres—and with plenty of free space to the theatre, too.

Two examples of the managerial accomplishments are with the theatre's showing of MGM's "The Hucksters" and "Fiesta," showing different weeks. For "The Hucksters" Levy and Riding were able to get a three-column jewelry ad, using the slogan "Love that Ring"; two half-page ads from the Harold Furniture Company, based on an ad-writing contest; a three-column ad from a men's haberdashery shop; and a one-column ad from a book shop. In addition the duo used part of their advertising budget to buy a quarter-page ad on the Sunday amusements pages, using a large picture of Gable, surrounded by white space in a sort of "Chesterfield Cigarette" style.

For "Fiesta" an "Esther Williams Day" was set up in cooperation with a local swimming pool, with three small trophies given for various aquatic contests. The pool management thought so much of the idea it bought several large newspaper displays, featuring cuts of the star in various bathing suited poses, each, of course, mentioning prominently that prizes were to be given, including guest tickets to see "Fiesta." The pool also bought 20 spot announcements on two stations plugging the event and mentioning the showing of the film at Loew's.

A tieup also was made with the Woodbury Company's new Fiesta powder resulting in three cooperative newspaper ads and 14 full-window displays. Reading's largest chinaware store featured Fiesta dinnerware and bought a large cooperative newspaper ad to tell the public about it.

There were slogan contests in connection with "The Hucksters" soft drink tieups, special heralds, book tieups galore and the other usual activity plus a candid photo stunt in connection with "Fiesta" by which certain photos, taken at the pool, were displayed in front of the theatre next day, with those identifying themselves in the photo admitted free to the theatre. This was well publicized in advance at the pool. Window displays, bus cards, posters, etc., were included in both elaborate campaigns.

Wanted—A Home

Anybody got a home for Henrietta? She "will win your heart," Manager Eddie Kraus of the Fargo Theatre, Fargo, N. D., avers; she will eat out of your hand and follow you about. Kraus hasn't room for Henrietta in his apartment. Her diet consists of unpopped popcorn, chocolate candy, corn on the cob and lettuce. She's a white leghorn hen used as an exploitation stunt for "The Egg and I," and she's become so attached to Kraus that he hasn't the heart to kill and eat her, but will give her to anyone who will guarantee not to serve her as food.

Publisher in MGM Tie-up To Exploit 'Hucksters'

MGM and Grossett and Dunlap, publishers of the popular-price edition of "The Hucksters," have concluded a tie-up by which they will jointly award $350 in prizes to exhibitors and book stores for the best exploitation campaigns on the picture and the book. Awards will be based on unusual stunts, theatre and bookstore fronts, special tieups and ballyhoos.

MGM will award $100 to the exhibitor staging the best exploitation campaign on the picture, $50 for the next best and $25 for the third manager turning in an outstanding campaign. Grossett and Dunlap will offer three similar prizes to book store owners for the best promotional stunts in selling copies of the book. The film version will be plugged in all such exploitation and theatremen will tie-in with the booksellers in many of their stunts.

William R. Ferguson, MGM manager of exploitation, has prepared a four-page brochure outlining details of the awards.

'Copacabana' Styles Show Milwaukee Campaign Ace

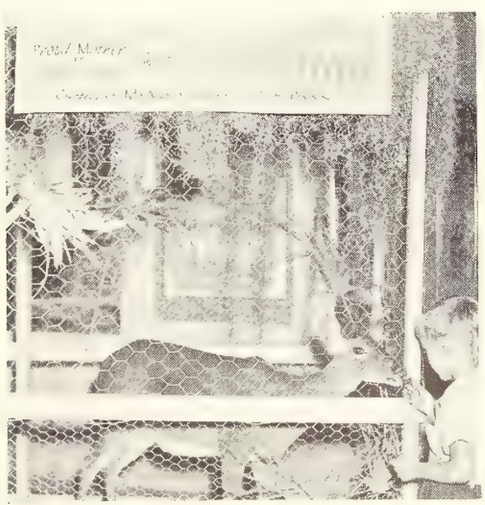
Ace exploitation stunt used by Manager Jack Heineman of the Towne Theatre, Milwaukee, for United Artists' "Copacabana" was a "Copacabana Styles" fashion show in the Empire Room of the Schroeder Hotel. Cooperating on the show were Hixon's Clothes, exclusive women's apparel shop in the Schroeder, and the Patricia Stevens model agency in Milwaukee. The hour-show was put on twice and was sold out on both occasions. Orrin Tucker's band, appearing at the hotel, furnished music, and Tucker gave plugs on his regular broadcast show several times. Two national cover girls were brought on from Chicago.

The hotel plugged the fashion show and the "Copacabana" engagement for several days in advance with table doilies and an easel display in the lobby. The two cover girl models appeared on three radio shows, plugging the world premiere of the film and the fashion show. They were photographed by the *Sentinel* and *Journal*, their pictures also carrying plugs.

Disc jockeys cooperated. RCA-Victor and Capitol Records put out display blowups of Wayne King and Andy Russell in 50 different record and department stores. Capitol's Russell record of Je vous Aime was serviced to all disc jockeys in Milwaukee. Manager Heineman followed through with visits and phone calls to the jockeys with a resultant barrage of plugs for Russell's work in "Copacabana." Two smaller radio stations gave spot announcements in return for theatre tickets which were given away on key programs for three days in advance.

The theatre purchased radio spots on its new low-price admission charge throughout the week before the opening. A 1,000-line ad in the *Sentinel* on opening day plugged the low prices as did a full-page back cover ad in its Sunday issue and a 500-line ad a day in advance. *Journal* ad was 800 lines deep.

The Stevens agency and Hixon's Clothes mailed postcards on the fashion show and the film's world premiere to Women's Club lists, and the city's ace woman commentator, Ann Leslie, who attended the show, did a follow-up 15-minute broadcast on both events.



BABY SNOOKS AND SMALL FRY get together apparently to discuss the appearance of Baby Snooks' offspring, Little Flag, the deer which starred in MGM's "The Yearling." Baby Snooks was obtained by manager Harry B. Vincent, Florida Theatre, Sarasota, from Myakka River State Park, for this lobby showing as the feature of his ballyhoo for the picture.



LONG ON SHORT. One of the biggest campaigns for a picture—features included—ever staged in Des Moines publicized the world premiere of "A Day at the Fair," Technicolor short filmed at the Iowa State Fair last year by Warner Bros. Among other events, there was a broadcast from the lobby of the theatre. Above, KCBC Announcer Dale Morgan interviews three Iowa girls who appear in "A Day at the Fair." They are, left to right, Patty Steadman, Mary Lou Votruba and Nancy Branton. The latter is the daughter of G. Ralph Branton, general manager of Tri-States Theatre Corp.

It Wasn't Spring, But That Didn't Stop Lofthus

Spring has long since past, but because not every exhibitor could play Paramount's "Suddenly It's Spring" at the appropriate season of the year, ideas had to be concocted for "off season" campaigns.

Certainly Manager Norman Lofthus of Warners' California Theatre, Santa Barabara, wasn't stumped by the problem. He just promoted 5,000 packets of seeds from a seed company and distributed them on the streets.

And the "off season" angle was contained in the copy: "No matter what the seasons . . . when buying seeds and equipment, visit Hoag Seed Company. No matter what the month . . . 'Suddenly It's Spring' is at the California . . . now."

Whalen Setting Campaign For Gene Autry Rodeo

Cooperative exploitation campaigns for use during the September appearance of Gene Autry's Rodeo at Madison Square Garden are being prepared by David Whalen, Autry's representative. Most of the tieups planned for the Columbia star are three-way deals, with Autry, Madison Square Garden and the country's exhibitors participating.

As in the case of former Autry rodeo appearances, seats will be set aside at the Garden for representatives of the Gene Autry Clubs formed by exhibitors. They will be the guests of the star and the Garden. A number of new exploitation angles will be introduced. Whalen is headquartering at the Garden and at the publicity offices of Columbia.

Mystery Writers Win in Picking 'Green' Murderer

Crime reporters on the New York dailies, wire services and writers of radio mystery programs vied with the members of Mystery Writers of America in picking the murderer in Eagle-Lion's "Green For Danger" at a special preview before the picture opened at the New York Winter Garden.

At the crucial point in the unraveling of the mystery, the projection machine was stopped and the 30 crime experts and mystery writers were asked to identify the murderer and the method used in committing the crime.

Santa Claus Parade Toronto 'Miracle' Bally

A Toronto store's "Santa Claus" was promoted by Jim Cameron of Famous Players and Sam Glasier of 20th-Fox's exploitation staff, to head a parade of children from Shea's Theatre to the City Hall as a ballyhoo for 20th-Fox's "Miracle on 34th Street." The motorcade was met at City Hall by the mayor, pictures taken, and the parade escorted back to the theatre by sound trucks and police. The stunt was worked in cooperation with the Toronto *Daily Star*, which tied it in with its fresh air fund for children. Youngsters in the parade remained to see the picture as guests of the management.

Special screenings were held for Toronto notables, department store executives, publishers and the press. A two-week teaser campaign preceded the regular newspaper advertising; 150 street cars were bannered for a week preceding the opening and during the run. Special displays were promoted in 12 bookstores.

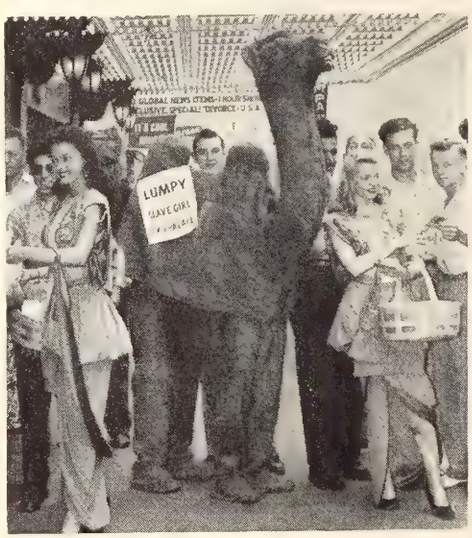
50 Page Presentation For De Mille's 'Unconquered'

Paramount has prepared a special deluxe 50 page presentation on Cecil B. De Mille's "Unconquered" which will be mailed to 10,000 exhibitors, film critics and Sunday editors all over the nation as part of the company's campaign on the picture.

The illustrated book measures 16 by 14 inches, includes large, removable glossy photographs and a substantial amount of text giving the history of the picture and its subject matter. The book was written by Phil Koury, De Mille's special publicity representative. Cost is estimated at $50,000.

Equal Billing

John Arnold of the Yale Theatre, Houston, Texas, billed the Walt Disney Donald Duck short, "Donald's Double Trouble," equally with the feature on the marquee. The short meant more than the cast in the feature, Arnold said.



DE CARLO 2 to 1. Lumpy, the Talking Camel, was drafted by manager Jerry Shinbach of Chicago's RKO Palace, and U-I's exploiteer Ben Katz, to tell State Street passers-by that he preferred Yvonne De Carlo in "Slave Girl" 2 to 1. Accompanied by two pretty girls in harem costumes, who helped pass on the message, the Camel nearly stopped traffic.



"This is Walter Winchell broadcasting to you from Hollywood. I just came from a projection room of 20th Century-Fox Studios where I saw a picture of my town—New York, and my time—now. It is titled 'KISS OF DEATH.'

"Like 'Boomerang' and 'House on 92nd Street,' this one has authenticity stamped all over it. It's red meat! Its tempo is terrific!

"If you like action like I do, with entertainment, you'll find it here. *This one was written with a machine gun!*"





KISS OF DEATH

Starring

VICTOR MATURE · BRIAN DONLEVY · COLEEN GRAY

with RICHARD WIDMARK · TAYLOR HOLMES · HOWARD SMITH · KARL MALDEN

Directed by HENRY HATHAWAY · Produced by FRED KOHLMAR

Screen Play by Ben Hecht and Charles Lederer Based on a Story by Eleazar Lipsky

WORLD PREMIERE—CHINESE, LOYOLA, LOEW'S STATE, UPTOWN, CARTHAY CIRCLE, LOS ANGELES!

STARTS WEDNESDAY, AUGUST 27, MAYFAIR, NEW YORK

20th CENTURY-FOX

NATIONAL NEWSREEL

8 Percentage Suits Filed Against E. and P. Staup

Eight distributors filed percentage fraud suits this week in the U. S. District Court for the Northern District of Ohio, Western Division. Ellsworth L. Staup, Paul Staup and the Capitol Theatres, Inc., are named as defendants in each of the complaints filed by Columbia, RKO, Twentieth Century-Fox, Warner Bros., Loew's, Paramount, Universal and United Artists, respectively. The theatres mentioned in the complaints are the Capitol and Star Theatres in Delphos, Ohio.

The complaints allege that, in response to a request for an audit, the defendants submitted certain books and records to the attorneys for the plaintiffs, but that such records did not reflect the true receipts on percentage pictures. Actual, as well as punitive damages are sought by each plaintiff.

Attorneys for the plaintiffs are Jones, Day, Cockley & Reavis of Cleveland and Welles, Kelsey, Fuller, Cobourn and Harrington of Toledo. The complaints were signed by Luther Day, Thomas M. Harman, and John S. Pyke, Sargoy and Stein of New York are also of counsel for plaintiffs.

Theatremen to Attend SMPE Conference in N. Y.

More than 50 prominent theatremen already have signified intention of attending the Semi-annual Convention of the Society of Motion Picture Engineers in New York next October.

Among those who will attend the event which will feature the Theatre Engineering Conference and the Educational and Scientific Exhibit, according to Convention Chairman James Frank Jr., are:

E. V. Richards, Saenger Amusement Co.; R. H. McCullough, National Theatres Amusement Co.; L. E. Pope, Fox Midwest Amusement Corp.; Nash Weil, Wilby-Kincey Circuit; W. V. Toney, A. H. Blank Theatres; A. L. Trebow, Balaban & Katz; Jake Elder, Interstate Circuit; H. S. Walker and L. C. Pearson, Dominion Sound Equipments Ltd., Montreal; Ed Arthur and Albert Stetson, Fanchon & Marco Theatres; Harry Brandt, Brandt Theatres.

Allen Park Conspiracy Suit Trial Next Month

Hearing of the Detroit Allen Park Theatre's $1,000,000 conspiracy suit against major distributors, Famous Players of Canada, United Detroit Theatres and other defendants has been tentatively set for next month.

The plaintiff operator, Nicholas George, alleges an international conspiracy prevented him from getting satisfactory clearance for the Allen Park.

Here for Father's Funeral

Paul McNamara, advertising and publicity director for the Selznick studios and the Selznick Releasing Organization, arrived in New York by plane Wednesday from Hollywood to attend the funeral of his father, William D. McNamara, 79, who died Tuesday in Jackson Heights, L. I., where he had lived since quitting the film industry in 1932. His widow, Katharine, also survives. Burial was in Fulton, N. Y., on Friday.

Buyers' Strike?

Exhibitors in Vancouver, B. C., have advanced a new alibi for declining grosses. They claim that the drop in attendance is the beginning of a buyers' strike against uncontrolled prices on all products and that it is reflected in the city's theatres. Business is still in a slump and it is declared that the big tourist trade is not helping any.

Defendants' Appeal in Goldman Suit Is Denied

The appeal by 11 film companies to set aside the $375,000 triple damages awarded to William Goldman Theatres, Inc., was denied this week by the Third U. S. Circuit Court of Appeals in Philadelphia. Defendants who sought a review of the case were Warner Bros. Pictures, two affiliates and eight other film producing and distributing companies. The firms asked the Circuit Court's permission to file a "bill of review," amounting to a new trial, on the basis of "newly-discovered evidence."

The "new evidence" claimed by the defense was that Goldman, after closing the Erlanger, refused to accept 43 of 65 first-run feature pictures offered him by the defendants last year, which, they allege, proved Goldman never wanted them, and therefore suffered no damages.

TESMA-TEDPA Meeting Program Completed

Program of the Annual National Trade Show and Convention of the Theatre Equipment and Supply Manufacturers Association and the Theatre Equipment Dealers Protective Association in Washington next month was announced this week following a meeting of officers of the two organizations held in Washington over the weekend.

The convention will be opened with a luncheon on Sept. 25. Regular business sessions will be held on that and the following day. An open forum on Sept. 27 will feature discussions on theatre construction, prefabricated theatres, the carpet industry, television, drive-in theatres and equipment. A series of social events for the ladies will augment the program.

New Divisional Set-up Of RKO Theatres in Ohio

With the retirement of Arthur Frudenfeld, the RKO Theatres will have a new divisional set up for the state of Ohio, Sol Schwartz, vice-president and general manager, announced, with Emil Groth as division manager. Theatres are in Cincinnati, Dayton, Cleveland and Columbus.

William Clark, present assistant division manager in Cincinnati, was appointed to the post of division manager for Iowa and Minnesota replacing the late John Redmond.

Another appointment is Ben Domingo, city manager of Boston, as the new division manager for Boston, Providence, and Lowell.

Calif. ITO Names Weller Counsel

Independent Theatre Owners of Southern California and Arizona has named Fred A. Weller as its general counsel. Weller formerly was a special attorney in the Department of Justice's anti-trust division.

Grainger Closes Republic Regional Sales Meetings

Republic Vice-President in Charge of Sales and Distribution James R. Grainger this week closed the final regional sales meetings of the company. On Wednesday and Thursday he held a meeting in Detroit attended by Eastern Division Manager James V. O'Gara, Central District Manager Sam Seplowin and Detroit Branch Manager Irwin H. Pollard and his staff.

On Friday and Saturday he was in Chicago where he met with Midwestern District Manager Will Baker, Prairie District Manager Nat E. Steinberg and Branch Managers J. J. Houlihan of St. Louis, Jack Frackman of Milwaukee, E. H. Brauer of Indianapolis and Robert E. Withers of Kansas City.

Republic Assistant General Sales Manager and Western Division Manager Edward L. Walton was in Seattle closing his western territorial meetings. On his way there he conferred with Branch Managers Harry Lefholtz of Omaha, Gene Gerbase of Denver, Thomas McMahon of Salt Lake City and George Mitchell of Portland. Returning to New York he was scheduled to meet Branch Manager Joseph E. Loeffler of Minneapolis in that city on Saturday and Sunday.

Southern Division Manager Walter L. Titus, Jr., held a series of meetings in Atlanta and Charlotte with Southern District Manager Merritt Davis, Southwestern District Manager Norman J. Colquhoun and branch managers from Atlanta, New Orleans, Memphis and Oklahoma City and their sales staffs.

All three men will return to New York on Monday.

Confer on Handling of Korda Films by 20th-Fox

Conferences were held this week between the publicity staffs of 20th Century-Fox and Sir Alexander Korda's London Films to establish close relations between the two in the distribution, advertising and exploitation of Korda's productions in the United States.

Conferees included 20th-Fox Director of Advertising and Publicity Charles Schlaifer and his staff and Korda's special representative in the United States, Morris Helprin, and his London Films' publicity representative, David Golding, who arrived from England last week.

Schine Asks Replacement

Approval is expected for the request made this week before Federal Judge John Knight in Buffalo by Schine Chain Theatres counsel for permission to build a theatre to replace the house that was burned down in Salisbury, Md. Schine Counsel Willard McKay told the court that a consent order had been drawn up with the Justic Department and that it would soon arrive in Buffalo.

Wm. G. Sturgess Dies

William G. Sturgess, 58, who owned the Grand Theatre in Grandville, Mich., with his son Howard, died in the theatre's box-office. He had managed theatres in Toronto, Canada, and Saginaw, Mich. He was first assistant chief barker of the Grand Rapids Variety Club. His widow, two sons and a daughter survive.

THEATRE MANAGEMENT



The Brass Tacks of Efficient Picture Theatre Management*

GOING AFTER 60 MILLION NEW PATRONS

By Jack Jackson

I don't know whether you remember it, but back some twenty or thirty thousand commas and semicolons ago I advanced the opinion that we were direly in need of some 60 million more customers for our movie shows. Well, just recently I had the pleasure of hearing my figures and my argument reiterated from the lips of no less authority on happenings and trends in the exhibition branch of our industry than Leonard Goldenson, the little fella who sports the feathered headdress of chieftain of the nation's many Paramount exhibition partnerships.

While my personal listening post never received the signal, it seems that Mr. Goldenson's more extensive equipment got news that there were exhibitors 'round and about advancing the traitorous opinion that attendance had reached the "saturation point." This grade of "5th column" stuff got the Paramount bantam's dander up and he let fly with some of the best oratorical ammunition I've listened to in a long time. Of course, I'm inclined to root a bit for anybody who agrees with the ideas and opinions put forth in this weekly discourse, but when a big league star like Goldenson picks up his bat and goes to the plate to slug for my side I'm ready to out-shout and out-cheer the most avid and raucous of Brooklyn boosters.

I'd be the last one in the world to blame you for viewing the opinions of Jackson as representing a one-man range from a rather restricted observation post and immediately placing the recommendation in the "take-it-or-leave-it" category. But, when you get the same dope from a chap whose job it is—and his record of administration is tops—to be constantly taking the pulse of some thousand or more theatres and to keep peace in a family of partners from coast to coast, it behooves you to stop, look and listen.

If wisdom of the calibre Goldenson possesses fails to impress you then you must accept classification as being either phlegmatic or obstinate. If the perceptions, reasoning, recommendations and opinions, based on the actual experiences and nation-wide theatre contacts of Leonard Goldenson, don't cause you to pull up and take stock of where you and your business are heading you're a potential customer for the red ink salesman. Here are some of the facts the little guy with the big job points out (and believe me he has actual records to support every contention):

No Room for Defeatism in Exhibition Field

The best grade "A" pictures are only attracting an average of 20 million customers at the present time while back in 1945 "Going My Way"—one of the best ever—hit the 75 million mark. That last is only a little better than one half the nation's population and brings from Goldenson the pithy and appropriate comment that "talk of movies reaching the saturation point is defeatism and there is no room for defeatism in the exhibition field."

Of course, there are a few—but mighty few—films today that are bettering the 20 million mark. These are invariably "angled" into the higher percentage of attendance brackets through special nation-wide selling campaigns of the producers and distributors. The exhibitor—who should by all means share the burden of customer solicitation—has, so far at least, been content to perform nothing other than his wartime endeavor of preparing the front, placing the ads and opening the box-office. Oh yes; he also gripes loudly about the percentage terms.

I'd like to add right here that the exhibitor who kids himslf into believing that he is dodging the ad bill is plain downright silly. Also the exhibitor who believes that his taking a "peck" at the distributor demands for higher participation by allowing an "A" picture to go-on-its-own without help from the theatre is equally silly. The national ad budget is considered and made part of the national percentage demands and whenever a potential customer is not brought to the box-office the loss is felt by both distributor and exhibitor. Aside from that these high percentage films of top quality entertainment hold great potential for making regular patrons out of the now-and-then customers, which makes the exhibitors loss two-fold.

Please don't get the idea that I'm holding brief for the increased admission and high percentage pictures. I'm not, but when you've paid a premium fare it's plain common sense to do your damnedest to enjoy to the fullest, and get the most possible, out of the ride.

Mr. Goldenson directs pointed attention to the farmers—32 million of 'em, he says—who are being utterly neglected in the big national advertising campaigns and in approach by the exhibitors who could greatly swell their attendance by catering to this segment of their patronage potential. Incidentally the national records show that the farm income is still some 400 per cent greater than in pre-war years so it looks as if effort in the hinterlands should prove highly profitable for theatres located to take advantage of the scythe and sickle trade.

I'd like to make a suggestion here about getting farm trade to the theatre. It was done some years ago by a theatre in Kenton, Ohio, when the county had been without a fair for several years. The farmer is by nature a stay-at-home so you have to go right into his backyard if you want to get him to take on a new habit—and theatre going is a habit. Well, in Kenton a wide-awake exhibitor got the idea of holding a sort of minature home economics show with prizes for the best jar of jelly, etc. He even went so far as to charge an entry fee of ten cents which not only guaranteed his prize money but practically assured attendance of the families of those entering the contest. He told me that it took about four weeks for the contest to take hold but, once started, he managed to change the kind of entries frequently enough that he outrode the depression successfully. Seems to me that any theatre, properly located, could follow this scheme and get under the farmers' skin to the point where attendance at the theatre once a week became fixed practice for the family of the men behind the plows. Better still, why don't some of the big producers and distributors take space in the farm journals to nationalize some contest of this kind with the local theatre where the film will eventually play as the point of local decision? Seems to me that with the farm group now enjoying high financial stature, this would be a wise and profitable move.

Mr. Goldenson also joins me in complaining about the newspaper ads. He agrees that it is—and has been—a long-established fallacy to slant art, copy, and publicity to leave the impression that there is something special about the pictures and which precludes complete enjoyment by persons long emerged from the 'teens. Any overall examination of theatre ads will justify this complaint. The average ad man seems to consider that day lost which offers no promise of catch lines such as "jive and jitter," "swing and sway," "breath-taking thrills," etc. I don't know the exact figures but I'll gamble to match Mr. Goldenson's 32 million farmers with an equal number of "folks past forty" for whom the promise of jive, swing, etc., evokes anything other than a desire to attend the attraction so advertised.

If there is any sound reason why we of the theatre should neglect—much less divorce ourselves from—this segment of the population that is generally recognized as being the pulse an heart of America I wish some-

(Continued on Page 22)

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REGIONAL NEWSREEL

PHILADELPHIA

The Stanley-Warner Theatres this week began showing the first issue of the new Warner-Pathe newsreel. The news was shown in the Mastbaum, Stanley, Stanton, Palace and Victoria as well as most of the S-W neighborhood houses.

Addie Gottshalk, office manager at RKO, finally moved into his new home.

Columbia Office Manager Walt Donohue is back at his desk after a sick spell.

Charles Baron, former field man for MGM in the Pittsburgh territory, is assiting Max Miller, Eagle-Lion, PRC mid-eastern publicity director. Baron is in the Altoona-Johnstown territory, but will work out of the local exchange.

Paul Castello, head of the Stanley-Warner district managers, motored to St. Louis in his new Buick convertible to vacation with his family.

Arthur Kaufmann, general chairman of the Mayor's Rededication Committee for inauguration of the Freedom Train, has announced that Ted Schlanger, Zone head for Stanley-Warner theatres, Sidney Samuelson, general manager of Allied Theatres and Jay Emanuel, publisher of the Exhibitor, will represent the motion picture committee.

Editha Hyman is new in the contract department of 20th Century-Fox.

Doris Jacobs has resigned from Clark Film for a fall wedding.

Peggy Deegan, one of Oscar Neufeld's lovelies, was spotted by RKO Talent Scout Arthur Willi and will be given a color screen test early in October.

The seats for the screening room at the new Warner exchange have finally arrived. Now they can watch pictures in comfort.

Manager Bill Bernstein of the new Lincoln Drive-In Theatre, boasts the latest in RCA sound equipment and individual speakers for each car.

SAN FRANCISCO

Irving M. Levin, district manager of the San Francisco Theatres, Inc., announced a new shift in his personnel this week.

Former assistant at the Alexandria Theatre, Norman K. Dorn, goes to the main office to assist Arthur Rosenbaum, public relations director. Keith Hawk, formerly Balboa Theatre assistant, replaces Dorn at the Alexandria with Ralph Nickelson now holding the Balboa assistant post. Robert Kennedy, assistant manager at the Coliseum Theatres, has resigned from show business to enter newspaper work at the San Francisco Chronicle.

Clarence Olson succeeds Nat Nathanson as United Artists branch manager in San Francisco, following the latter's transfer to Chicago. Olson is a veteran of the film industry who was made UA Denver branch head in 1942. Kenneth McKaig, UA salesmen in Los Angeles since 1928, succeeds Olson as head of the company's Denver exchange.

(*Adv't*)



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LOS ANGELES

It's vacation time on film row. Among the lucky people are MGM booker Howard Perretz, at Tia Juana and points south; and Music Hall secretary Norma Muhlman, over to San Francisco.

Local representatives at the Universal-International sales confabs held at the studio included Charles Feldman, western division manager. Preliminary talks on the British situation were scheduled.

Among the musical personalities at the Beverly Music Hall premiere of "Carnegie Hall" were Ezio Pinza, Arthur Rubenstein and daughter Eva, Jascha Heifetz and Rise Stevens.

Wallace Crowley, president of Projectionists Local 150, said that he would appeal to the international because of a stalemate in negotiations between the union and Fox West Coast. Crowley claims that FWC inserted several clauses into negotiations that would affect projectionists' seniority.

The Burbank burlesque house has sued Musicians Local 47 through Harry Popkin and Arthur Ringer, who ask for an injunction and $25,000 damages. They charge that the union with threats of boycott and strike forced them to raise wages of musicians in the theatre. This, they contend, was in direct opposition to contract which runs until November.

CHICAGO

Allen G. Smith is established in his new headquarters as manager of National Theatre Supply Company's Chicago branch.



Allen G. Smith

Smith, veteran in the equipment field, during the war served as coordinator for theatres of the War Production Board. He succeeds R. W. Dassow, who resigned from NTS to become a partner in the Chris Bendsen Company, manufacturers, whose product will be distributed by National.

During his long and prominent tenure with the WPB, Smith administered the WPB limitation order L325, which he authored, and the theatre division was widely regarded as a model war agency.

Three men and two women were injured when a wall and part of the roof of the Senate Theatre, Springfield, Ill., collapsed just before show time. They were pulled out of the debris and taken to St. John's Hospital where one man and one woman were reported to be in a serious condition.

Paramount's "Variety Girl" will have 40 top stars of Hollywood here for its gala premiere at the Chicago Theatre on Sept. 25. Tickets are on sale at the theatre, also at the Variety Club which will benefit for its charity fund from the proceeds.

Famous Artists President Al Leowenthal has bought a farm west of Waukegan, Ill.

Alliance President P. J. Dee and Vice-President S. J. Gregory have completed a million dollar deal for the taking over of the San Carlos Hotel in San Jose, Calif.

Gene Kistner has been named manager of the Woods Theatre.

Nat Nathanson will become United Artists branch manager in Chicago on Aug. 25, succeeding Sid Rose, who has been on the inactive list due to reasons of poor health. Nathanson started with UA in 1935 as salesman in Chicago, later becoming branch manager in Milwanukee until his transfer here.

Gloria Brandsky, secretary at the Fensin Seating Co., was married on Sunday at the Congress Hotel to Ray Stander. They are honeymooning on the west coast.

KANSAS CITY

The Dickinson Circuit will reopen the Tampico Theatre Aug. 31 with a policy of Mexican and Argentine films. Charles Boshart, who recently took over management of the Kimo Theatre for the circuit, will double up and handle the Tampico also. The theatre has been closed for the summer.

Frank Fay will play a pre-season engagement of "Harvey" in the Music Hall Aug. 29. The company will be enroute East from its summer stand in Central City, Colo.

"Duel in the Sun" played three Fox Midwest subsequent theatres in town last week with

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REGIONAL NEWSREEL

VANCOUVER

David Theatres of Vancouver has recovered possession of the York Theatre at Victoria from West Coast Theatres, effective Sept. 1. Lease of the York was an issue in court.

Gordon Brown, late of the RCAF, is a new addition to the staff of General Theatre Supply Co. here.

Larry Katz, Empire-Universal booker, and Elsie Abramson, U-A cashier, were married here last week. Carmel Brandeis of Eagle-Lion was married to William Griffiths, and honeymooned in Chicago and points south of the border.

Marion Morton, former assistant manager of the downtown Strand, is back with Famous Players at the Kitislino Theatre as cashier.

Lloyd Muir, RKO's Western Canada exploiteer, will cover part of Washington State temporarily until a successor is appointed to take over the Seattle territory formerly covered by Jack Douglas who resigned recently.

ATLANTA

United Artists Southern District Manager, Fred Jack, was a visitor at the company's Atlanta branch.

The Pix and Dixie Theatres, formerly owned by C. P. Cohen, Jacksonville, Fla., have been taken over by Barney Hohenstein, owners of the Blumenthal Theatre, Charlotte.

Johnnie McKunkin, formerly with MGM, is now with Film Classics in the booking department. Betty Howell, formerly with Paramount, has joined Screen Guild; while Ethel Field, cashier for the same company, is vacationing.

T. H. Eubanks is the new comptroller of the Georgia Theatre Company, succeeding Marc Barre, who resigned to take over similar duties with another circuit headquartering here. Eubanks formerly filled a similar position with another circuit.

Astor Pictures of Georgia President William Richardson, has closed a deal with Astor, New York, for the releasing of six Harry Carey western's. Richardson and his wife have returned from a two-week vacation in Florida and Cuba.

Joe Fieldman, for the past six months sales manager of Screen Guild, Georgia, has resigned.



CONGENIAL RECESS. Robert Mochrie (left), RKO Radio vice-president in charge of domestic distribution, and Frank Rogers, president of Florida State Theatres, are pictured above during a recess of the three-day convention of the Southeastern Theatre Owners Association last wek in Miami.

HARRISBURG

Thelma Rader, Colonial usherette, was to be married August 16 to Joseph Pelliegrini.

Edgar Goth, publicity and advertising director for Fabian theatres in this area, was in Altoona and Johnstown with Lou Golding, Fabian general manager.

Because of a nervous breakdown Foster Hack, doorman at the Colonial, had to quit for a rest. Charles Crouse, veteran Colonial doorman who retired about six month ago, was called in to pinch-hit.

Bob Westerman, assistant manager at Loew's, is back after a trip to Richmond.

Vacationists at the Colonial are, Amanda Dean, Harry Smith, Ike Davis, Genevieve Funk, Ruth Powley and Rachel Luciano.

Here to plan "Red Stallion" which will play the Senate, was Max Miller, of Eagle-Lion. Charles Reed Jones, personal representatives for Jules Levey, was here planning a campaign on "New Orleans" at Loew's Regent.

Dr. Samuel Goldstein, new owner and manager of the Paxtang, said he will continue the same policy of his predecessor.

TORONTO

Toronto had its first theatre opening in years when the 1,195-seat Fairlawn was launched by Odeon Theatres of Canada for its initial first-run cinema in the Ontario capital.

The Ontario Hydro-Electric Commission has issued a warning to all theatres in Southern Ontario, from Ottawa to Windsor, that power-conservation measures will be invoked sometime after the summer season because the industrial demand for electricity is even now in excess of maximum output.

As soon as the Secretary of State in the Canadian Government grants approval, the name of Regal Films Corp., Limited, Toronto, will become Metro-Goldwyn-Mayer Pictures of Canada, Limited.

The annual general meeting of the Motion Picture Theatres Association of Ontario has been fixed for Tuesday, Oct. 22, at Toronto.

Al Hartshorn, veteran manager of the Algoma and Orpheum at Sault St. Marie, has been transferred by Famous Players Canadian to Oshawa.

DES MOINES

The Des Miones Variety Club netted at least $5,000, with final figures still to be reported, in the dance held at the Val-Air ballroom in Des Moines with Henry Busse furnishing the music.

Plans for construction of a new $1,500,000 modern factory and office building on 17 acres of land north of Davenport, Ia., was announced by the Victor Animatograph Corp., 16-mm. motion picture equipment plant.

Tri-States Theatre Corp. has opened the Boone Theatre at Boone, Ia., closed for the last five years. New seats, sound equipment and screens were installed in the Boone and Princess Theatres and the Rialto is being remodeled.

Don B. Knight, manager of the Ingersoll Theatre at Des Moines, has been named manager of the Roosevelt Theatre. Robert W. Wilcox, assistant manager of the Des Moines, will succeed Knight at the Ingersoll.



Jackson . . .

(*Continued from Page* 19)

body would let me in on it. While it is necessary to admit the necessity for the so-called "mass appeal" in newspaper advertising, why have theatre advertising men suddenly arrived at the conclusion that the nation's masses are its adolescents or those recently emerged from that status? It is an indisputable fact that marriage brings about responsibilities and responsibilities tend to the enjoyment of home and its many privileges. It naturally follows that special effort is required to induce those enjoying such existence to attend theatres. But, once the habit is formed it becomes a regularly scheduled event that can be kept alive indefinitely if we give thought to the changing desires brought about by age and responsibility and direct our appeal accordingly. This can frequently be accomplished by analyzing the readership of newspapers and, if the bulk of circulation suggests, preparing a special ad calculated to intrigue the interest of the bulk of subscribers. In other instances it may be advisable to use a mailing list of "folks past forty" and reach them with an individual message coined to match the maturity of their thoughts and interests.

Mr. Goldenson refers to the newspaper as a possible competitor to the theatre in that its contents holds many folks at home in an endeavor to keep abreast of the news. He contents himself with the brief inference and, while agreeing with his thought in part, I'd like to elaborate: The newspaper is akin to the coffee pot in th average American home—everybody's property. The fashion and sale news is of interest to mother and the girls, the sport pages command the attention of junior and the national and world events catch the eye of paw. The one section scanned, if not thoroughly read, by all is the funnies. The amusement page no longer posseses the general interest it once did and, because of the inclusion of every kind of an ad from undertaking to beauty parlors, is, for the most part, perused only by show shoppers. These observations lead to the conclusion that the average theatre appropriation for newspaper advertising should be changed and, instead of one large ad on the amusement page, divided into smaller messages so worded as to attract and hold the interest of readers of the various sections with the overall or "mass" appeal in abbreviated size on the regular so-called theatre page. Our attractions possess the necessary variety of appeal and by changing the established practice we may be able to not only compete with but actually profit by the newspaper competition referred to by Mr. Goldenson.

The May meeting of Paramount partners in California, Mr. Goldenson said, brought much criticism of screen trailers as a medium of advertising. In this we have another instance of decadence in theatre advertising. With only a couple of exceptions that I can remember, screen trailers have followed a set formula without variation since their very inception. Mr. Goldenson points to a test where only 17 per cent of patrons emerging from a theatre were able to name the next coming attraction. As I see it that's not a bad average and I'd venture that the percentage would increase considerably were the patrons asked about the trailer content. But, the need for improvement in this phase of theatre advertising is manifest. Just as radio is finding new ways to inject sponsor plugs—in an entertaining manner—so must those responsible for the making of screen trailers find new, different and attention-compelling ways of stimulating an urge to attend the attraction through abbreviated scenes, description, etc.

Mr. Goldenson's contention that no trailer was ever made that held major appeal in all communities and the need for different trailers to fit the desires of different communities meets with the approval of just about everybody in the business. Here again the exhibitor can lend a helping hand by using his knowledge of his customers' likes and dislikes to supply what the trailer may lack. Novel methods of presenting the trailer; a few words describing the portion of the picture content most interesting to his patrons delivered over the PA system; a brief prelude by the house staff and many other means of stimulating interest are available to the thinking exhibitor.

Mr. Goldenson points to the need of carefully analyzing every possible unit of theatre competition and devising ways and means of minimizing and combatting it. To a great extent our competition is seasonal and we can—if we get at the job and really study our problems—prepare well in advance to meet and beat other endeavors vying for the amusement dollar of Mr. and Mrs. Public. We have everything that can be found anywhere to offer in the various attractions presented on our screens. We have accommodations and comforts unequalled at any of our competitor establishments. We have superior service and superior surroundings. With all this advantage most of us fail miserably in presenting our entertainment and facilities to the public as invitingly and as magnetically as the average carnvial honky-tonk owner. It's time we took a grip on ourselves, studied our possibilities as compared to the amusement parks, the bowling alleys, etc. and began to let the ever-growing army of amusement seekers know the superiority of our establishments and entertainment.

For our own protection—without considering the profit involved—we need those 60 million more customers.

SHOWMEN'S SILHOUETTES by Dick Kirschbaum



Next Week . . . . . **FRED J. SCHWARTZ**

REGIONAL NEWSREEL

(*Continued from Page 20*)

three-day engagements at the same prices for which it played first-run in the Midland Theatre.

"Fantasia," which has closed a three-week run in the Kimo, will play several theatres of the Dickinson circuit in Kansas and Missouri.

Kansas City, Kansas, merchants gave theatre trade a bit of a boost with the first dollar day since before the war. Virtually every retail establishment co-operated in the promotion.

Martin Maher is back at the Midland Theatre, where he is assistant manager, telling tall tales of fishing in the southwestern Ozarks.

Edward Crouch has returned as manager of the Southtown Theatre for Herman Elmer.

PORTLAND

J. J. Parker Theatres will open the Guild Theatre, rebuilt and modernized from the old Taylor Street Theatre, around Sept. 1, Mrs. J. J. Parker, company president, announced. Old house, extensively renovated, has new sound projection, carpets, marquee and sign. Policy will be first-run foreign and art movies. First pictures will be Noel Coward's "Brief Encounter" and "This Happy Breed," "The Well-Digger's Daughter," with British, French and Russian films to follow.

Charles Gamble, 49, a brother of Ted R. Gamble and manager of the Vanport Theatre, former director of the Hood River (Ore.) theatres for Gamble Enterprises, died in Seattle last week of a heart attack.

Evergreen Theatres President Frank L. Newman announced the promotion of M. M. Mesher, manager of Portland and Eugene, Ore., and Vancouver, Wash., theatres, to the position of district manager in the southern division of Fox West Coast Theatres. Mesher was named district manager for Oregon on the death of Albert J. Finke. William Thedford of Los Angeles will succeed Mesher effective Sept. 1.

WASHINGTON

Independent theatre owners of greater Washington territory were invited to a luncheon at the Statler Hotel, last Tuesday, to launch the Co-Operative Theatre Service, headed by Max Cohen, formerly Universal-International branch manager.

Tom Baldridge and his bride are honeymooning in Bermuda. Baldridge is the publicist for MGM.

Sidney Lust's Hippodrome Theatre in Washington had SRO for the return engagement of "Henry VIII."

The local United Artists offices have temporarily set up shop at 2108 16th St. N.W., while their New Jersey Ave. offices are being redecorated.

RKO Branch Manager J. B. Brecheen and his wife and son are motoring through Canada and New England on their vacation.

Warner-Pathe News made its local debut at Warner's Earle, Metropolitan and Ambassador.

The National Theatre announced it would continue its ban on Negro patrons until discrimination elsewhere in Washington is eliminated. It is believed that the National will switch to the showing of motion pictures if pressure continues.

Thirty-five cultural organizations in Washington are considering a merger into a Washington Arts Center Association, with plans to take over the Belasco Theatre and operate it under an "open door" policy.

Ad Space Cuts

Bridgeport Post Telegram announced that until further notice maximum space in daily newspapers must not exceed 20 inches, either national or local, and that space cannot be accumulated. In Worcester the Telegram-Gazette, in similar paper shortage, is reserving national space for August and September. However, in Worcester theatres will be allowed the same space in September as in the same month last year, and space is accumulative.

SALT LAKE CITY

Columbia Home Office Auditor Jules Needelman is visiting the local exchange.

Dean Wilson, a booker for MGM, was married to Betty Evans. They are honeymooning in nearby localities.

The Pacific Coast Exhibitors held a convention in Salt Lake City August 19-21 with the Montana Exhibitors Ass'n. which is affiliated with the PCCITO.

Sam Milner, district manager, and Vernon Berg, special representative for Eagle-Lion-PRC, are visiting in this city with Manager Art Jolly.

Since the recent return of Manager Frank H. Smith, local Paramount exchange manager from Los Angeles, he has called all of his sales representatives in for a meeting to be held in conjunction with the arrival here of Hugh Braly, district manager, and Harold Wirthwein, assistant manager.

Manager Bill Gordon of the Warner Bros. accompanied by the entire sales force, has returned from the convention held in Chicago for the Western Division.

Hall Baetz, district manager for Fox Intermountain, is back from a trip into the Montana territory and will leave for Idaho in a few days. Hall reports that Bob Bothwell, formerly manager of the Antlers Theatre at Helena, Mont., has assumed his new duties at the Alladin Theatre in Denver as manager. Also that Dell Dalling, former assistant manager at the Egyptian in Ogden, Utah, is managing the Montana Theatre in Butte.

NEW YORK

Heat hit film row last week with a wilting blast that kept visitors off the streets and kept workers at their desk by main will power.

Lois Jackson, after four years of New York life, has decided to throw in the sponge and go back to Morgan, Ga., which means one less lovely to look at in these parts.

Vacations this week included Bess Goldstein Allen, Mrs. Lillina Koenigsberg, of 20th-Fox's contract department, who is going to New England; Estelle (Little Red Riding Hood) Herman, also of 20th-Fox, who wouldn't tell where she's going, and MGM Field Exploiteer Elliott Forman.

Motion Picture Associates President Fred Schwartz announced last week that Irving Wormser of Columbia would head its 1947 membership drive.

Christy Wilbert, 20th-Fox assistant advertising manager, addressed the Schine district managers' meeting in Gloversville last week, representing Charles Schlaifer, director of advertising, publicity and exploitation, on campaign plans for his company's new product. He also outlined the details of the newly-adopted advertising code for the industry.

In a reorganization of Century Theatres' real estate department, James F. Reilly and Joseph G. Wickham have been added to the staff as field representatives. Former Field Representative Martin J. Tracey has resigned.

Loew's New York Circuit has promoted two assistant managers to acting managers—Edward Schwartz to Loew's 42nd Street, Michael Piccirillo to Loew's Dyckman.

HARTFORD

Vacationtime seems to be continuing as one of the choicest news items in trade circles hereabouts. Ernie Grecula, ad-publicity director, Hartford Theatres Circuit, Hartford, and family, have been vacationing in Maine. Joe Borenstein, manager of the Warner Strand, New Britain, got back from a vacation along the Connecticut shoreline. Frank Morin, manager of the Warner Regal, Hartford, spent his vacationtime in Florida. Jack Sanson, manager of the Warner State, Manchester, vacationed in Moodus, Conn.

Here in Hartford, a Hartford United Nations Committee has been announced by Mayor Edward N. Allen. The committee will aid the city's celebration of United Nations Week, beginning Sept. 14. Among the appointed members are Henry L. Needles, Hartford district manager, Warner Theatres; George E. Landers, district manager, E. M. Loew's theatres; Lou Cohen, Loew's Poli manager; and William H. Mortensen, Bushnell Memorial managing director.

Local visitors: I. J. Hoffman and Cy O'Toole, Warner circuit; Harry F. Shaw and Lou Brown, Loew's Poli Theatres; and Max Finn, of E. M. Loew's Theatres.

LOUISVILLE

The Dixie Theatre, Claysburg, Ind., has been closed.

The two proposed drive-in theatres to be built in the vicinity of Louisville are awaiting the go sign by the Civilian Production Administration. As soon as building and zoning permits are granted it is expected that construction will start immediately. Opening dates are doubtful.

The Alice Theatre, Leitchfield, Ky., owned and managed by Erwin W. Rau sustained a small fire which was confined to the projection booth. After extinguishing the blaze the theatre was able to resume operation minus the one reel of film which burned.

Clyde Marshall, owner of the Columbian Theatre, Columbia, Ky., reports that on several

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REGIONAL NEWSREEL

(*Continued from Page 23*)

occasions it has been necessary to refund admission prices to customers due to breakdowns in the current supply.

A. N. Miles, owner-manager of the Eminence Theatre, Eminence, made a trip to Pittsburgh, to see his son and family. On his recent trip to the International Rotary Convention in California, Miles made 16-mm. colored movies on both the outgoing and returning trip. The films were run in the Eminence Theatre in conjunction with a regular feature picture, the additional revenue received more than paid for the cost.

Free movies are being offered patrons in at least two cafe's in Louisville's South End.

J. B. Renden of Screen Guild Pictures, and former owner and manager of the Adair Theatre, Adairville, was in town making his rounds of the territory as was Milton Krueger, salesman for United Artists.

BOSTON

The Tub Thumpers of Boston held an outing on Aug. 23, at the home of the former president, Harry Browning, on Mystic Lake in Arlington. Boating, swimming and games were promised, rain or shine.

Ken Forkey, head, Forkey Circuit, was host to a number of industry folks at his summer home on Lake Winnepesaukee, Guilfors, N. H. Weenie roasts, boating, fishing, and swimming were enjoyed by all.

Louis Levine is observing his 17th year as manager of the Rivoli Theatre in Chicopee, Mass., and his 36th in the amusement industry.

Leon Gorman, former owner, Cameo, South Portland, Maine, now operated by the Snider Circuit, was a recent visitor, having journeyed from his home in Florida. While in Boston he bought a new Packard, and when last seen was seated behind the wheel, headed back for Florida. Mrs. Gorman accompanied him on the trip.

Julian Eaton, assistant manager, Esquire, has now fully recovered from the strep throat and virus infection which confined him to his home.

Laura duPerry, head of the contract department at Warners, has announced her engagement to George McKenna.

At Warner Theatres, several changes have taken place, Vincent O'Brien, former assistant, Broadway, Lawrence, resigned to accept the management of E. M. Loew's Drive-in, Hartford, Conn. Tom Kilcoyne, former manager, Strand, Amesbury, moves to South Norwalk, Conn., as manager, Rialto, and Guido Luminello moves from the Premiere, Newburyport to the Modern, Lawrence, as manager.

Larry Germaine, Warner Theatres, New Haven office, spent a few days visiting his brother Harry of Price Theatre Premiums. He also visited the Don Jacocks' summer residence in Hyannis. Mrs. Germaine accompanied him.

(*Adv't*)







HERE ON FILM BUSINESS. Important members of the Rank Organization's production branch arrived in New York from England last week, with Mr. and Mrs. Sidney Box, left above, and Mr. and Mrs. Earl St. John, debarking from the Queen Elizabeth in the midst of the storm and stress kicked up over here by the Dalton ad valorem film tax over there. Box is head of the Gainsborough Studios and his own producing company with a studio at Islington. His wife, Muriel, is author and producer of "The Seventh Veil." He said he is here to "look and learn" on visits to New York theatres and then sessions at the Coast studios of Universal-International concerning forthcoming production matters. St. John (American, native of Alabama) is Production Advisor to the Rank Organization. He will discuss with U-I Production Chief William Goetz, details of exchanges of stars between the two affiliated organizations.

NEW HAVEN

Doug Beck, RKO exploitation representative who has been working on the New England premiere of "The Long Night," has returned to his headquarters in Philadelphia.

Floyd Fitzsimmons, MGM exploiteer who handles both the Albany and New Haven territories, is making a swing around the Poli theatres on "Romance On Rosy Ridge." Later this month he will vacation in Long Island and upper New York State.

Hy Fine, district manager of M. and P. theatres, visited Worcester, Hartford and New Haven on a routine check up.

Capitol Theatre, Bridgeport, which has been undergoing improvements, has reopened.

Lawrence Pastore, projectionist of the Warner Theatre, Bridgeport, died last week.

Loew's Poli, Meriden, will reopen Sept. 13 with Mollie Stickles, manager of the Loew Poli Palace, again supervising. New policy calls for weekend operation on Saturday and Sunday with new show each day.

Congratulations to Dan Richetelli, manager of the Colonial, Bridgeport, who is a grandfather, his daughter, Mrs. Grace DeLucia having given birth to twins.

Loew Poli Lyric, Bridgeport, under the guiding hand of Bob Carney, will reopen with a new policy of stage and screen shows on Sept. 14.

CLEVELAND

Martin F. Polcar, 87, who was a top exhibitor of Cleveland back in 1912, but who retired from the movie business 27 years ago, died this week at the home of his daughter, Mrs. Albert E. Ptak, Parma Heights. His sons, Martin F., Jr. and Edward M., and his son-in-law, Albert E. Ptak, now own the Lyceum Theatre.

State Theatre, Akron, was closed last week by the city and state building inspectors when five persons were slightly injured by falling of a section of the ceiling. Police prevented panic when they asked the patrons to remain seated until the lights were turned on. The 30-year old theatre is operated by Mrs. John Romwebber. The building, of which the theatre is a part, was recently purchased by Ed George of Akron.

William C. Olella, a Pittsburgh boy, has come to Cleveland to manage the Embassy Theatre, a downtown subsequent-run theatre belonging to the Community Circuit.

Stanley (Bud) Barach, son of NSS manager Nat and Mrs. Barach and his bride, the former Shirley Water, who were married on August 10, are honeymooning in Miami and Havana.

Paramount exchange closed at noon Monday for the annual summer company picnic at Aurora.

Twin sons were born last week to Jack Essick, son of P. E. Essick of the Scoville Essick and Reif circuit, and Mrs. Essick at Lakewood Hospital. Each weighed close to seven pounds. The Jack Essicks have another pair of twins, a boy and a girl, six years old. Jack is with the Scoville, Essick and Reif circuit.

Ruth Tatt, for several years with the United Artist office force, announces the arrival of a daughter, Aug. 10 at Mount Sinai Hospital.

Shirley Millstein of United Artists was married last Sunday to Ben Bxton of this city. They are honeymooning in Chicago.

MILWAUKEE

A new corporation—Beloit Theatres, Inc.—has been formed at Beloit, Wis., to manage, operate and conduct theatres, according to the records of the office of the secretary of state at Madison. A capital stock of 100 shares at no par value has been authorized. Incorporators are L. F. Gran, H. A. Rosenband and Marie A.

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"Voice of Theatre Speakers"
JOE HORNSTEIN has it!

Let's Wake Up Rip Van Winkle!

Millions of bushels of food may rot in our fields this harvest time, instead of being available to the world's markets—because we are short of freight cars. Here is a way that thousands of cars can be freed for service in a hurry.

ARE you interested in the price of food? Does it give you a twinge to see those pictures of mountains of wheat piled on the ground and potatoes going to rot—when there's a desperate world food crisis?

The bottle-neck is our freight-car shortage. But thousands of cars could be freed by a single decision—if old-line railroad managements would act.

Don't Blame the War!

This is hard to believe, but it's true: we have today only three-fourths as many freight cars in our country as we had twenty years ago. This shrunken fleet is now called on to handle the greatest peacetime traffic in history. And the war itself is not to blame for the shortage—for in no single year from 1925 to the start of hostilities did the railroad industry buy as many cars as it junked. Twenty years is a long time for even Rip Van Winkle to sleep!

What Can Be Done?

There is at least one remedy that can be applied at once—despite the steel shortage and other difficulties in car-building. This remedy requires no new equipment, no period of time—nothing but an act of management:

Lift what appear to be agreements between railroads that deliberately slow down freight trains!

Here is an example. There are eight important routes by which you can ship "fast" freight from California to Chicago. These routes vary in length as much as 450 miles. But, curiously, the time schedule for each of the eight is exactly 118 hours—and 30 minutes!

Similarly, scheduled freight trains moving west over the important routes from Chicago to the Coast areas, despite great differences in terrain and mileage, take exactly 130 hours—on the nose!

Is This Free Competition?

Could it be that these schedules are fixed by agreement? That the trains which could be fastest are held back for the slowest—so that no road can have even the slightest competitive advantage?

Railroad men know that, in many instances, a whole day could be cut off these schedules between California and Chicago—if managements would simply order it. If that were done, on these roads and on others, it would ease the national car shortage at once!

There is good reason to believe that by lifting deliberate freight slowdowns, on the roads that still practice them, *we could provide more cars this summer and fall than our shops can possibly build.* And every car is desperately needed!



Are old-line managements asleep in the dell while many freight trains creep at a snail's pace—by agreement?

A Call For Action!

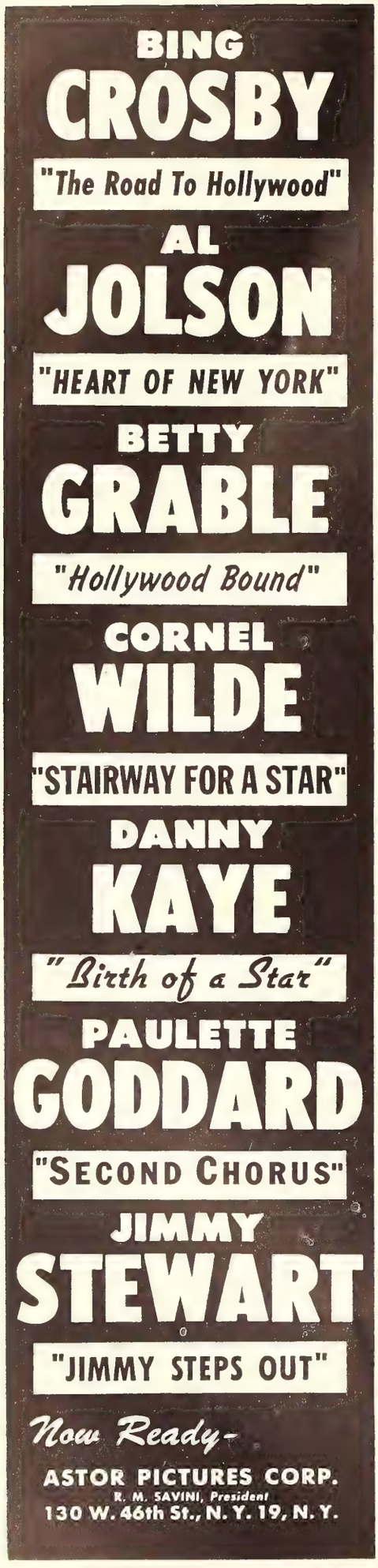
The next few weeks will be the critical ones in our food problem. Our wheat crop is estimated to exceed any previous record by 300 million bushels. *It is even now being piled in the fields —for want of cars.*

If you feel as strongly about this as the C&O does, write to your newspaper and your congressman.

Ask them to stir up Rip Van Winkle —and tell him that time is short. Demand that our trains be scheduled not merely to suit the private deals of the railroads, but so that we can make the best use, for the whole public, of our depleted stock of freight cars!

The Chesapeake and Ohio Railway

Terminal Tower, Cleveland 1, Ohio



REGIONAL NEWSREEL

(*Continued from Page* 24)

Weis.

Ownership of the Gem Theatre in Milwaukee will be transferred to the owners of the Avalon Theatre, effective this month. It is reported that the owners of the Gem will continue shows as usual, until a new building can be erected.

For the proposed show house at Cassville, Wisc., subscriptions of nearly $16,000 are reported to have been made, the goal being $30,000.

After being remodeled, the Portage Theatre, at Portage, Wis., was reopened on Aug. 3, with "Two Guys from Milwaukee."

The new Valley Theatre at Spring Valley, Wis., operated by the Charbonneaus, has been opened. It was a year in the making, due to building restrictions and lack of materials. Shows in the Community Hall will now be discontinued.

John Ott, Jr., Winnetka, Ill., who has spent 20 years in perfecting movie camera technique, states that what was at one time a movie stunt, is being used in industrial films on a large scale. This has reference to his movies of plants, in slow motion, for studying their growth, the effects of water, heat, bacteria, weed killers on the soil. Ott sees a great future for such movies in the industrial field.

ALBANY

Jack L. Warner, Jr., son of the executive vice-president in charge of Warner Bros. productions, was in the Albany zone to survey theatre situations of upper New York State. C. J. Latta, Chas. A. Smakwitz and Ralph E. Crabill personally conducted Warner through the Albany and Jamestown districts. He leaves Albany for the Washington zone which will complete his inspection of Warner Bros. Circuit Management Corporation in the country. During his stay in the Albany territory he visited with H. M. Warner who is stopping at the Gideon Putnam, Saratoga Springs, for the month of August.

New employes at the MGM office are Edith Germano, telephone operator, and student booker, Burton Topal out of the New York office.

MGM office held a picnic supper party at the home of H. L. Ripps in Loudonville, N. Y., last Tuesday.

Phil Baroudi has taken over the Northwood Theatre, North Creek which was formerly operated by his brother, Fred.

National Screen Service District Manager Leo Abrams visited the Albany territory.

Joe Rosen, Fox branch manager, went to Oneida to confer with the Kallet circuit.

Louis Alleman, RKO field man, has returned to this territory after an absence of several months. Bucky Harris, RKO field man, stopped in to say hello on his way to New Haven.

Mr. and Mrs. Drew Eberson are the guest of the latter's parents, Mr. and Mrs. C. J. Latta at their summer home at Taconic Lake.

Warner Bros. General Sales Manager Ben Kalmenson visited the Albany office.

More Fire Precaution

Dominion Fire Prevention Commissioner W. L. Clairmont, Ottawa, Canada, has asked Canadian exhibitors to give increased attention to fire safeguards because of an increase in theatre fire losses. In December of last year there were 39 theatre fires with resultant loss of $176,178, as against a loss of approximately $75,000 in 1945. More fire drills, fire-fighting equipment and the checking of theatre structures are suggested.

MINNEAPOLIS

William Clark has been named new divisional manager of RKO Theatres in Minneapolis, succeeding the late John D. Redmond. Clark was promoted from assistant division manager in Cincinnati. Robert T. Whelan, city manager for RKO Theatres, has been named assistant to Clark.

Marjory Ketchum, assistant cashier at Columbia, will be married on Oct. 5 to Robert Halverson of New Ulm, Minn.

Exchange staff of National Screen Service had a picnic at Theodore Wirth Park, Minneapolis.

Irene Reimer, head bookkeeper at NSS, is engaged to Adolph Esshen of Minneapolis. They plan to be married in the fall.

W. H. Workman, branch manager of MGM, assisted in judging a beauty contest for the Junior Chamber of Commerce at Fairmont, Minn.

Sign on the marquee of the Metro, Minneapolis neighborhood theatre, "Twin Beds," "Up in Mabel's Room."

A. O. Bruhn has purchased the Royle, Lohrville, Iowa, from William Laughlin. James Creel has sold the Emerald, Biwabik, Minn., to Reino Kinnunen. George H. Johnson is the new owner of the Park, Braham, Minn.

L. T. Rademacher is completing modernization of the Iris, Edgemont, S. D. August Berkholtz is remodeling the West Bend, West Bend, Wis., at a cost of $3,500.

ST. LOUIS

Attorneys for the Hyde Park Amusement Co., headed by Clarence Kaimann, will appeal from Circuit Judge Robert L. Aronson's decision denying its suit to regain title to the 700-seat Bremen Theatre here.

DeWitt T. Byrd, 31, of Jacksonville, Fla., a former convict, was arrested here Aug. 15 following an unsuccessful attempt to hold up the Longwood Theatre and a successful holdup of a delicatessen.

On Sept. 1, Marvin Bank will take over the operation and management of the 750-seat King Bee Theatre here. It is currently operated by B. A. Pautler.

Lou H. Walters, Ampro sales representative for the southwestern division, left here last week accompanied by his wife for their new home in Dallas, Tex.

Funeral services were held last Monday for Samuel Komm, 47, who died of a heart attack on Sunday. He owned five theatres in St. Louis and was a partner of the St. Louis Amusement Co. in several others and owned two theatres in Collinsville, Ill. He is survived by his widow, a son, Millard, two daughters and a brother, David, who owns a number of theatres in East St. Louis, Ill.

DENVER

More than 250 attended the annual picnic and golf tournament of the Rocky Mountain Screen Club at Park Hill Country Club. Frank Childs, with a net of 63, won the top golf prize for low net.

Dick Conley, Canon City, Colo., city manager for Fox Intermountain, has been transferred to La Junta in a similar job. Keith May, provisional city manager at La Junta, moves

(*Continued on Page* 27)

REGIONAL NEWSREEL

LONDON OBSERVATIONS

Renters Keep Mum About U. S. Films on Hand; Warners Miss Boat With "Life With Father"; British Producers Seek Speed-Up, But Lack Hollywood Efficiency

By JOCK MacGREGOR

While the Dalton tax is the topic of the most serious thought and discussion in film circles, the lay press is coming up with some truly wonderful suggestions to help showmen through the difficulties ahead. There is the idea of using combination stage and screen programs—there's lots and lots of punk acts around. The re-issue of British film classics is presented as a new idea. GB's engagement of the International Ballet in place of films for a week at the Gaumont State, Kilburn, a 4,000 seat neighborhood house, encouraged a number to suggest that the ballet should tour the circuit. Very practical idea for small theatres, isn't it?



Jock MacGregor

* * *

Renters' publicists have become security officers and are most reticent about revealing what films they hold unscreened.

Other than 20th Century-Fox, most companies have sufficient releases to see them through from three to twelve months. Producers have been rushing prints to London for some weeks.

Warner's "Life With Father" and "Voice of the Turtle," and four Monogram Allied Artists productions which arrived on the Queen Elizabeth on the eve of the tax just missed out and have been returned to the U. S.

MGM's "Song of Love" which I reported last week had not made it, did arrive before D (for Dalton) Day and it plus "Bel Ami," taken over from UA, strengthens Leo's position.

* * *

The British Film Producers Association in addition to joining in talks with the MPA are endeavoring to step up production and it would appear that the machinery will have to be severely overhauled. A speed up will also be necessary and maybe technicians will also be judged by keeping to schedule and budgets rather than results.

What has impressed me most about my visit to Hollywood in the spring is that most of the pictures which I saw in production have been shown here, while few British productions on the floor this year have yet been screened.

American companies working here keep schedules and it is hard to see why their British cousins using the same studios and equipment cannot. Edward Dmytryk finished "So Well Remembered" on time, while Hal B. Wallis and Lewis Allen were ahead of schedule with "So Evil My Love," which is being whispered at Denham as a possible Academy Award contender.

The Rank Organiation rates the greatest respect, but the feeling persists that they require an over-ruling producer-in-chief. Some one who will chase the producers who do not keep to schedule, plan a proper star-building program, see that players are adequately employed without being worked into breakdowns, and above all co-ordinate.

* * *

An example of lack of co-ordination is found in two press releases, received in the same mail from Rank companies. The Gainsborough hand out reads:—"From this replica will be built a reproduction of the stage and back-stage of Covent Garden, the orchestra pit and a section of the auditorium." This is for Sydney Box's "Miranda," at Islington. The Archers' story for "Red Shoes" reads:—"A replica of the Covent Garden stage, wings, orchestra pit, tiers of boxes and front rows of the auditorium has been built at Pinewood."

With the shortage of materials, studio space and manpower it would appear that some means might have been found to use the one set for both productions.

* * *

Gambling on the Dalton Dues going through in their present form are certain get-rich-quick merchants who plan to produce second features on a shoe-string.

* * *

Sir Henry French tells me that though several advertisements have still to appear, the "See a British Film" campaign is ending.

* * *

Complaints have been lodged by the CEA with the KRS on the grounds that certain salesmen have stepped up terms for re-issues.

* * *

Two normally first-run Rank West End houses are showing reissues. The Tivoli has "Piccadilly Incident" and the New Gallery has "Green for Danger" double billed with a rehash of Michael Powell's "Edge of the World" made some ten years ago.

(Continued from Page 26)

to Canon City as city manager.

Republic Manager Gene Gerbasse and James Ecker, salesman, are in Albuquerque, N. M., on a sales trip.

Paul Hoppen, former operator of the Plaza Theatre, still owner of the building, has entered the theatre brokerage business, with offices at 2044 Broadway.

Marriages in the Fox Intermountain division offiecs include that of Susan Krueger to William J. Matsch, Jr.; Dorothy Sloan will soon be married to Fred D. Coffin.

Kenneth McKaig, United Artists salesman in Los Angeles since 1929, has been promoted to branch manager in Denver, succeeding Clarence Olson, transferred to San Francisco.

Fox Intermountain Theatres put on a contest for the best fronts constructed for "Best Years of Our Lives." The money went to Jack Kramer, city manager Durango, Col., $25; Don Smith, city manager Longmont, Colo., $15, and Vern Fletcher, city manager Idaho Falls, Idaho, $10.

INDIANAPOLIS

Joe Rost, home office representative, Warner Bros., spent several days at the local branch discussing the newsreel problems.

Mrs. Ora Meissner, operator of the Gibson Theatre, Batesville, Ind., was saddened during the past week by the death of her brother Max Gibson for many years clerk in the circuit court of Ripley County.

Harry C. Nagel, 61, who formerly operated the Dream Theatre here, and later operated houses in Dayton, Ohio, died Aug. 4 in a hospital at Dayton. He was one of the pioneer showmen of Indiana and widely known in this area.

Wife of Joe Meadows, operator of the Strand Theatre, Dawson Springs, Ind., is suffering with a heart ailment.

Harvey Cocks, general manager, Quimby Theatres, Ft. Wayne, Ind., has returned from two weeks' of fishing at Glen Cove, L. I.

U-I District Manager Peter Rosian spent Tuesday through Thursday at the local branch on business.

NEW THEATRES

Louisville—Morris Smith has let the contract for a new theatre in Taylorsville, Ky., to replace the Ace which was destroyed by fire a short time ago. Major equipment has already been bought—Ideal chairs, Motiograph projection and sound equipment, and Strong "one-kilowatt" lamps—all purchased through the Falls City Theatre Equipment Co. of Louisville.

St. Louis—The Troy (Ill.) Civic Improvement Association has received a permit for the construction of a theatre to cost $28,000, exclusive of equipment. Sam Komm, St. Louis theatreman, will manage the house.

St. Louis—Fox Midwest has received bids for the construction of a one-story, stucco, concrete and steel, Spanish-type architecture, film theatre in Raytown, Mo.

St. Louis—Mrs. Blanche Newman, F. A. Teague and Jim Phillips are building a 600-seat film theatre in Berryville, Ark. It will be included in a commercial building, the whole to cost $100,000.

Toronto—Premier Theatres, operated by the Allens of Toronto, will build a theatre in Cobourg, Ont., to replace the Capitol. The Allens have already started construction of a $150,000 theatre in Willowdale, Toronto suburb.

Omaha—The Uptown Theatre Corp., headed by Albert M. Seff, has begun the building of a 700-seat theatre in Sioux City Ia., with cost expected to run around $75,000.

Auburn, Ind.—H. E. Heart has engaged architects to draw up plans for a theatre and business block to be constructed here at cost of about $250,000.

New Microphonic Sound JOE HORNSTEIN *has it!*

HOLLYWOOD

STR West Coast Offices 6777 Hollywood Blvd. Hollywood 28, Calif. Telephone Hollywood 2055

Small Studios, Independents Generate Production Steam

More or less inactive during the past several weeks, the smaller companies, including the independents, are generating production steam, with Monogram and PRC back in the running with several pictures before the cameras. Among the independents, Producing Artists Co. began its initial effort, "Prelude to Night," on Aug. 19, with Edgar Ulmer directing at Motion Picture Center Studios. In the cast are Zachary Scott, Louis Hayward, Diana Lynn and Sydney Greenstreet. Jerry Fairbanks, who heretofore has confined himself to short subjects, is making a feature, "Doctor Jim," with Lew Landers directing. Cast includes Stewart Erwin, Hobart Cavanaugh, William Wright and Barbara Wooddell.

Selznick Releasing Organization's "Portrait of Jennie" has returned to Hollywood after six months location in New York, New England states and New Jersey. Director John Ford brought back the Argosy "War Party" troupe from Monument Valley, after sweating out 130-degree heat.

"A Foreign Affair," now titled "Foreign Affairs," is getting the background treatment in Berlin, where director Billy Wilder has a camera unit working. On the Paramount home lot, Harry Harvey and Robert Armstrong were added to "The Paleface."

Columbia's "Glamor Girl," which Sam Katzman is producing, had Gene Krupa and orchestra pre-recording Gene's Boogie, while over at the Darmour Studio, Arthur Dreifuss directed Jack Leonard, Susan Reed, Michael Duane and Jimmy Lloyd in dramatic scenes for the new musical. Unsatisfactory weather forced Gene Autry's "A Little Spanish Town" back to Hollywood from an Arizona location. Comedian William Frawley was signed for "Blondie's Anniversary," just started, while Fortunio Bonanova was added to "Rose of Santa Rosa."

Shooting started Aug. 21 on "The Red Hornet," first of Monogram's new Charlie Chan series starring Roland Winters. James S. Burkett produces the film, which marked resumption of shooting on the Monogram lot following recent production shutdown. "The Man from Powder River," Johnny Mack Brown western, supposed to start last week, was postponed until Aug. 25.

RKO's "Race Street" is in San Francisco, on location, under Edwin Marin's direction. Dewey Robinson won the role of the bouncer in Universal-International's "River Lady." U-I starts "Letter from an Unknown Woman" Aug. 25, a Rampart Production.

Two Eagle-Lion companies were back home after long travels; they are "T-Man" and "Northwest Stampede," the latter from Calgary, Canada. Director Fred Wilcox is looking for suitable location sites for MGM's forthcoming Technicolor Lassie production, "The Hills of Home"; and the second unit of Frank Capra's "State of the Union" is in Oakland shooting backgrounds. A new Hopalong Cassidy started Aug. 14 for United Artists release.

Republic completed "The Red Pony," and also put the finishing touches on Roy Rogers' "The Gay Ranchero." "Marshal of Amarillo," now "Outlaws of Ghost Town," was still another one finished; Gordon Kay served as associate producer and cast included Allan "Rocky" Lane, Bob Steele, Roy Barcroft, and others. "Slippy McGee" was scheduled to roll Aug. 21, with Al Kelley as director and Lou Brock as producer. The film stars Donald Barry and Dale Evans.

PRC zoomed back into action with the last "Lash" La Rue for the 1947-48 season, "Stage to Mesa City." Cast includes LaRue, "Fuzzy" St. John and Jennifer Holt, Frank Satenstein is producing and John Reinhardt directing "Open Secret," featuring John Ireland, George Tyne and Ellen Lowe.

Warners is shuttered and 20th-Century Fox is just about the same, with "The Snake Pit" the lone picture still in front of the lenses.

Savini Signs Carson

Robert M. Savini, president of Yucca Pictures Corp., has signed Sunset Carson for a series of six action pictures to be released and distributed through Astor franchise exchanges. First in the series, "Sunset Carson Rides Again," has been completed.

NOW BEFORE THE CAMERAS

COLUMBIA. A Little Spanish Town (Autry, in Cinecolor); Blondie's Anniversary; Rose of Santa Rosa; Glamour Girl (Katzman).

PRC. Open Secret (Marathon); Stage to Mesa City.

REPUBLIC. Slippy McGee.

TWENTIETH CENTURY-FOX. The Snake Pit.

UNITED ARTISTS. Untitled Hopalong Cassidy. (Boyd).

WARNER BROS. To the Victor.

MGM. On An Island With You (Technicolor); Luxury Liner (Technicolor).

EAGLE-LION. Northwest Stampede (Al Rogell, in Cinecolor); T-Man.

UNIVERSAL-INTERNATIONAL. Tap Roots (Wanger, in Technicolor); A Double Life (Kanin); The Naked City (Hellinger); Mortal Coils; River Lady (Technicolor); Letter From An Unknown Woman (Rampart).

RKO RADIO. Miracle of the Bells (Lasky-MacEwen); I Remember Mama; Roughshod; Good Sam (Rainbow Prods.); Rachel; Stations West; Race Street; A Song Is Born (Goldwyn, in Technicolor); Tarzan and the Mermaids (Lesser).

MONOGRAM. Rocky (Lindsley Parsons); The Man from Powder River; The Quest of Willie Hunter (Wrather); The Red Hornet.

PARAMOUNT. My Own True Love; The Paleface (Technicolor).

ARGOSY. War Party.

SRO. Portrait of Jennie.

ALSON. The Tender Years.

INDEPENDENT. Doctor Jim (Jerry Fairbanks).

PRODUCING ARTISTS CO. Prelude to Night.

Runyon Character Slated For Hope; Hart Story Set

"Sorrowful Jones," the character created by the late Damon Runyon, will be the next starring vehicle for Bob Hope, Paramount has announced. A departure from the comedian's customary all-out comedy roles, the film is calculated to show Hope's ability at heart-warming drama as well as fun-making. Robert Welch will produce.

Also at Paramount negotiations have been completed for the screen rights to "Streets of Laredo," and plans have begun to film the original Norman Reilly Raine story on a major scale. Endre Bohem has been assigned the production reins. Lewis Allen will direct "The Sealed Verdict," to star Ray Milland, with Robert Fellows producing from a screenplay by Jonathan Latimer.

At Warners Seton I. Miller has been signed to a long-term writer-producer contract under which his initial assignment in the dual capacity will be "Colt. 45," a western melodrama, slated as a starring vehicle for Wayne Morris.

New contracts also went to Perc Westmore, head of the Warner makeup department, who stays seven more years at the Burbank lot (that'll make a total of 32 years), and Tom D'Andrea, featured player, whose term pact calls for his services as a writer in addition to acting.

Seymour Nebenzal and Charles R. Rogers have joined forces to produce three pictures in Technicolor. The first will be a Maria Montez starrer, "Queen of Hearts," based on Louis Verneuil's famous European play, "Cousin from Warsaw." Production is slated to start late in October. United Artists is expected to distribute the three films.

The life of the late William S. Hart, hero of hundreds of early-day western movies, will be filmed by 20th Century-Fox. The company recently purchased Hart's life story and has assigned Sol Siegel to produce the picture. Sy Bartlett wrote the screenplay.

Robert Buckner's first picture under his recently-signed writer-producer contract with Universal-International will be "Patent Applied For," an original by Herbert Clyde Lewis. Buckner will write the screenplay and handle the production reins. U-I has purchased "Three for the Money," and unpublished original by Selma Diamond and Onnie Whizzen, as a starring vehicle for Abbott and Costello.

Robert Wise, who has been directing for RKO Radio for the past four years and has been with the company for 14 years in various capacities, has had his option lifted for another year. He will next direct "Mystery in Mexico" for Producer Sid Rogell at the RKO Churubusco Studios in Mexico City. Under his new producer contract, William Pereira will do "The Captain Was a Lady" as the first of three scheduled pictures on his RKO production slate for next year. Other Pereira assignments include "Bed of Roses," by Hagar Wilde, and "Dark Medallion," based on the Dorothy Kingsley novel.

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PAIR DEVRY 2,000 ft. portable sound projectors and speaker $600. In use in theatre till now when replaced by arc machines. Tamaroa Theatre, Tamaroa, Ill.

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CETRON PHOTOCELLS, FIRST QUALITY, $3.95; Exciter lamps 39¢; New 30 ampere rectifiers $115.90 pair; 30% discount on parts for Simplex and Powers. Star Cinema Supply Company, 459 West 46th Street, New York 19, N. Y.

PANIC BOLTS, $22.50; PYREX REFLECTOR SPOTLAMPS, $2.35; Latest Superior Projector Mechanisms, $695.00; Fountain Bubblers, $10.95; Sandurns, $6.95; Photocells, $1.95; Latest 75 amp Suprex Rectifiers, $315.00; Snowlike Soundscreens sizes to 10'4", special 21½¢ square foot; Sunroc Water Coolers, $230.00; Carbon Savers 1/3 cost, 6-mm. to 13-mm. 77¢; Coated Lenses, Series I $50.00; Series II $75.00; (trades taken). New Catalog ready. S.O.S. Cinema Supply Corp., 449 West 42nd Street, New York 18.

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COMPLETE BOOTH EQUIPMENT, SIMPLEX RS-DB projectors, stands, magazines. RCA sound equipment. Brenkert lamps and rectifiers. A Bargain, $1375.00. Palace Theatre, Greensboro, N. C.

PAIR REBUILT POWERS 6B Projectors with Sound Heads $300.00. Pair reflector lamps with automatic feed $100.00. Pair 30 Amp Rectifiers $120.00. P. Sabo, 916 N.W. 19th Ave., Portland, Ore.

GOLD SEAL 2 UNIT TICKET MACHINES, rebuilt, $157.50; Hand operated, $79.50; Strong Junior lamphouses, perfect, $135.00 pair; RCA sound system $525.00; Genuine Simplex rear shutter mechanisms, spiral gears, rebuilt like new, $340.00; Powers $115.00. Write us your requirements. Star Cinema Supply Company, 459 West 46th Street, New York 19, N. Y.

SACRIFICING SURPLUS SOUND PROJECTOR OUTFITS—New Zeiss Ikon 35-mm., $275.00; Used 16-mm. RCA $149.50; Bell & Howell, Ampro, Victor, DeVry, $195.00 up; Like new Amproarc HI $1295.00; 35-mm. Holms LI Arc equipments, $1295.00; DeVry HI Theatre equipments, $2495.00; Rebuilt Super Simplex outfits with RCA Sound, $3850.00. S.O.S. Cinema Supply Corp., 449 West 42nd Street, New York 18.

RCA BRENKERT PROJECTOR MECHANISMS, $495.00; Neumade Rewind Tables, 30" high, $19.95; Benwood-Linze Twin HI Rectifier 65 amperes, rebuilt, $345.00; Motiograph K Projector Mechanisms with changeover, rebuilt $695.00; Century rebuilt $595.00; Super Simplex rebuilt, $650.00; Ticket Machines, 2 unit manual, $99.50; 3 unit, $135.00. S.O.S. Cinema Supply Corp., 449 West 42nd Street, New York 18.

FACTORY REBUILT HOLMES, NAVY TYPE, COMPLETE, $950.00 pair; DeVry XDC, like new, $1950.00 pair; 2 unit hand operated ticket machines, rebuilt, $79.50; Simplex mechanisms, rear shutters, spiral gears, rebuilt, $330.00; Powers, $109.50. STAR CINEMA SUPPLY COMPANY, 459 W. 46th Street, New York City 19.

FOR SALE—ONE PAIR STRONG LOW INTENSITY LAMPS with converter complete in good operating condition. $200.00. Dixie Theatre, 1309 S. Rampart St., New Orleans, La.

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New York 18, New York

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FEATURE Booking GUIDE

TITLE INDEX

Listed in the following index are titles of features (exclusive of western series releases) with name of the distributor following the title. For data as to running time, stars, etc., refer to title under distributor company listings.

A

Title	Company
Abie's Irish Rose	**UA**
A Double Life	U-I
Adventures of Don Coyotes	**UA**
Adventures of Casanova	**EL**
Adventuress, The	EL
Affairs of Geraldine	**Rep.**
A Lady Surrenders	**Univ.**
Albuquerque	**Para.**
Alexander's Ragtime Band	**20th-Fox**
Alias A Gentleman	**MGM**
Alias Mr. Twilight	**Col.**
A Likely Story	**RKO**
Always Together	WB
A Little Spanish Town	Col.
A Man About the House	**Brit.**
A Miracle Can Happen	**UA**
Angel and the Badman	**Rep.**
Angel on My Shoulder	**UA**
Apache Rose	**Rep.**
Arch of Triumph	**Ent.**
Arizona	Col.
Arnelo Affair	**MGM**
A Song Is Born	MGM
Atlantis	**UA**

B

Bachelor and the Bobby-Soxer	**RKO**
Bachelor's Daughters	**UA**
Backlash	**20th-Fox**
Banjo	**RKO**
Beast With Five Fingers	**WB**
Beat the Band	**RKO**
Beauty and the Bandit	**Mono.**
Bedelia	**EL**
Beginning or the End	MGM
Bells of San Angelo	**Rep.**
Berlin Express	RKO
Bells of San Fernando	**SGP**
Best Years of Our Lives	**RKO**
Beware of Pity	Brit.
Beyond Tomorrow	**Astor**
Big Clock, The	**Para.**
Big Town	**Para.**
Big Town After Dark	**Para.**
Big Town Scandal	**Para.**
Bill and Coo	**Rep.**
Birds and the Bees, The	**MGM**
Birth of a Star	**Astor**
Bishop's Wife, The	**RKO**
Black Angel	**Univ.**
Black Arrow, The	Col.
Black Beauty	**20th-Fox**
Black Gold	**Allied**
Blackmail	**Rep.**
Blaze of Noon	**Para.**
Blind Spot	**Col.**
Blonde Alibi	**Univ.**
Blonde Savage	**PRC**
Blondie in the Dough	**Col.**
Blondie's Anniversary	Col.
Blondie's Big Moment	**Col.**
Blondie's Holiday	**Col.**
Blue Skies	**Para.**
Body and Soul	**UA**
Bohemian Girl	**FC**
Boomerang	**20th-Fox**
Boston Blackie and the Law	**Col.**
Born to Kill	**RKO**
Bowery Buckaroos	Mono.
Bowery, The	**20th-Fox**
Boys' Ranch	**MGM**
Brasher Doubloon	**20th-Fox**
Brief Encounter	**Univ.**
Bringing Up Father	**Mono.**
Broadway Limited	**Favorite**
Brute Force	**Univ.**
Brute Man	**PRC**
Buck Privates Come Home	**Univ.**
Buffalo Bill Rides Again	**SGP**
Bulldog Drummond at Bay	**Col.**
Bulldog Drummond Strikes Back	**Col.**
Burning Cross, The	**SGP**
Bury Me, Dead	**PRC**
Bush Pilot	**SGP**

Features and western series pictures are listed alphabetically by title under name of distributor. (Consult TITLE INDEX *for distributor of pictures known only by title.) Numerals at left of titles indicate* PRODUCTION OR BLOCK NUMBER, *(SP in this column indicates Special release sold separately), those at extreme right give publication date of Advance Data: a; or Box-Office Slant: b. Asterisk following title indicates color photography with adjoining letter giving name of type of color thus: *T: Technicolor, *C: Cinecolor, *M: Magnacolor, *U: Trucolor, *V: Vitacolor. Audience Classification is indicated by letters following titles: A—Adult; F—Family Letters and combinations thereof in parenthesis indicate type of story in accordance with following key:*

(B) Biographical	*(C) Comedy*
(D) Drama	*(Doc) Documentary*
(G) Gangster	*(M) Musical*
(H) Horror	*(W) Western*
(My) Mystery	*(Wa) War*

ALLIED ARTISTS

Prod. No.			Run Time Mins.	Rel. Date	See Issue of
	CURRENT				
1	**It Happened on Fifth Avenue (C)F**	Gale Storm-Don DeFore	115	4/19/47	b2/8/47
	COMING				
2	Black Gold *C (D)F	A. Quinn-K. deMille-E. Knox	92	9/6/47	b6/28/47
3	Gangster, The	Belita-B. Sullivan-J. Lorring	86	11/22/47	
5	Hunted, The	Belita-P. Foster	85		
4	Song of My Heart	Frank Sundstrom-Audrey Long	85		a4/26/47

ASTOR PICTURES

Sp.	**Birth of a Star**	Danny Kaye	38		**New Release**
	Cheers for Miss Bishop	Martha Scott, Wm. Gargan	56		**Reissue**
	Courageous Dr. Christian	Jean Hersholt	69		**Reissue**
	Flying Deuces, The	Stan Laurel-Oliver Hardy		10/10/46	**Reissue**
	Her Enlisted Man (CD)	Barbara Stanwyck-Robt. Young	70		**Reissued**
	Hollywood Bound	Betty Grable	51		**Reissue**
	Jimmy Steps Out	J. Stewart-P. Goddard	89		**Release**
	Let 'em Have It (G)	Bruce Cabot-Virginia Bruce	70		**Reissued**
	Little Men	Oakie-Francis-Bancroft	83		**Release**
	Road to Hollywood	Bing Crosby	56		**Reissue**
	Second Chorus	Fred Astaire-Paulette Goddard		11/18/46	**Re-release**
	Silver Devil (D)F	H. Gibson-Stephin Fetchit	62		**Remake**
	Sky Devils (C-D)	Spencer Tracy	88		**Reissued**
	Stairway to a Star	Cornel Wilde	60		New Release
	Swiss Family Robinson	Marshall-Best	74		Reissue
	The Noose	Brown-Drake	78		Reissue
	Thunder in the City	Edw. G. Robinson	81		**Reissued**
	White Stallion	Dean-Maynard	57		New Release

COLUMBIA

	CURRENT 1946-'47				
828	**Alias Mr. Twilight (D)A**	Michael Duane-Trudy Marshall	69	12/19/46	b12/28/46
	Arizona	J. Arthur-W. Holden-W. William			Reissue
825	Blind Spot (My)A	Chester Morris-Constance Dowling	73	2/6/47	a11/2/46
807	Blondie's Big Moment (C)F	P. Singleton-A. Lake-A. Louise	69	1/9/47	b12/14/46
808	Blondie's Holiday (C)F	Arthur Lake-Penny Singleton	67	4/10/47	b3/1/47
822	**Boston Blackie and the Law (My)F**	Chester Morris-Trudy Marshall	69	12/12/46	b11/16/46
820	Bulldog Drummond at Bay (My)A	Ron Randell-Anita Louise	70	5/15/47	b4/19/47
826	Cigarette Girl (C)A	L. Brooks-J. Lloyd-J. Barton	67	2/13/47	b2/15/47
839	Corpse, Came C.O.D., The	G. Brent-J. Blondell-A. Jergens	68	5/31/47	
	Daring Young Man, The	J. E. Brown-J. Chapman			Reissue
830	**Dead Reckoning (D)A**	Humphrey Bogart-Lizabeth Scott	99	Feb. '47	b1/4/47
	Doctor Takes A Wife, The	Loretta Young-Ray Milland			Reissue
812	For the Love of Rusty (C-D)F	T. Donaldson-T. Powers-A. Doran	68	5/1/47	b7/5/47
834	Framed (D)A	Glenn Ford-Janis Carter	82	April '47	b3/8/47
	Golden Boy	B. Stanwyck-A. Menjou-W. Holden			Reissue
	Good Girls Go to Paris	J. Blondell-M. Douglas-W. Connolly			Reissue
836	Guilt of Janet Ames, The (D)A	Rosalind Russell-Melvyn Douglas	83	April '47	b3/8/47
838	Gunfighters *C (W)F	Randolph Scott-Dorothy Hart	87	July '47	b6/14/47
883	Johnny O'Clock (D)A	Dick Powell-Evelyn Keyes	86	Mar. '47	b1/4/47
831	Jolson Story, The *T (D-M)F	L. Parks-E. Keyes-W. Demarest	128	Jan. '47	b9/21/46
809	King of the Wild Horses (D)F	Preston Foster-Gail Patrick	79	3/27/47	b3/29/47
	Let Us Live	M. O'Sullivan-H. Fonda-R. Bellamy			Reissue
815	Little Miss Broadway	Jean Porter-John Sheldon	69	6/19/47	
823	**Lone Wolf in Mexico (My)A**	Gerald Mohr-Eric Blore-Sheila Ryan	70	1/16/47	b12/28/46
814	Millie's Daughter (D)F	Gladys George-Paul Campbell	71	3/20/47	b2/15/47
817	Millerson Case, The (M)F	W. Baxter-N. Saunders	72	5/29/47	b5/24/47
	More Than a Secretary	J. Arthur-G. Brent-L. Stander			Reissue
832	**Mr. District Attorney (My)A**	Dennis O'Keefe-M. Chapman	81	Feb. '47	b12/28/46
829	**Return of Monte Cristo (D)F**	L. Hayward-G. Macready-U. O'Connor	91	Dec. '46	b11/23/46
	She Couldn't Take It	G. Raft-J. Bennett-W. Connolly			Reissue
	Shut My Big Mouth	J. E. Brown-A. Mara-V. Jory			Reissue
804	**Singin' in the Corn (C-M)F**	Judy Canova-Allen Jenkins	66	12/26/46	b11/16/46
811	Sport of Kings	Gloria Henry-Paul Campbell	68	6/26/47	
	Texas	W. Holden-C. Trevor-G. Ford			Reissue
819	The Thirteenth Hour (My)A	Richard Dix-Karen Morley	65	3/6/47	b2/15/47
	COMING				
	A Little Spanish Town	Gene Autry-Elaine Marion			
	Blondie in the Dough	P. Singleton-A. Lake-L. Simms			
	Blondie's Anniversary	Penny Singleton-Arthur Lake			
	Bulldog Drummond Strikes Back (My)	Ron Randell-Gloria Henry		9/4/47	a7/26/47
	Crime Doctor's Gamble	Warner Baxter-Micheline Cheirel			
	Devil Ship	Richard Lane-Louise Campbell			
	Down to Earth *T (M-C)A	Rita Hayworth-Larry Parks	101		b8/2/47
	Glamour Girl	Jack Leonard-Michael Duane			
	Her Husband's Affairs (C)A	F. Tone-L. Ball-E. E. Horton	86		b7/26/47
	I Love Trouble (My)	F. Tone-J. Blair-J. Carter			a7/9/47
	It Had to Be You (C-D)	Ginger Rogers-Cornel Wilde			a7/5/47
803	Keeper of the Bees (D)	Gloria Henry-Michael Duane	68	7/10/47	a6/7/47
	Key Witness	John Beal-Trudy Marshall			a6/28/47
	Lady from Shanghai, The	Rita Hayworth-Orson Welles			a4/12/47
837	Last of the Redmen	J. Hall-M. O'Shea-E. Ankers	77	Aug. '47	
	Lone Wolf in London	Gerald Mohr-Nancy Saunders			
	Man from Colorado, The (D)	Glen Ford-Ellen Drew-Wm. Holden			a5/24/47
	Mating of Millie, The (D)	G. Ford-E. Keyes			a8/2/47
835	Pacific Adventure	Ron Randell-Muriel Steinbeck	80	July '47	
	Prince of Thieves	Jon Hall-Patricia Morrison-A. Jergens			

COLUMBIA (Continued)

Prod. No.		Run Time Mins.	Rel. Date	See Issue of
	COMING			
	Rose of Santa Rose — Hoosier Hot Shots-E. Noriaga			
	Relentless *T — R. Young-M. Chapman-W. Parker			a1/11/47
	Sign of the Ram, The (D) — Susan Peters-Alexander Knox			a8/16/47
813	Son of Rusty, The (D)F — T. Donaldson-T. Powers-A. Doran	67	8/7/47	b8/16/47
	Sport of Kings (D) — Gloria Henry-Paul Campbell			a7/12/47
	Strawberry Roan *C (W) — Gene Autry-Gloria Henry			a7/26/47
	Sweet Genevieve — Jean Porter-Jimmy Lydon			
	Swordsman, The — Larry Parks-Ellen Drew-G. Macready			a1/4/47
	The Last Round-Up — Gene Autry-Jean Heather			
	To The Ends of The Earth (D) — Dick Powell-Maylia			a7/19/47
	Two Blondes and a Redhead (C-D) — Jean Porter-Jimmy Lloyd			a6/14/47
	When A Girl's Beautiful — Adele Jergens-Marc Platt		9/25/47	
	Westerns (Current)			
867	**Law of the Canyon (W-M)F** — Charles Starrett-Smiley Burnette	55	4/24/47	b6/28/47
866	**Lone Hand Texan, The (W-M)F** — Charles Starrett-Smiley Burnette	54	3/6/47	b3/1/47
852	**Over the Sante Fe Trail (W-M)F** — Ken Curtis-Jenifer Holt	63	2/13/47	b2/15/47
868	**Prairie Raiders (W-M)F** — Charles Starrett-Smiley Burnette	55	5/29/47	b7/19/47
	Smoky River Serenade — P. Campbell-F. Terry-Hoosier Hotshots		Aug. '47	
865	**South of the Chisholm Trail (W)F** — Charles Starrett-Smiley Burnette	58	1/30/47	b2/1/47
853	**Swing the Western Way** — J. Leonard-M. Dugan-Hoosier Hot Shots	66	6/26/47	
864	**West of Dodge City** — Charles Starrett-Smiley Burnette	57	3/27/47	
	Westerns (Coming)			
	Buckaroo From Powder River — Charles Starrett-Smiley Burnette			
	Last Days of Boot Hill (W) — Charles Starrett-Smiley Burnette			a7/19/47
	Phantom Valley — Charles Starrett-Smiley Burnette			
870	Riders of the Lone Star — Charles Starrett-Smiley Burnette	55	8/14/47	
	Six Gun Law (W) — C. Starrett-S. Burnette			
851	Smoky River Serenade — P. Campbell-F. Terry-Hoosier Hotshots		Aug. '47	
869	Stranger From Ponca City — Charles Starrett-Smiley Burnette	56	7/3/47	

EAGLE-LION

	CURRENT			
103	Adventuress, The — Deborah Kerr-Trevor Howard	100	3/17/47	7/13/46
101	Bedelia (D)A — Margaret Lockwood-Ian Hunter	81	2/1/47	b6/3/46
	Green for Danger (My)A — Sally Gray-Trevor Howard	91		b12/14/46
102	It's a Joke Son (C)F — Kenny Delmar-Una Merkel	64	1/25/47	b1/25/47
104	Lost Honeymoon (C)A — Franchot Tone-A. Richards-T. Conway	71	3/29/47	b3/15/47
107	Red Stallion *C (D)F — T. Donaldson-R. Paige-J. Dowell	82	8/16/47	b7/26/47
105	Repeat Performance (D)A — Joan Leslie-L. Hayward-F. Basehart	93	5/30/47	b5/24/47
	COMING			
	Adventures of Casanova — A. deCordova-L. Bremer- T. Bey			
106	Caravan — Stewart Granger-Jean Kent		7/26/47	
	Love from a Stranger (D) — J. Hodiak-S. Sidney-A. Richards			a7/12/47
	Man From Texas (My-D) — J. Johnston-J. Craig-L. Bari			a7/19/47
	Out of the Blue (C-D) — G. Brent-V. Mayo-T. Bey			a7/12/47
	Northwest Stampede *C — J. Leslie-J. Craig-J. Oakie			
	T-Man — Dennis O'Keefe			

FAVORITE FILMS CORP.

	Broadway Limited — Dennis O'Keefe-V. McLaglen	74	1/1/47	Reissue
	Daring Desperadoes — I. Lupino-L. Carrillo-N. Martini		May '47	Reissue
	Of Mice and Men (D)A — B. Meredith-Betty Field-L. Chaney, Jr.	105	12/1/46	Reissue
	Road Show — C. Landis-J. Hubbard-A. Menjou	86	Mar. '47	Reissue
	Sea Bandits — D. Morgan-Steffi Duna		May '47	Reissue
	There Goes My Heart — Frederic March-Virginia Bruce	82	Mar. '47	Reissue
	Topper Takes Trip — C. Bennett-R. Young-A. Mowbray	79	Feb. '47	Reissue
	Topper Returns — O'Keefe-Landis-Blondell-Young	87	Feb. '47	Reissue

FILM CLASSICS

	CURRENT			
	Devil to Pay — R. Colman-L. Young-M. Loy	74		
	Jungle Book — Sabu	105		
	North Star — Anne Baxter-Dana Andrews	109		
	Palmy Days — Eddie Cantor-George Raft	80		
	Return of the Scarlet Pimpernel — B. Barnes-J. Mason-S. Stewart	81		
	Scarlet Pimpernel, The — Merle Oberon-Leslie Howard	98		
	Stella Dallas — J. Boles-R. Stanwyck-A. Shirley	107		
	The Patient Vanishes (My)A — James Mason-Mary Clark-M. Vyner	78		b5/31/47
	The Thief of Bagdad — Sabu-Conrad Veidt-June Duprez	109		
	Unholy Garden — R. Colman-Fay Wray	77		
	Westerner, The — G. Cooper-D. Davenport-W. Brennan	102		
	Woman Chases Man — Miriam Hopkins-Joel McCrea	70		

METRO-GOLDWYN-MAYER

Prod. No.				
	CURRENT			
716	Beginning Or the End, The (D)F — B. Donlevy-R. Walker-G. Tearle	112	Mar. '47	b2/22/47
724	Dark Delusion (D)F — L. Barrymore-J. Craig-L. Bremer	90	June '47	b4/12/47
727	Fiesta *T (D-M)F — Esther Williams-John Carroll	101	July '47	b5/17/47
702	Gallant Bess *C (D)F — Marshall Thompson-Jim Davis	99	Jan. '47	b9/7/46
723	Great Waltz, The (M)F — L. Rainer-F. Gravet-M. Korjus	110	July '47	Reissue
721	High Barbaree (D)F — Van Johnson-June Allyson	91		b3/15/47
728	Hucksters, The (C-D)A — C. Gable-D. Kerr-A. Menjou	115	July '47	b6/28/47
	It Happened at the Inn — Fernand Ledoux-Maurice Rollin	103	April '47	b9/21/46
718	It Happened in Brooklyn (C-M)F — F. Sinatra-K. Grayson	103		b3/8/47
712	Lady in the Lake (My)A — Robert Montgomery-Audrey Totter	103	Jan. '47	b11/30/46
719	Little Mister Jim (C)F — James Craig-Frances Gifford	92	April '47	b6/8/46
725	Living in a Big Way (C-D)F — Gene Kelly-Marie MacDonald	104	June '47	b5/31/47
714	Love Laughs at Andy Hardy (C)F — M. Rooney-B. Granville-D. Ford	93	Feb.	b12/7/46
711	Mighty McGurk, The (C)F — Wallace Beery-Aline McMahon	85	Jan. '47	b11/23/46
715	My Brother Talks to Horses (C-D)F — Butch Jenkins-Peter Lawford	93	Jan. '47	b11/30/46
720	Sea of Grass (D)A — K. Hepburn-S. Tracy-M. Douglas	131	April	b2/15/47
709	Secret Heart, The (D)A — C. Colbert-W. Pidgeon-J. Allyson	97	Dec.	b11/30/46
708	Show-Off, The (C)F — R. Skelton-Marilyn Maxwell	83	Dec.	b8/17/46
710	Till the Clouds Roll By *T (M)F — J. Garland-R. Walker-F. Sinatra	135	Jan. '47	b11/15/46
722	Undercover Maisie (C)A — Ann Sothern-Barry Nelson	90	May	b3/8/47
707	Undercurrent (D)A — K. Hepburn-A. Taylor	115	Nov.	b10/5/46
717	Yearling, The *T (D)F — G. Peck-J. Wyman-C. Jarman	128	May	b11/30/46
	COMING			
	Alias A Gentleman — Wallace Beery-Gladys George			
803	Arnelo Affair, The (D)A — John Hodiak-Frances Gifford	87	Sept.	b2/15/47
	Birds and the Bees, The *T — J. MacDonald-J. Iturbi-J. Powell			a3/1/47

Title	Company
C	
Calcutta	Para.
Calendar Girl	Rep.
California	Para.
Canyon Passage	Univ.
Captain from Castile	20th-Fox
Captain Caution	Favorite
Captain Fury	Favorite
Captains Courageous	MGM
Captive Heart	Univ.
Caravan	EL
Carnegie Hall	UA
Carnival	Brit.
Carnival in Costa Rica	20th-Fox
Case of the Baby Sitter	SGP
Cass Timberlane	MGM
Cat Creeps	Univ.
Centennial Summer	20th-Fox
Chase, The	UA
Cheers for Miss Bishop	Astor
Cheyenne	WB
Child of Divorce	RKO
Cigarette Girl	Col.
Claudia and David	20th-Fox
Cockeyed Miracle	MGM
Code of the West	RKO
Copacabana	UA
Corpse Came C. O. D., The	Col.
Corsican Brothers	PRC
Courage of Lassie	MGM
Courageous Dr. Christian	Astor
Courtneys of Curzon Street	Brit.
Crack Up	RKO
Crime Doctor's Gamble	Col.
Criminal Court	RKO
Crimson Key, The	20th-Fox
Crossfire	RKO
Cross My Heart	Para.
Cry Wolf	WB
Cuban Pete	Univ.
Curly	UA
Cynthia	MGM
D	
Daisy Kenyon	20th-Fox
Dancing With Crime	Brit.
Danger Woman	Univ.
Dangerous Millions	20th-Fox
Dangerous Money	Mono.
Dangerous Venture	UA
Dangerous Years	20th-Fox
Daring Desperadoes	Favorite
Daring Young Man, The	Col.
Dark Delusion	MGM
Dark Horse	Univ.
Dark Mirror	Univ.
Dark Passage	WB
Dark Road, The	SG
Dead Don't Dream, The	UA
Dead Reckoning	Col.
Dear Murderer	Brit.
Dear Ruth	Para.
Deception	WB
Deep Valley	WB
Desert Fury	Para.
Desire Me	MGM
Destry Rides Again	Univ.
Desperate	RKO
Devil Ship	Col.
Devil on Wheels	PRC
Devils Playground	UA
Devil Thumbs a Ride	RKO
Devil to Pay	FC
Dick Tracy Meets Gruesome	RKO
Dick Tracy's Dilemma	RKO
Dick Tracy Versus Cueball	RKO
Dillinger	Mono.
Dishonored Lady	UA
Doctor Takes a Wife, The	Col.
Don Ricardo Returns	PRC
Down to Earth	Col.
Dragnet	SG
Dream Girl	Para.
Driftwood	Rep.
Duel in the Sun	Selznick
Dust Be My Destiny	WB
E	
Easy Come, Easy Go	Para.
Easy to Wed	MGM
Egg and I	Univ.
Emperor Waltz, The	Para.
Escape Me Never	WB
Ever the Beginning	WB
Exile, The	Univ.
Exposed	Rep.
F	
Fabulous Dorseys	UA
Fabulous Suzanne	Rep.
Fabulous Texan, The	Rep.
Faithful in My Fashion	MGM
Falcon's Adventure	RKO
Fall Guy	Mono.
Fangs of the Wild	Astor
Fanny By Gaslight	UA
Farmer's Daughter	RKO
Fear in the Night	Para.
Fiesta	MGM
Fighting Father Dunne	RKO
Flame, The	Rep.
Flying Dueces	Astor
Fool's Gold	UA
Forever Amber	20th-Fox
Foxes of Harrow, The	20th-Fox
Framed	Col.

Title	Company
Frieda	Brit.
Front Page Scandal	Mono.
Fun and Fancy Free	RKO
Fun on a Weekend	UA
Fugitive	RKO

G

Gallant Bess	MGM
Gangster, The	Allied
Gas House Kids	PRC
Gas House Kids in Hollywood	PRC
Gay Ranchero, The	Rep.
Gas House Kids Go West	PRC
Genius at Work	RKO
Gentlemen's Agreement	20th-Fox
Ghost and Mrs. Muir	20th-Fox
Ghost Goes Wild	Rep.
Ginger	Mono.
Give My Regards to Broadway	20th-Fox
Glamour Girl	Col.
God's Country	SGP
Golden Boy	Col.
Golden Earrings	Para.
Good Girls Go to Paris	Col.
Good News	MGM
Good Sam	RKO
Great Expectations	Univ.
Great Waltz	MGM
Green Dolphin Street	MGM
Green Fingers	Brit.
Green for Danger	E-L
Green Grass of Wyoming	20th-Fox
Green Years	MGM
Guilt of Janet Ames	Col.
Guilty	Mono.
Gunfighters	Col.

H

Hard Boiled Mahoney	Mono.
Hat Box Mystery	SG
Headin' for Heaven	PRC
Heartaches	PRC
Heart of Arizona	SGP
Heaven Only Knows	UA
Heldorado	Rep.
Henry the Fifth	UA
Her Adventurous Night	Univ.
Her Enlisted Man	Astor
Her Husband's Affairs	Col.
Here Comes Trouble	UA
High Barbaree	MGM
High Conquest	Mono.
High School Hero	Mono.
High Tide	Mono.
High Wall, The	MGM
Hit Parade of 1947	Rep.
Hollywood Barn Dance	SG
Hollywood Bound	Astor
Home in Oklahoma	Rep.
Homestretch	20th-Fox
Home Sweet Homicide	20th-Fox
Honeymoon	RKO
Hoppy's Holiday	UA
Housekeeper's Daughter	Favorite
How Green Was My Valley	20th-Fox
Hucksters, The	MGM
Hue and Cry	Brit.
Humoresque	WB
Hungry Hill	Brit.
Hunted, The	Allied

I

I Cover Big Town	Para.
If I'm Lucky	20th-Fox
If Winter Comes	MGM
If You Knew Susie	RKO
I Know Where I'm Going	Univ.
I Love Trouble	Col.
Imagination	U.I.
Imperfect Lady	Para.
In Old Sacramento	Rep.
Indian Summer	RKO
Intermezzo	Selznick
International Lady	PRC
Intrigue	UA
Invisible Wall, The	20th-Fox
I Remember Mama	RKO
I Stole a Million	Univ.
It Had to Be You	Col.
It Happened at the Inn	MGM
It Happened in Brooklyn	MGM
It Happened on Fifth Avenue	Allied
It's a Joke, Son	EL
It's a Wonderful Life	RKO
I'll Be Yours	Univ.
I've Always Loved You	Rep.
Ivy	Univ.
I Walk Alone	Para.
I Wonder Who's Kissing Her Now	20th-Fox

J

Jewels of Brandenburg	20th-Fox
Jimmy Steps Out	Astor
Joe Palooka in the Knockout	Mono.
Johnny Frenchman	Univ.
Johnny O'Clock	Col.
Jolson Story	Col.
Jungle Book	FC
Jungle Flight	Para.

K

Keeper of the Bees	Col.
Key Witness	Col.
Kid Millions	FC
Killer at Large	PRC
Killer-Dill	SGP
Killer McCoy	MGM
Kilroy Was Here	Mono.
King of the Bandits	Mono.
King of the Wild Horses	Col.
Kings Row	WB
Kiss of Death	20th-Fox
Kit Carson	PRC

METRO-GOLDWYN-MAYER (Continued)

Prod. No.			Run Time	Rel. Date	See Issue of
	COMING				
	Boom Town	C. Gable-S. Tracy	120	Feb. '48	Reissue
	Captains Courageous	Spencer Tracy-Mickey Rooney			Reissue
	Cass Timberlane	Spencer Tracy-Lana Turner			
726	Cynthia (C-D)F	E. Taylor-G. Murphy-M. Astor	98	July '47	b5/17/47
	Desire Me	G. Garson-Richard Hart			a9/7/46
	Good News	J. Allyson-P. Lawford-J. McCracken			
	Green Dolphin Street	Lana Turner-Van Heflin			a2/1/47
	High Wall, The	R. Taylor-A. Totter-H. Marshall			
	If Winter Comes	W. Pidgeon-D. Kerr-A. Lansbury			
	Killer McCoy	M. Rooney-E. Taylor-B. Donlevy			
	Luxury Liner	G. Brent-F. Gifford-J. Powell			
805	Merton of the Movies (C)F	Red Skelton-Virginia O'Brien	82	Oct.	b7/19/47
	On an Island With You *T	E. Williams-P. Lawford			
	Piccadilly Incident (D)A	Anne Neagle-Michael Wilding	100		b8/31/46
	Pirate, The *T	J. Garland-G. Kelly-W. Slezak			a7/5/47
729	Romance of Rosy Ridge, The (D)F	V. Johnson-T. Mitchell-J. Leigh	105	Aug. '47	b7/5/47
804	Song of Love (DM)A	K. Hepburn-P. Henreid-R. Walker	119	Oct.	b7/26/47
801	Song of the Thin Man (My)F	William Powell-Myrna Loy	86	Sept.	b7/26/47
	Stormy Waters (D)A	J. Gabin-M. Morgan	77		b7/9/47
	Summer Holiday *T	Mickey Rooney-Gloria DeHaven			a9/7/46
	Tenth Avenue Angel	M. O'Brien-G. Murphy-P. Thaxter			a9/21/46
	The Kissing Bandit *T	Frank Sinatra-Kathryn Grayson			
	This Time For Keeps *T	E. Williams-L. Melchior			a9/7/47
802	Unfinished Dance, The *T (D)F	Margaret O'Brien-Cyd Charisse	101	Sept.	b8/2/47
	Virtuous	V. Johnson-J. Allyson			

MONOGRAM

	CURRENT 1946-'47				
604	Bringing Up Father (C)F	Joe Yule-Renie Riano	68	11/23/46	b10/19/46
613	Fall Guy (My)A	Cliff Penn-Teala Loring	64	3/15/47	b3/8/47
609	Ginger	Frank Albertson-Barbara Reed	67	1/4/47	a9/28/46
614	Guilty, The (My)A	Bonita Granville-Don Castle	71	3/22/47	b3/22/47
616	Hard Boiled Mahoney	L. Gorcey-Bowery Boys	63	5/10/47	a3/22/47
620	High Conquest (D)A	A. Lee-G. Roland-W. Douglas	83	6/21/47	b3/15/47
608	Mr. Hex (CD)F	L. Gorcey-H. Hall	63	12/7/46	b12/14/46
617	Queen of the Yukon	Charles Bickford-Irene Rich		5/31/47	Reissue
610	Riding the California Trail	Gilbert Roland-Teala Loring	61	1/11/47	a10/26/46
618	Sarge Goes to College (C)F	A. Hale, Jr.-F. Stewart-J. Preisser	63	5/17/47	b5/10/47
699	Suspense (D)A	Belita-Barry Sullivan-E. Pallette	101	6/5/46	b3/20/46
606	Sweetheart of Sigma Chi (M)F	Elyse Knox-P. Regan-P. Brito	75	12/21/46	b11/30/46
607	Trap, The (My)F	Sidney Toler-Victor Sen Yung	69	11/30/46	b1/11/47
611	Vacation Days (D-M)F	F. Stewart-J. Preisser	66	1/25/47	b4/5/47
615	Violence (D)A	Nancy Coleman-M. O'Shea	72	4/12/47	b4/12/47
619	Wolf Call	John Carroll-Movita	62	6/7/47	Reissue
	COMING				
625	Bowery Buckaroos	Leo Gorcey-Bowery Boys-Julie Briggs	66	10/11/47	
	Dillinger	Lawrence Tierney-Anne Jeffreys	70	7/5/47	Reissue
4701	High Tide (D)A	Lee Tracy-D. Castle-A. Shaw	70	9/13/47	b7/9/47
4702	Joe Palooka in the Knockout	Joe Kirkwood, Jr.-Elyse Knox	72	9/20/47	
621	Kilroy Was Here (C)F	J. Cooper-J. Coogan-W. McKay	68	7/19/47	b7/5/47
624	King of the Bandits	G. Roland-C. Martin-A. Greene	66	10/4/47	
4703	Louisiana (C-D)F	Jimmie Davis-Margaret Lindsay	85	11/15/47	b7/9/47
	Mutiny in the Big House	Charles Bickford-Barton McLane	89	7/5/47	Reissue
622	News Hounds (C)F	Leo Gorcey-H. Hall-B. Jordan	68	8/9/47	b6/21/47
	Quest of Willie Hunter, The	Don Castle-Audrey Long			
623	Robin Hood of Monterey (D)F	Gilbert Roland-Evelyn Brent	56	8/2/47	b8/16/47
	Rocky	Roddy McDowall-Gale Sherwood		11/22/47	
666	Thunderbolt *T	Documentary		7/26/47	
	Westerns (Current)				
677	Code of the Saddle	J. M. Brown-R. Hatton	53	6/25/47	
671	Land of the Lawless (W)F	J. M. Brown-R. Hatton-J. Harrison	59	4/15/47	b6/31/47
672	Law Comes to Gunsight, The	J. M. Brown-R. Hatton	56	5/24/47	
564	Raiders of the South (W-M)F	J. H. Brown-Raymond Hatton	85	1/18/47	b2/22/47
683	Rainbow Over the Rockies (W-M)F	J. Wakely-"Lasses" White	56	2/6/47	b3/1/47
612	Silver Stallion	David Sharpe-Leroy Mason	59	12/14/46	Reissue
684	Six Gun Serenade	Jimmy Wakely-"Lasses" White	55	4/5/47	
682	Song of the Wasteland	J. Wakely-"Lasses" White	58	6/31/47	
681	Song of the Sierras (M-W)F	J. Wakely-"Lasses" White	56	12/28/46	b1/25/47
676	Trailing Danger	J. M. Brown-R. Hatton	58	3/29/47	
675	Valley of Fear (W)F	J. M. Brown-R. Hatton	57	2/15/47	b4/19/47
	Westerns (Coming)				
673	Flashing Guns	J. Brown-R. Hatton	59	8/16/47	
	Prairie Express	J. M. Brown-R. Hatton-V. Belmont		9/27/47	
685	Ridin' Down the Trail	J. Wakely-D. Taylor-B. Jones	53	8/23/47	

PARAMOUNT

Prod. No.					
	CURRENT 1946-'47				
4622	Big Town	Philip Reed-Hillary Brooke	60	5/23/47	a2/9/47
4611	Blaze of Noon (D)A	A. Baxter-W. Holden-S. Tufts	90	5/2/47	b3/8/47
4602	Blue Skies *T (M)F	Bing Crosby-F. Astaire	104	12/27/46	b9/23/46
4612	Calcutta (My)A	A. Ladd-G. Russell-W. Bendix	83	5/10/47	b3/19/47
4606	California *T (WD)	Ray Milland-B. Stanwyck	93	2/21/47	b12/21/47
4603	Cross My Heart (C-M)F	Betty Hutton-Sonny Tufts	83	1/10/47	b11/23/46
4623	Danger Street (My)A	J. Withers-R. Lowery	66	6/20/47	b3/1/47
4616	Dear Ruth (C)A	J. Caulfield-W. Holden-E. Arnold	95	7/18/47	b5/31/47
4607	Easy Come, Easy Go (C)F	D. Lynn-S. Tufts-Virginia Field	78	3/7/47	b2/8/47
4621	Fear in The Night (D)A	DeForest Kelley-Kay Scott	72	4/18/47	b2/22/47
4610	Imperfect Lady (D)A	R. Milland-T. Wright-V. Field	97	4/25/47	b3/15/47
4605	Ladies Man (C-M)F	Eddie Bracken-Virginia Field	90	2/7/47	b1/11/47
4609	My Favorite Brunette (C)F	B. Hope-D. Lamour	87	4/4/47	b2/22/47
4604	Perfect Marriage, The (C-D)A	L. Young-D. Niven-V. Field	87	1/24/47	b11/23/46
4615	Perils of Pauline *T (C-S)F	B. Hutton-J. Lund	92	7/4/47	b5/31/47
4620	Seven Were Saved	Richard Denning-Catharine Craig	73	3/28/47	a5/25/46
4608	Suddenly It's Spring (C)A	F. MacMurray-P. Goddard	87	3/21/47	b2/15/47
4614	Trouble With Women, The (C)A	T. Wright-B. Donlevy-R. Milland	80	6/27/47	b5/24/47
4601	Two Years Before the Mast (D)A	Donlevy-Ladd-Bendix	98	11/22/46	b8/24/46
4613	Welcome Stranger (CD)F	Bing Crosby-Barry Fitzgerald	107		b5/3/47

PARAMOUNT (Continued)

	COMING	Run Time Mins.	Rel. Date	See Issue of
4702	Adventure Island *C (D)A — R. Calhoun-R. Fleming-P. Kelly	67	10/10/47	b7/9/47
	Albuquerque — Randolph Scott-Barbara Britton			a2/15/47
	Big Clock, The (M) — R. Milland-M. O'Sullivan-C. Laughton			a2/17/47
	Big Town After Dark — Philip Reed-Hillary Brooke			
	Big Town Scandal — Phillip Reed-Hillary Brooke			
4617	Desert Fury *T (D)F — Lizabeth Scott-John Hodiak	98	8/15/47	b8/2/47
	Dream Girl (C-D) — B. Hutton-M. Carey-V. Field			a6/7/47
	Emperor Waltz, The *T — Bing Crosby-Joan Fontaine			a7/13/46
4703	Golden Earrings — Marlene Dietrich-Ray Milland	95	10/31/47	a9/28/46
4624	I Cover Big Town (My)A — P. Reed-H. Brooke	63	7/25/47	b3/1/47
	I Walk Alone — B. Lancaster-Kirk Douglas			a3/1/47
4625	Jungle Flight (D)F — Robert Lowery-Ann Savage	67	8/22/47	b3/1/47
	My Own True Love (D) — Phyllis Calvert-M. Douglas			a8/16/47
	Night Has a Thousand Eyes, The (D) — E. G. Robinson-J. Lund			a7/9/47
	Paleface, The — Bob Hope-Jane Russell			
	Road to Rio — B. Crosby-B. Hope-D. Lamour			a2/1/47
	Saigon — Alan Ladd-Veronica Lake-Douglas Dick			a1/4/47
	Shaggy *C — B. Joyce-G. Nokes-R. Shayne			
	Unconquered *T — Gary Cooper-Paulette Goddard			a9/28/46
4618	Variety Girl (C-M)F — Mary Hatcher-DeForest Kelley	93	8/29/47	b7/19/47
4613	Welcome Stranger (CD)F — B. Crosby-B. Fitzgerald	106		b5/3/47
	Where There's Life — B. Hope-S. Hasso-W. Bendix			a5/25/46
	Whispering Smith *T — A. Ladd-R. Preston-B. Marshall			a6/14/47
4701	Wild Harvest (D)A — A. Ladd-D. Lamour-R. Preston	92	9/26/47	b7/9/47

PRC

CURRENT 1946-'47

714	**Brute Man, The (H)A** — Tom Neal-Jane Adams	60	10/1/46	b10/26/46
733	**Corsican Brothers** — D. Fairbanks, Jr.-Tamiroff-Warrick	111	6/21/47	Reissue
701	Devil On Wheels, The (D)F — Noreen Nash-D. Hickman-Jan Ford	67	3/2/47	b1/25/46
	Don Ricardo Returns — Isabelita-Fred Coby		11/5/46	a9/21/46
711	Gas House Kids Go West (C)F — C. Williams-J. Shelton-A. Switzer	62	7/12/47	b7/26/47
704	Heartaches (My)A — H. Ryan-C. Wills	71	6/28/47	b7/5/47
734	International Lady — G. Brent-I. Massey-B. Rathbone	102	5/24/47	Reissue
717	Killer At Large (My)A — Anabel Shaw-Robert Lowery	63	5/31/47	b6/14/47
731	Kit Carson — D. Andrews-L. Bart-J. Hall	97	3/22/47	
	Lady Chaser — Ann Savage-Robert Lowery	60	11/25/46	
732	Last of the Mohicans — R. Scott-B. Barnes-H. Wilcoxen	94	3/22/47	Reissue
610	Lighthouse — J. Lang-D. Castle-J. Litel	64	1/10/47	a10/19/46
709	Philo Vance Secret Mission — W. Wright-T. Austin-R. Ames	64	6/14/47	b4/26/47
707	Philo Vance's Gamble (My)A — Alan Curtis-Terry Austin	60	4/12/47	b4/26/47
756	Philo Vance Secret Mission — Alan Curtis-Sheila Ryan	58	3/20/47	
	Return of Rin-Tin-Tin *V — D. Woods-B. Blake-C. Drake		2/20/47	
736	South of Pago Pago — V. McLaglen-J. Hall-F. Farmer	84	6/21/47	
703	Stepchild (D)A — B. Joyce-D. Woods	70	6/7/47	b6/14/47
715	Three on a Ticket (My)F — Hugh Beaumont-Cheryl Walker	64	4/5/47	b4/5/47
SP72	Untamed Fury (D)A — Mikel Conrad-Gaylord Pendleton	64	3/22/47	b3/29/47

COMING

	Blonde Savage (D) — L. Erickson-G. Sherwood			a8/2/47
579	Bury Me Dead (My) — M. Daniels-G. McClure-C. O'Donnell			a6/7/47
712	Gas House Kids in Hollywood — Alfalfa Switzer-Gas House Kids	63	8/23/47	
	Headin' for Heaven — Stuart Erwin-Glenda Farrell			
	Linda Be Good (D) — E. Knox-J. Hubbard-M. Wilson			a8/16/47
	Man Wanted — Anabel Shaw-Robert Lowery			
	Philo Vance's Peril — W. Wright-L. Balasco-R. Ames			b1/25/47
710	Railroaded — J. Ireland-S. Ryan-H. Beaumont		8/10/47	a6/21/47
	Silent Voice — Sheila Ryan-Edward Norris			a4/26/47
	The Open Secret — John Ireland-Ellen Lowe			
716	Too Many Winners (M-My) — Hugh Beaumont-Trudy Marshall	60	5/24/47	b6/7/47

Westerns (Current)

752	**Border Feud (W)F** — Lash LaRue-Fuzzy St. John	55	5/10/47	b5/24/47
766	**Code of the Plains** — Buster Crabbe-Fuzzy St. John	36	4/26/47	Reissue
761	**Frontier Fighters** — B. Crabbe-Fuzzy St. John	39	4/26/47	Reissue
751	**Law of the Lash (W)F** — Lash LaRue-Fuzzy St. John	54	2/28/47	b3/1/47
765	**Panhandle Trail** — Buster Crabbe-Fuzzy St. John	40	4/26/47	Reissue
	Prairie Rustlers (W)F — Buster Crabbe-Al St. John	54	11/7/45	b8/10/46
763	**Raiders of Red Rock** — Buster Crabbe-Fuzzy St. John	38	4/26/47	
745	**Range Beyond the Blue (W-M)F** — Eddie Dean-Roscoe Ates	55	3/17/47	
764	**Shootin' Irons** — Tex O'Brien-Jim Newhill	40	4/26/47	Reissue
762	**Thundergap Outlaws** — Tex O'Brien-Jim Newhill	40	4/26/47	Reissue
746	West to Glory — Eddie Dean-Roscoe Ates	71	4/12/47	
744	**Wild Country (W)F** — Eddie Dean-Roscoe Ates	59	1/17/47	b2/1/47
706	**Wild West *C (W)F** — Eddie Dean-Roscoe Ates	73	12/1/46	b11/30/46

Westerns (Coming)

	Black Hills — Eddie Dean-Roscoe Ates			
	Check Your Guns — E. Dean-R. Ates-N. Gates			
757	Cheyenne Takes Over — Lash LaRue-Fuzzy St. John-J. Holt	56	10/25/47	b8/2/47
756	Fighting Vigilante — Lash LaRue-Fuzzy St. John		10/18/47	
758	Frontier Crusader — Lash LaRue-Fuzzy St. John		11/1/47	
754	Ghost Town Renegades (W)F — Lash LaRue-Fuzzy St. John-J. Holt	56	7/26/47	b8/2/47
	Gun Fighter — Lash LaRue-Al St. John-Mary Scott			a12/18/46
753	**Pioneer Justice (W)F** — Lash LaRue-Fuzzy St. John-J. Holt	55	6/28/47	b7/5/47
755	Return of the Lash — Lash LaRue-Al St. John		10/11/47	
	Shadow Valley — Eddie Dean-Roscoe Ates			
	Stage to Mesa City — Lash LaRue-Fuzzy St. John			

RKO-RADIO

CURRENT 1946-'47

Prod. No.			Trade Shown	
724	**A Likely Story (C)F** — Bill Williams-Barbara Hale	88	May	b4/19/47
801	Bachelor and the Bobby-Soxer (C)F — G. Grant-M. Loy-S. Temple	95		b6/7/47
725	Banjo (C-D)F — S. Moffet-J. White-W. Reed	67	May	b4/19/47
718	**Beat the Band (M)F** — Frances Langford-Gene Krupa	67	Feb.	b3/1/47
751	**Best Years of Our Lives, The (D)A** — D. Andrews-M. Loy-F. March	172	Dec.	b11/23/46
722	Born to Kill (D)A — C. Trevor-L. Tierney-W. Slezak	91	April	b4/19/47
708	Child of Divorce (D)A — Sharyn Moffett-Regis Toomey	62	Oct.	b10/19/46
720	**Code of the West (W)F** — J. Warren-J. Laurenz	57	Feb.	b2/22/47
627	Crack-Up (D)A — P. O'Brien-C. Trevor-H. Marshall	93	June	b6/15/46
709	**Criminal Court (My)A** — T. Conway-M. O'Driscoll	62	Aug.	b8/10/46
802	Crossfire (D)A — R. Young-R. Mitchum-G. Grahame	85		b6/28/47
728	**Desperate (G)A** — Steve Brodie-Audrey Long	73		b5/17/47

Title	Company
L	
Ladies Man	Para.
Lady from Shanghai, The	Col.
Lady in the Lake	MGM
Lady Chaser	PRC
Last of the Mohicans	PRC
Last of the Redmen	Col.
Late George Apley	20th-Fox
Laughing Lady	Brit.
Legend of Black Bart, The	Mono.
Let 'Em Have It	Astor
Let Us Live	Col.
Les Miserables	20th-Fox
Life With Father	WB
Lighthouse	PRC
Linda Be Good	PRC
Little Iodine	UA
Little Men	Astor
Little Miss Broadway	Col.
Little Mister Jim	MGM
Living in a Big Way	MGM
Locket, The	RKO
Lone Wolf in London	Col.
Lone Wolf in Mexico	Col.
Long Night	RKO
Lost Honeymoon	EL
Lost Moment's, The	Univ.
Louisiana	Mono.
Love and Learn	WB
Love from a Stranger	EL
Love Laughs at Andy Hardy	MGM
Love of Joanna Godden, The	Brit.
Lured	UA
Luxury Liner	MGM
M	
Macbeth	Rep.
Macomber Affair	UA
Mad Wednesday	UA
Magic Bow	Univ.
Magic Town	RKO
Magnificent Doll	Univ.
Magnificent Obsession	Univ.
Magnificent Rogue	Rep.
Man About Town	RKO
Man from Colorado, The	Col.
Man from Texas	E-L
Man Wanted	PRC
Man Within, The	Brit.
Marauders, The	UA
Margie	20th-Fox
Marked Woman	WB
Mating of Millie	Col.
Meet Me at Dawn	20th-Fox
Memory of Love	RKO
Men of Two Worlds	Brit.
Merton of the Movies	MGM
Michigan Kid	Univ.
Mighty McGurk, The	MGM
Millerson Case, The	Col.
Millie's Daughter	Col.
Miracle of the Bells	RKO
Miracle on 34th St.	20th-Fox
Mr. Ace	UA
Mr. District Attorney	Col.
Mr. Hex	Mono.
Monsieur Verdoux	UA
More Than a Secretary	Col.
Mortal Coils	U-I
Moss Rose	20th-Fox
Mother Wore Tights	20th-Fox
Mourning Becomes Electra	RKO
Mutiny in the Big House	Mono.
My Brother Talks to Horses	MGM
My Dog Shep	SGP
My Darling Clementine	20th-Fox
My Favorite Brunette	Para.
My Heart Goes Crazy	Univ.
My Own True Love	Para.
My Wild Irish Rose	WB
N	
Naked City	Univ.
Never Say Goodbye	WB
New Orleans	UA
Newshounds	Mono.
Nicholas Nickelby	Brit.
Nightmare Alley	20th-Fox
Night Has a Thousand Eyes	Para.
Night Unto Night	WB
Nobody Lives Forever	WB
Nocturne	RKO
Nora Prentiss	WB
North Star	FC
Northwest Outpost	Rep.
Northwest Stampede	E-L
Notorious Gentleman	Univ.
Notorious Lone Wolf	Col.
O	
Odd Man Out	Univ.
Of Mice and Men	Favorite
Oh Say Can You Sing	Univ.
On an Island With You	MGM
One Hundred Men And A Girl	Univ.
One Million B.C.	Favorite
One Romantic Night	Astor
On the Old Spanish Trail	Rep.
Other Love	UA
Out California Way	Rep.
Out of the Blue	EL
Out of the Past	RKO
P	
Pacific Adventure	Colc.
Pale Face	Para.
Palmy Days	FC
Paradine Case	Selznick
Perfect Marriage	Para.
Perils of Pauline	Para.
Phantom Valley	Col.
Philo Vance's Gamble	PRC

Title	Company
Philo Vance Returns	PRC
Philo Vance's Peril	PRC
Philo Vance's Secret Mission	PRC
Piccadilly Incident	MGM
Pilgrim Lady	Rep.
Pirates, The	MGM
Pirates of Monterey	Univ.
Plainsman and the Lady	Rep.
Portrait of Jennie	SRO
Possessed	WB
Prairie, The	SG
Pretender, The	Rep.
Prince of Thieves	Col.
Prison Story	RKO
Private Affairs of Bel Ami	UA
Pursued	WB
Q	
Queen of the Amazons	SGP
Queen of the Yukon	Mono.
Queen's Necklace, The	Misc.
Quest of Willie Hunter, The	Mono.
R	
Race Street	RKO
Rachel	RKO
Rage in Heaven	MGM
Railroaded	PRC
Ramrod	UA
Razor's Edge	20th-Fox
Red House	UA
Red Pony, The	Rep.
Red Stallion	EL
Relentless	Col.
Renegade Girl	SGP
Repeat Performance	EL
Return of Monte Cristo	Col.
Return of Rin-Tin-Tin	PRC
Return of the Badmen	RKO
Return of the Scarlet Pimpernel	FC
Ride the Pink Horse	Univ.
Riding the California Trail	Mono.
Riff-Raff	RKO
River Lady	U-I
Road to Rio	Para.
Road Show	Favorite
Road To Hollywood	Astor
Robin Hood of Monterey	Mono.
Rocky	Mono.
Romance in High C	WB
Romance of Rosy Ridge, The	MGM
Root of All Evil	Brit.
Rose of Santa Rose	Colo.
Roses Are Red	20th-Fox
Roughshod	RKO
Rupert of Hentzau	SRO
Runaround	Univ.
S	
Saigon	Para.
San Demetrio, London	2th-Fox
San Quentin	RKO
Sarge Goes to College	Mono.
Scared to Death	SGP
Scarface	Astor
Scarlet Pimpernel, The	FC
School for Danger	Misc.
School for Secrets	Brit.
Sea Bandits	Favorite
Sea Hawk, The	WB
Sea of Grass	MGM
Sea Wolf, The	WB
Searching Wind	Para.
Second Chance	20th-Fox
Second Chorus	Astor
Secret Beyond the Door, The	U-I
Secret Heart, The	MGM
Secret Life of Walter Mitty	RKO
Senator Was Indiscreet	U-I
Seven Keys to Baldpate	RKO
Seven Were Saved	Para.
Shadow of a Woman	WB
Shadows Over Chinatown	Mono.
Shaggy	Para.
She Couldn't Take It	Col.
Shocking Miss Pilgrim	20th-Fox
Show-Off	MGM
Shoot to Kill	Screen Guild
Shut My Big Mouth	Col.
Silent Voice	PRC
Silver Devil	Astor
Silver River	WB
Sinbad the Sailor	RKO
Singapore	Univ.
Singin' In the Corn	Col.
Sign of the Ram, The	Col.
Sky Devils	Astor
Slave Girl	Univ.
Sleep, My Love	UA
Smash-Up	Univ.
Snake Pit, The	20th-Fox
So in Love	SRO
Something in the Wind	Univ.
Son of Rusty	Col.
Song of Love	MGM
Song of My Heart	Allied
Song of Scheherazade	Univ.
Song of the South	RKO
Song of the Thin Man	MGM
South of Pago Pago	PRC
So Well Remembered	RKO
Spoilers of the North	Rep.
Sport of Kings	Col.
Springtime in the Sierras	Rep.
Stairway to Heaven	Univ.
Stallion Road	WB
Stampede	UA
Stations West	RKO
Stella Dallas	FC
Step-Child	PRC
Stork Bites Man	UA
Strange Journey	20th-Fox
Strange Woman	UA
Stranger, The	RKO

RKO-RADIO (Continued)

Prod. No.	CURRENT 1946-'47		Run Time Mins.	Trade Shown	See Issue of
719	Devil Thumbs a Ride, The (D)A	Lawrence Tierney-N. Leslie	62	Feb.	b3/1/47
729	Dick Tracy's Dilemma (M)A	Ralph Byrd-Kay Christopher	60	June	b5/17/47
714	Dick Tracy vs. Cueball (D)F	Morgan Conway-Anne Jeffreys	62	Dec.	b11/9/46
715	Falcon's Adventure (D)F	Tom Conway-Madge Meredith	61	Dec.	b12/14/46
716	Farmer's Daughter, The (C-D)A	L. Young-J. Cotten-E. Barrymore	97	Feb.	b2/22/47
710	Genius at Work (C)F	A. Carney-W. Brown-A. Jeffreys	61	July	b8/3/46
721	Honeymoon (C)F	S. Temple-F. Tone-G. Madison	74	June	b5/19/47
781	It's a Wonderful Life (D)	J. Stewart-D. Reed-L. Barrymore	128	Dec.	b12/21/46
711	Locket, The (D)	Laraine Day-B. Aherne	86	Dec.	b12/21/46
861	Long Night, The (D)A	Henry Fonda-Barbara Bel Geddes	96	May	b5/31/47
706	Nocturne (D)A	George Raft-Lynn Bari	85	Oct.	b10/19/46
761	Notorious (My-D)A	Cary Grant-Ingrid Bergman	101	July	b7/27/46
712	San Quentin (D)A	L. Tierney-M. Carr-B. MacLane	66	Dec.	b12/7/46
	Secret Life of Walter Mitty *T (C)F	D. Kaye-V. Mayo-F. Bainter	105		b7/19/47
762	Sinbad the Sailor T (F)F	D. Fairbanks. Jr.-M. O'Hara	117	Jan.	b1/18/47
791	Song of the South *T (D-M)F	Luana Patten-Bobby Driscoll	95	Nov.	b11/2/47
723	Tarzan and the Huntress (D)F	J. Weissmuller-B. Joyce	70	April	a3/22/47
726	They Won't Believe Me (D)A	Robert Young-Susan Hayward	95		b5/17/47
730	Thunder Mountain (W)F	T. Holt-R. Martin-M. Hyer	60		b5/17/47
717	Trail Street (W)F	R. Scott-R. Ryan-A. Jeffreys	83	Mar.	b2/1/47
713	Vacation in Reno (C)F	Jack Haley-Anne Jeffreys	60	Oct.	b10/12/46
727	Woman on the Beach, The (D)A	J. Bennett-R. Ryan-C. Bickford	71		m5/17/47
	COMING				
	A Song Is Born	Danny Kaye-Virginia Mayo			
	Berlin Express	M. Oberon-R. Ryan-P. Lukas			
Sp.	Bishop's Wife, The (D)	G. Grant-T. Wright-D. Niven			a7/5/47
	Dick Tracy Meets Gruesome	R. Byrd-B. Karloff-A. Gwynne			
	Fighting Father Dunne	P. O'Brien-M. Dell-D. Hickman			
Sp.	Fun and Fancy Free	E. Bergen-D. Shore			
	Fugitive, The (D)	Henry Fonda-Dolores Del Rio			a7/26/47
	Good Sam	G. Cooper-A. Sheridan-E. Lowe			
	If You Knew Susie (C)	Eddie Cantor-J. Davis-A. Joslyn			a7/19/47
	Indian Summer (D)	A. Knox-A. Sothern-G. Tobias			a7/5/47
	I Remember Mama	I. Dunne-B. Bel Geddes-O. Homolka			
Sp.	Magic Town	James Stewart-Jane Wyman			
	Man About Town	Maurice Chevalier			
	Memory of Love	D. Andrews-M. Oberon-E. Barrymore			
Sp.	Mourning Becomes Electra	R. Russell-K. Paxinou-R. Massey			
	Out of the Past	Robert Mitchum-Jane Greer			a2/1/47
	Race Street	G. Raft-M. Maxwell-W. Bendix			
	Rachel	L. Young-W. Holden-R. Mitchum			
	Return of the Badmen	Randolph Scott-Jacqueline White			
803	Riff-Raff (My)A	Pat O'Brien-Anne Jeffries	80		b6/7/47
	Roughshod	R. Sterling-C. Jarman-G. Grahame			
804	Seven Keys to Baldpate (M)A	Phillip Terry-Jacqueline White	68		b6/7/47
	So Well Remembered	M. Scott-J. Mills			
	Stations West	D. Powell-J. Greer-A. Moorehead			
	Tarzan and the Mermaids	J. Weissmuler-B. Joyce			
	Tycoon *T	John Wayne-Laraine Day			a7/12/47
	Under Arizona Skies	T. Holt-N. Leslie-R. Martin			
805	Under the Tonto Rim (W)F	T. Holt-N. Leslie-R. Martin	61		b6/7/47
	War Party	Shirley Temple-John Agar			
	Wild Horse Mesa	Tim Holt-Nan Leslie			

REPUBLIC

Prod. No.	Current 1945-46		Run Time	Trade Shown	See Issue of
543	Heldorado (WM)F	Roy Rogers-Dale Evans-"Gabby" Hayes.	70	12/15/46	b12/23/46
5542	Home in Oklahoma (W-M)F	R. Rogers-G. Hayes-D. Evans	72	11/8/46	b11/2/46
5503	Out California Way *U (WM)F	Monte Hale-Adrian Booth	67	12/5/46	b12/14/46
532	Plainsman and the Lady (W)F	W. Elliott-V. Ralston-G. Patrick	82	11/15/46	b11/9/46
533	That Brennan Girl (D)A	James Dunn-Mona Freeman	95	12/23/46	b11/16/46
	CURRENT 1946-'47				
603	Affairs of Geraldine (C-D)F	Jane Withers-Jimmy Lydon	68	11/18/46	b10/26/46
608	Angel and the Badman (W)F	J. Wayne-G. Russell-I. Rich	100	2/15/46	b2/15/46
641	Apache Rose *U (W-M)F	Roy Rogers-Dale Evans	75	2/15/46	b3/22/47
642	Belles of San Angelo *U (W)	R. Rogers-D. Evans	71	5/15/47	b5/24/47
607	Calendar Girl (M)F	J. Frazee-W. Marshall	88	1/31/47	b2/8/47
604	Fabulous Suzanne (C)	Barbara Britton-Rudy Vallee	71	12/15/46	b12/21/46
605	Ghost Goes Wild, The (C)F	James Ellison-Anne Gwynne	66	3/8/47	b4/5/47
610	Hit Parade of 1947 (M)	E. Albert-C. Moore-J. Edwards	90	3/22/47	b5/3/47
601	I've Always Loved You *T (DM)F	Catherine McLeod-Philip Dorn	117	12/2/46	b8/31/46
606	Magnificent Rogue, The (C-D)A	L. Robert-W. Douglas	74	2/15/47	b11/23/46
615	Northwest Outpost (O)F	Nelson Eddy-Ilona Massey	91	6/25/47	b5/10/47
602	Pilgrim Lady, The (C-D)A	Warren Douglas-Lynne Roberts	67	1/22/46	b1/25/47
612	Spoilers of the North (D)A	Paul Kelly-Evelyn Ankers	66	4/24/47	b5/10/47
609	That's My Gal *U (M)A	L. Roberts-D. Barry	66	5/15/47	b5/31/47
613	That's My Man (D)A	D. Ameche-C. McLeod	99	6/1/47	b5/12/47
616	Web of Danger (D)F	A. Mara-B. Kennedy	58	6/10/47	b6/21/47
614	Winter Wonderland (C-R)A	L. Roberts-C. Drake	71	5/17/47	b5/31/47
618	Wyoming (W)F	W. Elliott-V. Ralston	84	8/1/47	b7/26/47
611	Yankee Fakir (C)F	D. Frawley-J. Woodbury-C. Bevans	71	4/1/47	b4/12/47
	COMING				
	Bill and Coo	George Burton's Birds			
617	Blackmail (My)F	W. Marshall-A. Mara-S. Bachelor	67	7/24/47	b7/9/47
	Driftwood	Wood-Brennan-Warrick-Jagger			
	Exposed	Adele Mara-Robert Scott			
	Fabulous Texan, The (W)	W. Elliott-J. Carrol-C. McLeod			a8/16/47
	Flame, The	John Carroll-Vera Ralston			
	Gay Ranchero, The *U	R. Rogers-T. Guizar-A. Devine			
	Macbeth	Orson Welles-J. Nolan			
	On the Old Spanish Trail *U	R. Rogers-T. Guizar-J. Frazee			
620	Pretender, The	A. Dekker-L. Stirling-C. Drake	69	8/16/47	
	Red Pony, The *T	M. Loy-R. Mitchum-L. Calhern			
646	Springtime in the Sierras *U (W)F	R. Rogers-J. Frazee-A. Devine	75	7/15/47	b7/26/47
619	The Trespasser (My)A	J. Martin-W. Douglas	71	7/3/47	b7/12/47
	Westerns (Current)				
553	Cherokee Flash (W)F	Sunset Carson-Linda Stirling	55	12/13/46	a3/2/46
664	Homesteaders of Paradise Valley (W)F	Allan Lane-Bobby Blake	58	4/1/47	b4/12/47
554	Last Frontier Uprising *U (W-M)F	Monte Hale-Adrian Booth	65	2/1/47	b4/12/47
665	Oregon Trail Scouts (W)F	Allan Lane-Bobby Blake	58	5/15/47	b5/24/47
558	Rio Grande Raiders	Sunset Carson-Linda Stirling	56	9/9/46	
684	Saddle Pals (W)F	G. Autry-L. Roberts	72	6/15/47	b6/21/47
661	Santa Fe Uprising (W)F	Allan Lane-Bobby Blake	57	11/15/46	b4/25/47

REPUBLIC (Continued)

Prod. No.			Run Time Mins.	Rel. Date	See Issue of
681	Sioux City Sue (W)F	Gene Autry-Lynne Roberts	69	11/21/46	b11/30/46
662	Stagecoach to Denver (W)F	Allan Lane-Bobby Blake	56	12/23/46	b1/4/47
682	Trail to San Antone (W)F	Gene Autry-Peggy Stewart	57	4/1/47	b4/18/47
683	Twilight on the Rio Grande (W)F	G. Autry-S. Holloway-Cass County Boys	71	4/1/47	b4/19/47
663	Vigilantes of Boomtown (W)F	Allan Lane-Bobby Blake	56	2/15/47	m2/15/47
	Westerns (Coming)				
651	Along the Oregon Trail *U	Monte Hale-Adrian Booth	64	8/30/47	
667	Marshal of Cripple Creek	Allan Lane-Bobby Blake	58	8/15/47	
	Outlaws of Ghost Town	Allen "Rocky" Lane-Bob Steele			
685	Robin Hood of Texas	Gene Autry-Lynne Roberts-Adele Mara	71	7/15/47	
666	Rustlers of Devil's Canyon (W)F	Allan Lane-Bobby Blake	58	7/1/47	b7/12/47
	Under Colorado Skies *U	M. Hale-A. Booth			
	Wild Frontier, The	Allan "Rocky" Lane-Jack Holt			

SCREEN GUILD PRODUCTIONS

CURRENT

HC12	Bar 20 Justice	Wm. Boyd-R. Hayden-G. Hayes	65	7/19/47	Reissue
4614	Bells of San Fernando (D)F	Donald Woods-Gloria Warren	69	4/5/47	b4/5/47
4613	Buffalo Bill Rides Again (W)F	Richard Arlen-Jennifer Holt	66	4/19/47	b4/5/47
4616	Bush Pilot	R. Hudson-J. LaRue-A. Willis	60	6/7/47	
HC10	Cassidy of Bar 20	Wm. Boyd-H. Clark-R. Hayden	59	5/10/47	Reissue
HC11	Heart of Arizona	Wm. Boyd-G. Hayes-R. Hayden	68	6/14/47	Reissue
4701	Hollywood Barn Dance (C-D)F	E. Tubb-L. Talbott-H. Boyce	72	6/21/47	b6/7/47
4609	My Dog Shep	Flame (dog)-Tom Neal	60	12/1/46	
4610	North of the Border	R. Hayden-I. Cooper	46	10/1/46	a8/24/46
HC09	Partners of the Plains	Wm. Boyd-H. Clark-R. Hayden	71	4/26/47	Reissue
4611	Queen of the Amazons (D)A	Patricia Morison-Robert Lowery	62	1/15/47	b3/29/47
4612	Renegade Girl (D)F	Alan Curtis-Ann Savage-Jack Holt	65	12/25/46	b3/29/47
HC07	Rustlers Valley	Wm. Boyd-G. Hayes-R. Hayden	60	3/15/47	Reissue
4608	Scared to Death *C	B. Lugosi-J. Compton	65	5/3/47	
4615	Shoot to Kill (D)A	R. Wade-E. MacDonald-S. Walters	60	5/17/47	b4/12/47
HC08	Texas Trail	Wm. Boyd-R. Hayden-G. Hayes	59	4/12/47	Reissue

COMING

	Burning Cross, The (D)A	H. Daniels-V. Patton	77		b8/2/47
4618	Case of the Baby Sitter, The	Tom Neal-A. Jenkins-P. Blake	40	7/26/47	
	Dark Road, The	John Shelton-Ann Doran			
4703	Dragnet (My)A	M. Brian-H. Wilcoxon	71	8/16/47	b7/12/47
4617	Hat Box Mystery, The (My)	T. Neal-A. Jenkins-V. Sale	40	7/12/47	a7/5/47
4701	Hollywood Barn Dance (C-D)F	E. Tubb-L. Talbott-H. Boyce	65	6/21/47	b6/7/47
4702	Killer Dill (C-D)A	S. Erwin-A. Gwynne-F. Albertson	71	8/2/47	b5/17/47
	Prairie, The	Alan Baxter-Lenore Aubert			

SELZNICK RELEASING ORGANIZATION

CURRENT

	Duel in the Sun *T (WD)A	J. Jones-G. Peck-J. Cotten	135	4/17/47	b1/4/47

COMING

	Intermezzo	I. Bergman-L. Howard			Reissue
	Paradine Case, The	G. Peck-A. Todd-C. Laughton			
	Portrait of Jennie	J. Jones-J. Cotten			
	Rupert of Hentzau	Louis Jourdan-Valli			
	So in Love	Shirley Temple			

20TH-FOX

CURRENT 1946-'47

620	Behind Green Lights (D)A	Carole Landis-William Gargan	64	Feb.	b1/19/46
642	Bowery, The	Wallace Beery-Jackie Cooper	84	Oct.	Re-release
648	Dangerous Millions (D)F	Kent Taylor-Dona Drake	69	Dec.	b12/7/46
640	Home Sweet Homicide (MyC)F	P. Ann Garner-R. Scott	90	Oct.	b7/20/46
646	Margie *T (C-D)F	Jeanne Crain-Alan Young	93	Nov.	b10/19/46
645	My Darling Clementine (W-D)F	H. Fonda-L. Darnell-V. Mature	97	Nov.	b10/12/46
641	Sun Valley Serenade	Sonja Henie-John Payne	86	Sept.	Re-release
639	Three Little Girls in Blue *T (M)F	Hayer-Blaine-G. Montgomery	90	Oct.	b9/7/46
649	Wake Up and Dream *T (M)F	John Payne-June Haver	92	Dec.	b11/30/46
644	Wanted for Murder (D)A	Eric Portman-Dulcie Gray	91	Nov.	b4/13/46

CURRENT 1947-'48

709	Alexander's Ragtime Band	T. Power-A. Faye-D. Ameche	106	Mar.	Re-release
711	Backlash (My)A	R. Travis-J. Rogers-L. Blake	66	Mar.	b3/22/47
706	Boomerang (D)A	Dana Andrews-Jane Wyatt	88	Feb.	b1/25/47
707	Brasher Doubloon, The (My)A	G. Montgomery-Nancy Guild	72	Feb.	b2/8/47
710	Carnival in Costa Rica *T (M)F	D. Haymes-C. Holm-C. Romero	96	April	b3/29/47
715	Ghost and Mrs. Muir, The (D)A	G. Tierney-R. Harrison-G. Sanders	104	May	b5/24/47
713	Homestretch, The *T (D)A	Maureen O'Hara-Cornel Wilde	99	May	b4/26/47
723	I Wonder Who's Kissing Her Now *T (M)F	June Haver-Mark Stevens	104	Aug.	b6/14/47
716	Jewels of Brandenburg (D)A	Richard Travis-Micheline Cheirel	64	May	b4/12/47
712	Late George Apley, The (D)A	Ronald Colman-Peggy Cummins	98	April	b2/3/47
704	Les Miserables	Fredric March-Chas. Laughton	109	Jan.	Re-release
718	Miracle on 34th St. (C)F	J. Payne-M. O'Hara	96	June	b5/10/47
717	Moss Rose (M-D)A	V. Mature-P. Cummings-E. Barrymore	82	June	b5/24/47
724	Mother Wore Tights *T	B. Grable-D. Dailey		Aug. '47	a11/16/46
701	Razor's Edge, The (D)A	T. Power-G. Tierney-J. Payne	146	Jan.	b11/23/46
714	San Demetrio, London (D)A	W. Fitzgerald-A. Young-R. Michael	76	April	b4/4/47
703	Shocking Miss Pilgrim *T	Betty Grable-Dick Haymes	85	Jan.	b1/4/47
705	Stanley & Livingstone	Spencer Tracy-Richard Green	101	Jan.	Re-release
708	Strange Journey (D)F	Paul Kelly-Osa Massen	67	Feb.	b9/14/46
702	13 Rue Madeleine (D)	James Cagney-Annabella	95	Jan.	b12/21/46
719	Western Union	Robert Young-Randolph Scott	95	June	Re-release

COMING

	Captain from Castile *T	T. Power-J. Peters-C. Romero			a7/26/47
722	Crimson Key, The (My)F	Kent Taylor-Doris Dowling	76	July	b7/5/47
	Daisy Kenyon (D)	J. Crawford-D. Andrews-H. Fonda			a8/2/47
	Dangerous Years	William Halop-Ann E. Todd			
	Forever Amber *T	L. Darnell-C. Wilde-G. Sanders			
	Foxes of Harrow, The	R. Harrison-M. O'Hara-R. Haydn			
	Gentleman's Agreement (D)	G. Peck-D. McGuire-J. Garfield			a7/26/47
	Give My Regards to Broadway *T	N. Guild-D. Daily-C. Winninger			a5/17/47
	Green Grass of Wyoming *T (C-D)	P. Cummins-R. Arthur-C. Coburn			a7/19/47
727	How Green Was My Valley	W. Pidgeon-M. O'Hara	118	Sept.	Reissue
	Invisible Wall, The	Don Castle-Virginia Christine			
725	Kiss of Death (D)A	Victor Mature-Brian Donlevy	98	Sept.	b8/16/47
721	Meet Me At Dawn (C-D)F	William Eythe-Hazel Court	99	July	
	Nightmare Alley (D)	T. Powell-J. Blondell-Helen Walker			a7/9/47
	Roses Are Red	Don Castle-Peggy Knudsen			
726	Second Chance (D)A	K. Taylor-Louise Currie-D. Hoey	62	Sept. '47	b7/26/47
	Summer Lightning *T	J. Haver-L. McCallister-A. Revere			a7/17/47
728	Swamp Water	W. Brennan-W. Huston	90	Sept.	Reissue
	Tender Years, The	Joe E. Brown-R. Ryan-J. Hutchinson			
720	Thunder in the Valley *T (D)F	P. A. Garner-L. McCallister	103		b6/7/47

Title	*Company*
Strawberry Roan	Col.
Suddenly It's Spring	Para.
Susie Steps Out	UA
Summer Holiday	MGM
Summer Lightning	20th-Fox
Sun Valley Serenade	20th-Fox
Suspense	Mono.
Swamp Water	20th-Fox
Swell Guy	Univ.
Sweet Genevieve	Col.
Sweetheart of Sigma Chi	Mono.
Swiss Family Robinson	Astor
Swordsman	Col

T

Take My Life	Brit.
Tap Roots	Univ.
Tarzan and the Huntress	RKO
Tarzan and the Mermaids	RKO
Temptation	Univ.
Temptation Harbour	Brit.
Tender Years, The	20th-Fox
Tenth Avenue Angel	MGM
Texas	Col.
Texas Trail	SGP
That Brennan Girl	Rep.
That Hagen Girl	WB
That's My Gal	Rep.
That's My Man	Rep.
That Way with Women	WB
The Brothers	Brit.
The Kissing Bandit	MGM
The Last Round-Up	Col
The Man I Love	WB
The Open Secret	PRC
The Patient Vanishes	FC
The Time, the Place & the Girl	WB
There Goes My Heart	Favorite
They Made Me a Killer	Para.
They Passed This Way	UA
They Won't Believe Me	RKO
Thief of Bagdad	FC
Thieves' Holiday	UA
13 Rue Madeleine	20th-Fox
Thirteenth Hour	Col.
This Happy Breed	Univ.
This Time for Keeps	MGM
Three Little Girls in Blue	20th-Fox
Three on a Ticket	PRC
Thunderbolt	Mono.
Thunder in the City	Astor
Thunder in the Valley	20th-Fox
Thunder Mountain	RKO
Till the Clouds Roll By	MGM
Time of Your Life	UA
Time Out of Mind	Univ.
T-Man	E-L
Tom Brown's Schooldays	Astor
Too Many Winners	PRC
Topper Returns	Favorite
Topper Takes a Trip	Favorite
To the Ends of the Earth	Col.
To the Victor	WB
Trail Street	RKO
Trap, The	Mono.
Treasure of the Sierra Madre	WB
Trespasser, The	Rep.
Trouble With Women	Para.
Two Blondes and a Redhead	Col.
Two Guys From Texas	WB
Two Mrs. Carrols	WB
Two Years Before the Mast	Para.
Tycoon	RKO

U

Unconquered	Para.
Undercover Maisie	MGM
Undercurrent	MGM
Under Arizona Skies	RKO
Under the Tonto Rim	RKO
Unexpected Guest	UA
Un faithful	WB
Unfinished Dance	MGM
Unholy Garden	FC
Unsuspected, The	WB
Untamed Fury	PRC

V

Vacation Days	Mono.
Vacation in Reno	RKO
Variety Girl	Para.
Vendetta	UA
Verdict	WB
Vigiliantes Return	Univ.
Violence	Mono.
Virtuous	MGM
Voice of the Turtle	WB

W

Wake Up and Dream	20th-Fox
Wallflower	WB
Wanted for Murder	20th-Fox
War Party	RKO
Web, The	Univ.
Web of Danger	Rep.
Welcome Stranger	Para.
Welldigger's Daughter	Misc.
Westerner, The	FC
Western Union	20th-Fox
When a Girl's Beautiful	Col.
Where There's Life	Para.
While the Sun Shines	Brit.
Whiplash	WB
Whispering Smith	Para.
White Cradle Inn	Brit.
Who Killed Doc Robin	UA
Wicked Lady	Univ.
Wild Bill Hickok Rides	WB
Wild Harvest	Para.

Title	Company
Wild West	PRC
Winter Wonderland	Rep.
Wistful Widow of Wagon Gap	U-I
Wolf Call	Mono.
Woman Chases Man	FC
Woman in White	WB
Woman on the Beach	RKO
Wyoming	Rep.
Y	
Yankee Fakir	Rep.
Yearling, The	MGM
Years Between	Univ.
You Can't Cheat an Honest Man	Univ.
Your Red Wagon	RKO

TITLE CHANGES

"El Lobo Mystery" (PRC) now CHEYENNE TAKES OVER

"Gun Law" (PRC) now FIGHTING VIGILANTE

"Marshal of Amarillo" (Rep.) now OUTLAWS OF GHOST TOWN

"That Guy Palooka" (Mono.) now JOE PALOOKA IN THE KNOCK-OUT

NEW PICTURES STARTED LAST WEEK

MONOGRAM
Quest of Willie Hunter, The—Principals: Don Castle, Audrey Long, Peggy Knudsen. Director, Jack Bernhard.

PRC
Stage to Mesa City—Principals: Lash LaRue, Al St. John, Jennifer Holt. Director, Ray Taylor.

The Open Secret—Principals: John Ireland, George Tyne, Ellen Lowe. Director, John Reinhardt.

RKO
Race Street—Principals: George Raft, Marilyn Maxwell, William Bendix. Director, Edwin L. Marin.

ADVANCE DATA
On Forthcoming Product

MACBETH (Rep.) *Drama. Principals*: Orson Welles, Jeanette Nolan, Edgar Barrier, Roddy McDowall. *Director*, Orson Welles. *Plot*: Macbeth murders Duncan, King of Scotland, and takes the throne. Duncan's sons escape to England. Warned by the witches to beware of Macduff, Macbeth orders the execution of Lady Macduff and her son. The crimes affect Lady Macbeth's mind and she dies. Macduff and Malcolm, son of Duncan, return with an army against Macbeth. Screened behind boughs from Birnam wood, they overcome Macbeth, the prophecy is fulfilled, and Macbeth is slain.

DICK TRACY MEETS GRUESOME (RKO) *Mystery. Principals*: Boris Karloff, Ralph Byrd, Anne Gwynne. *Director*, Jack Rawlins. *Plot*: This revolves around the hunt for a gang using a strange new gas that paralyzes anyone who inhales it. The gang uses it in a bank robbery and Tracy is faced with the problem of finding the culprits before they use it again. He is involved in many hair raising escapades before breaking up the gang and bringing the leader to justice.

ON AN ISLAND WITH YOU (MGM) *Comedy - with - Music. Principals*: Esther Williams, Peter Lawford, Jimmy Durante. *Director*, Richard Thorpe. *Plot*: This is the tale of a Hollywood film company shooting location scenes in the Pacific. Complications arise when the leading lady is abducted in a Government plane by an overly-romantic Navy pilot who was hired as technical advisor to the film. They are trapped on a small island when something goes amiss with his plane but are rescued.

UNITED ARTISTS

Prod. No.	CURRENT 1946-'47		Run Time Mins.	Rel. Date	See Issue of
	Abie's Irish Rose (C)F	Joanne Dru-Michael Chekhov	96	12/27/46	b11/30/46
	Adventures of Don Coyote *C (W)F	F. Rafferty-M. Cramer	66	5/9/47	m5/3/47
	Carnegie Hall (D-M)A	M. Hunt-W. Prince-M. O'Driscoll	134	8/8/47	b3/1/47
	Chase, The (D)A	Robert Cummings-Michele Morgan	85	11/22/46	b10/19/46
	Copacabana (M-C)F	C. Miranda-A. Russell-G. Marx	92	5/30/47	b5/24/47
	Dangerous Venture (W)F	A. Clyde-W. Boyd-B. Alexander	59	5/23/47	a2/22/47
	Devil's Playground, The (W)F	William Boyd-Andy Clyde	65	11/15/46	b9/21/46
	Dishonored Lady (D)A	H. Lamarr-D. O'Keefe-J. Loder	89	5/19/47	b4/26/47
	Fabulous Dorseys, The (M)F	T. Dorsey-J. Dorsey-J. Blair	87	2/21/47	b3/1/47
	Fool's Gold (W)F	William Boyd-Andy Clyde	65	1/31/47	b10/12/46
	Fun on a Weekend (C)A	Priscilla Lane-Eddie Bracken	93	5/15/47	b4/12/47
	Little Iodine (C)F	J. Ann Marlowe-Marc Cramer	57	10/11/46	b9/14/46
	Macomber Affair, The (D)A	Gregory Peck-Joan Bennett	90	3/21/47	b1/25/47
	New Orleans (D-M)A	A. deCordova-D. Patrick	90	4/16/47	b5/3/47
	Other Love, The (D)A	B. Stanwyck-David Niven	96	7/11/47	b4/5/47
	Private Affairs of Bel Ami, The (D)A	George Sanders-Angela Lansbury	115	3/7/47	b3/1/47
	Ramrod (W-D)A	J. McCrea-V. Lake-D. DeFore	94	5/2/47	b3/1/47
	Red House, The (My)A	Ed. G. Robinson-L. McCallister	98	2/7/47	b2/8/47
	Sin of Harold Diddlebock, The	H. Lloyd-R. Washburn-J. Conlin	89	4/4/47	a2/9/46
	Stork Bites Man (C)A	Jackie Cooper-Gene Roberts	67	6/21/47	b8/16/47
	Strange Woman, The (D)A	H. Lamarr-G. Sanders-L. Hayward	100	10/25/46	b11/2/46
	Susie Steps Out (C-D)F	David Bruce-Cleatus Caldwell	65	12/13/46	b11/23/46
	Unexpected Guest, The (W)F	Wm. Boyd-Andy Clyde	60	3/28/47	b12/14/46
	COMING				
	A Miracle Can Happen	James Stewart-Henry Fonda			
	Arch of Triumph (D)	I. Bergman-C. Boyer			a5/3/47
	Atlantis	Maria Montez-Jean Pierre Aumont			a4/5/47
	Body and Soul (D)A	John Garfield-Lilli Palmer	105	8/22/47	b8/16/47
	Christmas Eve	G. Raft-G. Brent-R. Scott-J. Blondell			a3/29/47
	Comedy Carnival	Rafferty-Olsen-Abel-Grahame	112	8/29/47	
	Dead Don't Dream, The (W)	W. Boyd-A. Clyde			
	Fanny By Gaslight	James Mason-Phyllis Calvert			
	Heaven Only Knows (F-D)A	Robert Cummings-Brian Donlevy	96		b8/2/47
	Henry the Fifth (D)F *T	L. Olivier-R. Asherson	134		b4/27/46
	Here Comes Trouble	William Tracy-Patti Morgan			a8/24/46
	Hoppy's Holiday (W)F	W. Boyd-Mary Ware	60	7/18/47	b5/10/47
	Intrigue	G. Raft-J. Havoc-D. Seymour			
	Lured (My)A	G. Sanders-L. Ball	102	Sept. '47	b7/19/47
	Mad Wednesday (D)F	H. Lloyd-R. Washburn-J. Conlin	89	4/8/47	b2/22/47
	Marauders, The (W)F	W. Boyd-R. Brooks-A. Clyde	63		b7/19/47
	Monsieur Verdoux (C-D)A	Charles Chaplin-Martha Raye	123		b4/19/47
	Sleep, My Love	C. Colbert-R. Cummings-D. Ameche			
	Stampede	John Wayne-Walter Brennan			
	Time of Your Life	J. Cagney-Wm. Bendix-J. Cagney			
	Vendetta (D)	Hillary Brooke-Faith Domergue			a5/10/47
	Without Honor	William Boyd-Andy Clyde			
	Who Killed Doc Robin?	E. Janssen-L. Olsen-D. Belding			a5/31/47

UNIVERSAL-INTERNATIONAL

	CURRENT				
	Black Narcissus *T (D)F	Deborah Kerr-David Farrar	100	Aug. '47	b5/3/47
	Brief Encounter (D)A	Celia Johnson-Trevor Howard	86		b5/3/47
620	Brute Force (D)A	B. Lancaster-H. Cronyn-C. Bickford	98	Aug. '47	b6/21/47
612	Buck Privates Come Home (C)F	Bud Abbott-Lou Costello	77	April	b3/15/47
	Captive Heart, The (D)A	Michael Redgrave-Mervyn Johns	87		b4/13/47
601	Dark Mirror, The (My)A	O. DeHavilland-Lew Ayres	85	Oct.	b10/15/46
2791	Destry Rides Again	M. Dietrich-J. Stewart	94	Mar.	Reissue
613	Egg and I, The (C)F	Claudette Colbert-Fred MacMurray	108		b3/23/47
	Freida (D)A	David Farrar-Mai Zetterling	65	Aug. '47	b6/28/47
619	Great Expectations (D)F	J. Mills-Valerie Hobson	116	July	b12/21/46
	I Know Where I'm Going (D)F	W. Hiller-R. Livesy-P. Brown	91		b1/5/46
607	I'll Be Yours (C-M)F	D. Durbin-T. Drake-W. Bendix	93	Jan.	b1/25/47
2794	I Stole a Million	G. Raft-C. Trevor-D. Foran	78	April	Reissue
616	Ivy (D)A	Joan Fontaine-Patric Knowles	99	June	b6/14/47
	Johnny Frenchman	Francoise Rosay-Patricia Roc	104		
602	Magnificent Doll (D)F	G. Rogers-D. Niven-B. Meredith	94	Nov.	b11/23/46
2795	Magnificent Obsession	Irene Dunne-Robert Taylor	101	May	Reissue
610	Michigan Kid *C (W)F	John Hall-Rita Johnson	69	Mar.	b2/15/47
1066	Notorious Gentleman, The (D)A	Rex Harrison-Lilli Palmer	106	Nov.	b2/16/46
617	Odd Man Out (D)A	James Mason-Robert Newton	116	June	b2/14/47
2796	One Hundred Men and a Girl	Deanna Durbin-L. Stokowski	84	May	Reissue
608	Song of Scheherazade *T (M)F	Y. DeCarlo-B. Donlevy-J. P. Aumont	106	Mar.	b2/1/47
623	Slave Girl *T (C-R)A	Yvonne deCarlo-George Brent	80	Aug.	b7/19/47
609	Smash-Up, The Story of a Woman (D)A	S. Hayward-L. Bowman-E. Albert	102	Mar.	b2/8/47
611	Stairway to Heaven *T (D)A	David Niven-R. Massey	103	Mar.	b11/16/46
606	Swell Guy (D)A	Sonny Tufts-Ann Blyth	86	Jan.	b12/14/46
604	Temptation (D)A	M. Oberon-G. Brent-C. Korvin	98	Dec.	b12/14/46
	This Happy Breed *T (D)A	Robert Newton-Celia Johnson	110		b4/19/47
614	Time Out of Mind (D)A	P. Calvert-R. Hutton-E. Raines	88	May	b3/22/47
2793	You Can't Cheat an Honest Man	W. C. Fields-Edgar Bergen	73	April	Reissue
618	Vigilantes Return *C	Jon Hall-Margaret Lindsay	67	July	a7/13/46
615	Web, The (M)	V. Prince-E. Raines	87	June	b5/24/47
2792	When the Daltons Rode	R. Scott-K. Francis-B. Donlevy	81	Mar.	Reissue
605	Wicked Lady, The (D)A	M. Lockwood-J. Mason-P. Roc	98	Jan.	b1/12/47
	COMING				
	A Double Life	Ronald Colman-Signo Hasse			
	A Lady Surrenders (D)A	Margaret Lockwood-Stewart Granger	113		b10/12/46
	Exile, The	D. Fairbanks, Jr.-M. Montez-P. Croset			a6/28/47
	Imagination (D)	R. Colman-S. Hasso-E. O'Brien			a8/16/47
	Legend of Black Bart, The *T	Y. DeCarlo-D. Duryea			a8/2/47
	Lost Moment, The	S. Hayward-R. Cummings-J. Loring			
	Magic Bow, The (D-M)F	Stewart Granger-Phyllis Calvert	106		b9/28/46
	My Heart Goes Crazy *T (M)F	Sid Field-Greta Gynt	120		b9/7/46
	Naked City, The (D)	B. Fitzgerald-D. Hart			
	Oh Say Can You Sing	Sheila Ryan-Fred Brady			a5/25/46
	Pirates of Monterey *T	Maria Montez-Rod Cameron-P. Reed			a5/25/46
	Ride the Pink Horse (D)	R. Montgomery-W. Hendrix			a7/9/47
	Secret Beyond the Door (D)	J. Bennett-M. Redgrave-A. Revere			a5/17/47
	Senator Was Indiscreet, The (D)	W. Powell-E. Raines			a7/9/47
622	Singapore (D)A	F. MacMurray-A. Gardner-P. Dorn	79	Aug.	b8/16/47
621	Something in the Wind (M)A	D. Durbin-J. Dall-D. O'Connor	89	Aug.	b7/26/47
	Tap Roots	Van Heflin-Susan Hayward			
	Wistful Widow of Wagon Gap (C)	B. Abbott-L. Costello-M. Main			a7/12/47
	Years Between, The	M. Redgrave-V. Hobson-F. Robson			

WARNER BROS.

CURRENT 1946-'47

613	Beast With Five Fingers, The (H)	Robert Alda-Andrea King	88	2/8/47	b12/21/46
622	Cheyenne (W-D)F	Dennis Morgan-Jane Wyman	100	6/14/47	b4/26/47
625	Cry Wolf (My)A	Errol Flynn-Barbara Stanwyck	83	7/6/47	b7/5/47
605	Deception (D)A	B. Davis-P. Henreid-C. Rains	112	10/26/46	b10/19/46
627	Dust Be My Destiny	J. Garfield-A. Hale-P. Lane	88	8/7/47	Reissue
612	Humoresque (D)A	J. Crawford-J. Garfield-O. Levant	126	1/25/47	b12/23/46
608	Kings Row	A. Sheridan-R. Cummings-R. Reagan	127	12/7/46	Reissue
702	Life With Father *T (C-D)F	I. Dunne-W. Powell-E. Taylor	118		b8/16/47
620	Love and Learn (C-M)A	J. Carson-R. Hutton-M. Vickers-J. Paige	83	5/3/47	b3/29/47
626	Marked Woman	B. Davis-H. Bogart	96	8/7/47	Reissue
606	Never Say Goodbye (C)F	Errol Flynn-Eleanor Parker	96	11/9/46	b10/26/46
614	Nora Prentiss (D)A	A. Sheridan-K. Smith-R. Alda	113	2/22/47	b2/8/47
604	Nobody Lives Forever (D)A	J. Garfield-G. Fitzgerald	100	10/12/46	b9/28/46
624	Possessed (D)A	J. Crawford-Van Heflin-R. Massey	108	7/28/47	b5/31/47
615	Pursued	Teresa Wright-Robert Mitchum	101	3/2/47	
616	The Sea Hawk	Errol Flynn-Claude Rains	109	4/26/47	Reissue
619	The Sea Wolf	E. G. Robinson-I. Lupino-J. Garfield	87	4/25/47	Reissue
602	Shadow of a Woman (D)A	Andrea King-Helmut Dantine	78	9/14/46	b8/17/46
617	Stallion Road (D)A	R. Reagan-A. Smith-Z. Scott	97	4/12/47	b3/2/47
616	That Way With Women (C)F	S. Greenstreet-M. Vickers-D. Clark	85	3/29/47	b2/15/47
611	The Man I Love (D)A	Ida Lupino-Robert Alda	97	1/11/47	b12/28/46
610	The Time, the Place and the Girl *T (CM)F	D. Morgan-J. Carson-J. Wyman	108	12/28/46	b12/14/46
621	Two Mrs. Carrolls, The (D)A	H. Bogart-B. Stanwyck-A. Smith	99	5/24/47	b4/5/47
723	Unfaithful, The (D)A	A. Sheridan-Z. Scott-L. Ayers	110	7/5/47	b5/31/47
607	Verdict, The (D)A	S. Greenstreet-P. Lorre-J. Lorring	86	11/23/46	b11/9/46
609	Wild Bill Hickok Rides	C. Bennett-B. Cabot-W. William	72	12/7/46	Reissue

COMING

	Always Together	J. Reynolds-R. Hutton			
	Dark Passage (D)	H. Bogart-L. Bacall-B. Bennett			a5/17/47
701	Deep Valley	Dane Clark-Ida Lupino-Wayne Morris	105	9/1/47	a4/5/47
	Escape Me Never	E. Flynn-I. Lupino-G. Young			a3/8/46
	Ever the Beginning	L. Palmer-S. Wanamaker-A. Tamiroff			
	My Wild Irish Rose *T	D. Morgan-A. King-A. Dahl			
	Night Unto Night (D)	Ronald Reagan-Viveca Lindfors			a5/10/47
	Romance in High C *T	Jack Carson-Doris Day-Janis Paige			
	Silver River	E. Flynn-A. Sheridan-T. Mitchell			
	That Hagen Girl	S. Temple-R. Reagan-R. Calhoun			
	To the Victor	Dennis Morgan-Viveca Lindfors			
	Treasure of the Sierra Madre	H. Bogart-W. Huston-T. Holt			
	Two Guys From Texas *T	J. Carson-D. Morgan-D. Malone			
	Unsuspected, The (D)	C. Rains-J. Caulfield-A. Totter			a6/14/47
	Voice of the Turtle, The (C-D)	R. Reagan-E. Parker-E. Arden			a7/5/47
	Wallflower (C-D)	Robert Hutton-Joyce Reynolds			a7/12/47
	Whiplash	D. Clark-A. Smith-S. Z. Sakall			
	Woman in White, The	A. Smith-E. Parker-S. Greenstreet			a4/26/47

BRITISH PRODUCT (U. S. Distribution Not Set)

	A Man About the House (D)A	Margaret Johnson-Dulcie Gray	97	Lon. Films	b6/28/47
	Beware of Pity (D)A	Lilli Palmer-Albert Lieven	105	Rank	b6/29/46
	Carnival (D)A	Sally Gray-Michael Wilding	93	Rank	b10/26/46
	Courtneys of Curzon St. (D-M)	Anna Neagle-Michael Wilding	120	London	b4/19/47
	Dancing With Crime (D)A	Richard Attenborough-Shella Sim	82	Para.	b6/28/47
	Dear Murderer (D)A	E. Portman-G. Gynt-D. Price	94	Rank	b6/7/47
	Green Cockatoo, The (G)A	J. Mills-R. Ray-R. Newton	65	Devonshire	b8/2/47
	Green Fingers (D)A	Robert Beaty-Carol Raye	85	ABPC	b10/26/46
	Holiday Camp (D)A	F. Robson-D. Price-J. Warner	97	Rank	b8/16/47
	Hue and Cry (D)F	Alastair Sim-Valerie White	82	Rank	b2/22/47
	Hungry Hill (D)A	Margaret Lockwood-Dennis Price	109	Rank	b1/18/47
	Laughing Lady *T (M)F	Anne Zeigler-Webster Booth	90	ABPC	b10/26/46
	Loves of Joanna Godden, The (D)A	G. Withers-J. Macallum	85		b6/21/47
	The Man Within *T (D)A	Michael Redgrave-Jean Kent	85	Rank	b4/12/47
	Men of Two Worlds *T (D)A	Phyllis Calvert-Eric Portman	109	Rank	b7/27/46
	Nicholas Nickelby (D)F	Cedric Hardwicke-Sally Howes	105	Rank	b3/22/47
	Root of All Evil (D)A	Phyllis Calvert-Michael Rennie	110	Rank	b2/22/47
	School for Secrets (D)F	Ralph Richardson-Pamela Matthews	108	Rank	b11/16/46
	Take My Life (D)F	Hugh Williams-Greta Gynt	79	Rank	b5/17/47
	Temptation Harbour (D)A	Robert Newton-Simone Simon	110	ABPC	b3/29/47
	The Brothers (D)A	Patricia Roc-Will Fyffe-M. Reed	98	Rank	b5/24/47
	Upturned Glass, The (D)A	J. Mason-Rosamond John	86	Univ. Int.	b6/28/47
	While the Sun Shines (C)A	Barbara White-Ronald Howard	89	ABPC	b2/8/47
	White Cradle Inn (D)F	M. Carroll-I. Hunter-M. Rennie	83	London	b3/29/47

MISCELLANEOUS

	A Diary for Timothy (Doc)F	Documentary	40	Eng. Films	b12/28/46
	Angel and Sinner (D)A	Micheline Preslie-Louis Salou	86	A.F.E.	b3/1/47
	Anything for a Song (M-C)A	F. Tagliavini-C. Campanini	76	Superfilm	b7/9/47
	A Yank in Rome (D)F	Valentina Cortese-Leo Dale	97	Film Rights	b3/22/47
	Barber of Seville (Opera)	F. Tagliavini-T. Gobbi	110	Excelsior	b4/19/47
	Before Him All Rome Trembled (D-M)A	Anna Magnani-Gina Sinimberghi	105	Superfilm	b3/1/47
	Broken Love (D)A	B. Gigli-E. Grammatica	92	Ital.	b8/2/47
	Bellman, The (D)A	Lucien Coedel-Fernand Ledoux	95	Mage	b4/5/47
	Carmen (D)A	Viviane Romance-Jean Marais	101	Superfilm	b12/7/46
	Citizen Saint (B)F	J. Prouty-L. MacMartin	65	Elliott	b5/3/47
	Clandestine (D)A	Constant Remy-Suzy Carrier	89	W. Hem.	b1/18/47
	Colonel Chabert (D)A	Raimu-M. Bell	93	Siritzky	b6/21/47
	Devil's Hand, The (D)A	Pierre Fresnay-Josseline Gael	80		b11/16/46
	Francis the First (C)A	Ferandel-Mona Goya	90	Vog Films	b1/25/47
	Genius & the Nightingale, The (D)F	M. Cebotari-R. Brazzi	100	Superfilm	b8/2/47
	Girl and the Devil, The (D)A	Gunn Wallgren-Strig Jarrell	87	Scandia	b5/17/27
	Great Dawn, The (D-M)A	Pierino Gamba-Renee Faure	83	Superfilm	b7/9/47
	Ivan the Terrible (D)A	N. Cherkassov-L. Tselikovskaya	96	Artkino	b3/15/47
	King's Jester, The (D-M)A	M. Simon-R. Brazzi	94	Superfilm	b6/21/47
	Laugh, Pagliacci (D-M)F	Alida Valli-Beniamino Gigli	82	Continental	b5/10/47
	Miracle of Monte Cassino (R-B)F	Fosco Giachetti-Nino Pavese	90	Simpex	b5/31/47
	On Parade	G. Davis-F. Blanchard-T. Harmon			
	Queen for a Night (O)A	Gurlie Lemon Bernhard-G. Bjoerling	89	Saga Films	b1/4/47
	Queen's Necklace, The (D)A	Viviane Romance-Marion Dorian	105	Siritzky	b5/10/47
	Roosevelt Story, The (Doc)F	Documentary	80	Tola	b7/5/47
	St. Francis of Assisi (D)F	Jose Luis Jimenez-Alicia DePhillips	119	Simpex	b4/5/47
	School for Danger (Doc)F	Capt. H. Ree-J. Nearne	60	Eng. Films	b2/22/47
	Sepia Cinderella (C-M)A	B. Daniels-S. Guyse-Tondaleyo	58	Herald	b7/26/47
	Shop Girls of Paris (D)A	M. Simon-A. Prejean	90	Mage	b6/21/47
	Swing, Cowboy, Swing (W-M)F	C. Shrun-D. Weston-A. Lee	57	Westernair	b9/7/46
	They Made Me a Fugitive (D)A	Sally Gray-Trevor Howard		Alliance	b7/12/47
	Thunder in the Hills (D)A	J. Prucha-J. Kacer-V. Nasova	78	Gen. Film	b5/10/47
	Torment (D)A	Alf Kjellin-Mai Jetterling	95	Oxford	b4/19/47
	Two Anonymous Letters (D)A	C. Calamai-A. Checchi	83	Film Rights	b5/3/47
	Vow, The (D)A	M. Gelovani	103	Artkino	b6/21/47
	Welldigger's Daughter, The (C)A	Raimu-Fernandel	122	Siritzky	b10/5/46

ADVANCE DATA

(Continued from Preceding Page)

THE NAKED CITY (U-I) *Mystery. Principals*: Barry Fitzgerald, Howard Duff, Dorothy Hart. *Director*, Jules Dassin. *Plot*: Two detectives go about solving the murder of a young woman. Their first lead comes by tracing stolen jewelry pawned by a man who, with the murdered woman, headed a small jewel thief ring. Involved is a prominent physician who was secretly in love with the victim. The actual murder was committed by one of the thieves and he dies a violent death when trapped by police.

THE KISSING BANDIT (MGM) *Technicolor. Principals*: Frank Sinatra, Kathryn Grayson, J. Carrol Naish. *Director*, Laslo Benedek. *Plot*: While California is still a colony of Spain, the son of a famous bandit who robbed the men and kissed the women, is a disappointment to the gang when they learn he can barely ride, doesn't drink, and is afraid of women. During a stage coach holdup, he falls in love with the Governor's daughter and for her he overpowers two men, gains entry to the palace, and wins her heart.

NATIONAL REVIEWING COMMITTEES' CLASSIFICATIONS

BLACK NARCISSUS (U-I)
MATURE—National Board of Review.
CLASS C—National Legion of Decency.
(Objection: The character of this film and the attitudes displayed therein create an impression that constitutes an affront to religion and religious life. It ignores the spiritual motivation which is the foundation and safeguard of religious life and it offensively tends to characterize such life as an escape for the abnormal, the neurotic and the frustrated).

GREEN FOR DANGER (E-L)
FAMILY—National Board of Review.
CLASS A—SEC. II—National Legion of Decency.

The authorities quoted in this column are as follows:
GENERAL FEDERATION OF WOMEN'S CLUBS. The motion picture committee is headed by Mrs. Arretus F. Burt, chairman, of St. Louis. Two reviewing committees are maintained—Mrs. Mary Lilly, New York, Eastern Committee chairman; Mrs. John Sterns Thayer, Los Angeles, Western Committee chairman. Designations used; FAMILY—8 years and up; MATURE FAMILY—14 years and up; ADULTS—Senior High School Students and Adults; **—indicates picture is rated as "Exceptional."

NATIONAL BOARD OF REVIEW: Founded in 1909 "to represent the interest of the motion picture public." The reviewing committee consists of some 300 men and women of all ages, "representing a cross-section of public taste." Designations used: FAMILY—14 years of age and up (recommendations for age groups under 14 are by Schools M. P. Committee of the National Board); MATURE—18 years old up; *—indicates picture "especially worth seeing."

NATIONAL LEGION OF DECENCY: Committee of International Federation of Catholic Alumnae reviews pictures and publishes its classifications for guidance of members of the Legion—composed of those members of the Catholic Church who join the Legion. Designations used: Class A—Section I — Unobjectionable for General Patronage; Class A—Section II—Unobjectionable for Adults; Class B—Objectionable in Part; Class C—Condemned.

SHORT Booking GUIDE

Short subjects are listed by series under headings of companies distributing them. Numerals in parenthesis following series title indicate number of releases in that group announced for, or sold for, the season. Numerals at left of titles is production or release number. Films reviewed are indicated by reviewers' ratings following titles. Third column gives running time of the subject and final column refers to date on which review of the subject was published.

1946-1947 RELEASES

COLUMBIA

ALL-STAR COMEDIES (10)

8431	Society Mugs	Fair	16	12/28/46
8432	So's Your Antenna	Juvenile	17	11/16/46
8433	Slappily Married	Nonsense	16½	12/ 7/46
8434	Moron Than Off	Fair	18	2/ 8/47
8435	Andy Plays Hookey	Fair	18	3/15/47
8436	Meet Mr. Mischief	Good	17½	5/10/47
8437	Scooper Dooper	Funny	18	5/10/47
8438	The Good Bad Egg		17	
8439	Bride and Gloom		16	
8440	Two Jills and a Jack		18	

ASSORTED 2-REEL COMEDIES (6)

8421	Pardon My Terror		16½	
8422	Honeymoon Blues	Dull	17	11/16/46
8423	Reno-vated		17	
8424	Hot Heir	Funny	18	4/ 6/47
8425	Cupid Goes Nuts			
8426	Nervous Shakedown		15½	
8427	Training for Trouble	Fair	15½	

THREE STOOGES COMEDIES (10)

8401	G. I. Wanna Home		15½	
8402	Rhythm and Weep	Fair	17½	11/ 2/46
8403	Three Little Pirates	Funny	18	3/15/47
8404	Half-Wit's Holiday	Funny	17½	3/29/47
8405	Fright Night	Funny	17	5/10/47
8406	Out West	Funny	17½	5/10/47
8407	Hold That Lion		16½	

COLOR RHAPSODIES—Technicolor (10)

8501	Less Lobe	Cute	6	12/ 7/46
8502	Cockatoos for Two		6	
8503	Big House Blues		7	
8504	Mother Huba-Huba-Hubbard		6	
8505	Up 'N Atom	Hilarious	6	

COLOR PHANTASIES (12)

8701	Fowl Brawl	Funny	6	4/ 5/47
8702	The Uncultured Vulture	Funny	5½	5/10/47
8703	Wacky Quacky	Good	6	8/ 2/47
8704	Leave Us Chase It		6½	
8705	Tooth or Consequences	Funny	6½	

COMMUNITY SINGS (10)

8651	No. 1 (Leibert) The Gypsy		9½	
8652	No. 2 (Bakers) It's a Pity to Say Goodnight	Entertaining	10	11/ 2/46
8653	No. 3 (Leibert) Surrender	Good	9½	11/16/46
8654	No. 4 (Baker) Pretending		9½	
8655	No. 5 (Liebert) Rumors Are Flying	Singable	10	3/15/47
8656	No. 6 (Baker) Ole Buttermilk Sky	Good	10	5/10/47
8657	No. 7 (Leibert) The Coffee Song & Open the Door Richard	Good	9½	5/10/47
8658	No. 8 (Baker) I'll Close My Eyes		10½	
8659	No. 9 (Leibert) For Sentimental Reasons		10½	
8660	No. 10 Managua, Nicaragua	Good	10	

THRILLS OF MUSIC (8)

8951	Jerry Wald & Orch.		10	
8952	Machito & Orch.	Good	10½	11/16/46
8953	Les Elgart & Orch.	Fair	10	1/25/47
8954	Ray McKinley & Orch.		9½	
8955	Shorty Sherock & Orch.	Good	8½	5/ 3/47
8956	Buddy Morrow & Orch.		9½	
8957	George Towne & Orch.		10	
8958	Ray Anthony & Orch.		10½	

SCREEN SNAPSHOTS (12)

8851	No. 1 (Radio Characters)		10	
8852	No. 2 (Looking Down on Hollywood	Good	10	11/16/46
8853	No. 3 (Rodeo)	Very Good	10	2/ 8/47
8854	No. 4 (Skolsky Party)		9½	
8855	No. 5 (Movie Columnists)	Interesting	9	3/15/47
8856	No. 6 (Behind the Mike)	Fair	9	3/29/47
8857	No. 7 (Holiday in Las Vegas)		10	
8858	No. 8 My Pal Ringeye (Smiley Burnette)		10	

SCREEN SNAPSHOTS (Series 26) 1 Reel

8859	Famous Hollywood Mothers		10	
8860	So This Is 'Ollywood		9	

SPORTS REELS (12)

8801	Army Football Champions	Excellent	11	11/ 2/46
8802	Ten Pin Magic	Fair	10	11/16/46
8803	Hi-Li	Interesting	9½	12/28/46
8804	Best In Show (Dogs)		9	
8805	Polo	Interesting	9	5/10/47
8806	Cue Tricks		9	
8807	Tennis Wizards		9	
8808	Goofy Golf		9	
8809	Grappling Groaners		9	
8810	Volley-Oop!		8	

SERIALS

8120	Son of the Guardsmen	15 Chaps. 26		10/26/46
8140	Jack Armstrong	15 Chap. 26-25		3/ 1/47
8160	The Vigilante	Exploitable	20-25	7/19/47

METRO-GOLDWYN-MAYER

MGM TECHNICOLOR CARTOONS (16)

W-831	Henpecked Hoboes			
W-834	Hound Hunters		7	
W-836	Red Hot Rangers		8	5/31/47
W-839	Uncle Tom's Cabana		8	

TOM & JERRY (Technicolor) CARTOONS

W-832	Cat Fishin'		8	
W-833	Part Time Pal		8	
W-835	Cat Concerto	Excellent	7	5/10/47
W-837	Dr. Jekyll & Mr. Mouse		7	
W-838	Salt Water Tabby		7	

PETE SMITH SPECIALTIES (10)

S-851	Football Thrills of 1945		10	
S-852	Sure Cures	Excellent	10	10/ 5/46
S-853	I Love My Husband But			
S-854	Playing By Ear			
S-855	Athletiquiz			
S-856	Diamond Demon	Amazing	10	3/ 1/46
S-857	Early Sports Quiz		9	
S-858	I Love My Wife But		9	
S-859	Neighbor Pests			
S-860	Pet Peeves		9	

TWO REEL SPECIALS (4)

A-801	Luckiest Guy In the World			

PASSING PARADE (6)

K-871	A Really Important Person			

TRAVELTALKS

T-811	Glimpses of California			
T-812	Calling on Costa Rica		10	
T-813	Around the World in California		9	5/17/47
T-814	On the Shores of Nova Scotia		8	

MGM SPECIALS

A-802	Give Us The Earth			6/21/47

PARAMOUNT

NOVELTOONS—Technicolor (65)

P6-1	Spree for All	Good Start	7	10/26/46
P6-2	The Stupidstitious Cat	Funny	7	5/10/47
P6-3	The Enchanted Square	Very Good	10	5/10/47
P6-4	Madhattan Island	Excellent	9	
P6-5	Much Ado About Mutton	Good	8	
P6-6	The Wee Men	Wonderful	10	
P6-7	The Mild West		7	
P6-8	Naughty But Mice		7	

PACEMAKERS (6)

K6-1	Brooklyn I Love You	Superb	10	10/26/46
K6-2	Love In Tune	Different	9½	11/16/46
K6-3	Radio, Take It Away	Swell Satire	11	3/ 1/47
K6-4	Try and Catch Me		9	
K6-5	Brains Can Be Beautiful	Interesting	10	7/ 9/47
K6-6	Everybody Talks About It		11	

POPULAR SCIENCE—Magnacolor (6)

J6-1	No. 1	Average	11	11/16/46
J6-2	The Sponge Divers	Fair	11	1/25/46
J6-3	Air-Borne Pastures	Good	11	2/ 8/47
J6-4	Marine Miracles	Fascinating	10	5/ 3/47
J6-5	Moon Rockets	Excellent	10	7/ 9/47
J6-6	20th Century Vikings	Interesting	11	

SPORTLIGHTS (10)

R6-1	Race Horses Are Born	Good	9	10/26/46
R6-2	Dive-Hi Champs	Good	10	11/16/46
R6-3	Queen of the Court	Very Good	10	1/25/46
R6-4	Like Father—Like Son	Interesting	10	1/25/46
R6-5	Jumping Jacks	Excellent	9½	3/15/47
R6-6	Selling the Sun	Excellent	10	2/ 8/47
R6-7	Under White Sails		9	
R6-8	Iced Lightning	Good	10	5/10/47
R6-9	Making the Varsity	Interesting	10	7/26/47
R6-10	Diamond Gals	Excellent	10	

UNUSUAL OCCUPATIONS—Magnacolor (6)

L6-1	No. 1	Average	10	11/16/46
L6-2	Swedish Glass Makers	Interesting	10	2/ 5/47
L6-3	G.I. Hobbies		11	
L6-4	Stunt Girl	Good	11	7/19/47
L6-5	Arctic Artisan	Interesting	11	
L6-6	Film Tot Fairyland		11	

SPEAKING OF ANIMALS (6)

Y6-1	Stork Crazy	Very Good	10	1/25/47
Y6-2	Pooch Parade	Good	10	1/25/47
Y6-3	Country Life		9	
Y6-4	They're Not So Dumb		8	
Y6-5	In Love	Very Funny	10	7/26/47
Y6-6	As Our Friends	Hilarious	10	

MUSICAL PARADES (6)

FF6-1	Sweet and Low		18	
FF6-2	Champagne for Two	Good	20	7/ 9/47
FF6-3	Smooth Sailing	Good	20	
FF6-4	Paris in the Spring		19	
FF6-5	Midnight Serenade			
FF6-6	Jingle, Jangle, Jingle			

GEORGE PAL PUPPETOONS—Technicolor (6)

U6-1	Wilbur the Lion	Excellent	10	5/ 3/47
U6-2	Tubby the Tuba		10	
U6-3	Date With Duke			
U6-4	Rhapsody in Wood			

POPEYE (6)

E6-1	Abusement Park		7	
E6-2	I'll Be Ski-ing Ya		8	
E6-3	Popeye and the Pirates		8	
E6-4	Royal Four Flusher		6	
E6-5	Wotta Knight			
E6-6	Safari So Good			

TWO REEL SPECIAL

87	Two Decades of History		22½	

LITTLE LULU

D6-1	Loose in the Caboose	Funny	8	5/10/47
D6-2	Cad and Caddy	Amusing	8	
D6-3	A Bout With a Trout		8	
D6-4	Super Lulu			
D6-5	The Baby Sitter			
D6-6	The Dog Show-Off			

RKO RADIO

EDGAR KENNEDY (6)

73401	I'll Build It Myself	Hilarious	15	10/26/46
73402	Do Or Diet	Good	18	8/15/47
73403	Social Terrors		18	
73404	Heading for Trouble	Funny	18	
73405	Host-to-a-Ghost		17	

FLICKER FLASHBACKS (8)

74201	No. 1	Excellent	8	10/25/46
74202	No. 2	Good	9	11/16/46
74203	No. 3		8	
74204	No. 4		10	
74205	No. 5	Good	8	5/10/47
74206	No. 6		8	
74207	No. 7		9	

RAY WHITLEY MUSICALS (4)

73501	Bar Buckaroo		16	
73502	Cupid Rides the Range		18	
73503	Bandits and Ballads		17	
73504	A Buckaroo Broadcast		18	

SPORTSCOPES (13)

74301	Skating Lady	Smooth	8	10/26/46
74302	Hail Notre Dame		9	
74303	Bowling Fever	Fair	8	12/26/46
74304	Kentucky Basketeers	Excellent	8	1/25/47
74305	College Climbers		8	
74306	Ski Champion	Excellent	8	3/15/47
74307	Ice Skippers		8	
74308	Wild Turkey		8	
74309	Racing Sleuth		8	
74310	Summer Tale		8	
74311	Ski Belles	Excellent	8	
74312	Chasing Rainbows		8	

THIS IS AMERICA (13)

73101	Beauty for Sale	Interesting	17	12/ 7/46
73102	Germany Today	Informative	16	1/25/47
73103	A Nation Is Born		20	
73104	Campus Boom	Timely	18	3/15/47
73105	San Francisco—Pacific Gateway	Excellent	16	3/22/47
73106	Forgotten Island		18	
73107	Big Party		17	
73108	I Am An Alcoholic		18	
73109	Passport to Nowhere	Stirring	19	7/12/47
73110	Whistle in the Night	Entertaining	18	8/ 2/47

MUSICAL FEATURETTES (4)

73201	Melody Time	Very Good	18	1/25/47
73202	Follow That Music		18	
73203	Let's Make Rhythm		20	

SPECIAL

73901	Football Highlights of 1946		20	

LEON ERROL

73701	Borrowed Blonde	Fair	15	3/29/47
73702	Wife Tames Wolf	Fair	17	5/10/47
73703	In Room 303		17	
73704	Hired Husband		19	

WALT DISNEY

64116	Rescue Dog	Hilarious	7	5/10/47
64117	Straight Shooters	Funny	6	8/ 2/47
64118	Sleepy Time Donald		7	
74101	Figaro and Frankie		7	
74102	Clown of the Jungle		6	
74103	Donald's Dilemma	Very Funny	7	7/19/47

20th CENTURY-FOX

MOVIETONE ADVENTURES (12)

7201 Fantasy of Siam .....Excellent ..... 8 .. 2/ 8/46
7202 Royalty of the Range....Interesting .... 9 .. 3/2[illegible]
7203 Harvest of the Sea.....Interesting .... 9 .. 3/29/47

(Color)

7251 Sons of Courage..... 8 .....
7252 Jamaica .....Excellent ..... 8 ..10/26/46
7253 Historic Capetown .....Excellent ..... 8 .. 9/21/46
7254 Girls and Gags..... 8 .....
7255 The Cape of Good Hope..Interesting .... 8 .. 5/10/47
7256 Zululand .....Interesting .... 8 .. 3/29/47
7257 Gardens of the Sea.....
7258 Romance of the Fjords.....
7259 Sweden .....

SPORTS REVIEWS—Technicolor (6)

7301 Football Fanfare .....Good ..... 8 .. 3/14/46
7302 Style of the Stars.....Good ..... 10 .. 3/29/47
7303 Tanbark Champion .....

(Technicolor)

7351 Winter Holiday .....Good ..... 8 .. 9/21/46
7352 Summer Trails .....Beautiful ..... 8 .. 1/25/46
7353 Playtime's Journey ..... 8 .....

TERRYTOONS—Technicolor (20)

7501 Winning the West.....Good ..... 7 .. 9/14/46
7502 The Tortoise Wins Again.Good ..... 7 .. 8/17/46
7503 The Elttctronic Mouse Trap .....Very Good .... 7 .. 2/ 8/47
7504 The Jail Break.....Fine ..... 7 ..10/ 5/46
7505 The Snow Man..... 7 .....
7506 The Housing Problem....Funny ..... 7 .. 9/21/46
7507 The Crockpot King.....Wonderful .... 7 .. 1/25/46
7508 The Uninvited Pests..... 7 .....
7509 Mighty Mouse and the Hop Cat .....Very Good .... 7 .. 1/25/47
7510 Beanstalk Jack ..... 7 .....
7511 Crying Wolf ..... 7 .....
7512 McDougal's Rest Farm..Very Funny ... 7 .. 3/28/47
7513 Dead End Cats..... 7 .....
7514 Happy Go Lucky..... 7 .....
7515 Mexican Baseball ..... 7 .....
7516 Aladdin's Lamp ..... 7 .....
7517 Cat Trouble ..... 7 .....
7518 Sky Is Falling..... 7 .....
7519 The Intruder ..... 7 .....
7520 Mighty Mouse Meets Deadeye Dick ..... 7 .....

MARCH OF TIME (13)

1 Is Everybody Happy ..... 18 .....
2 World Food Problem....Excellent ..... 17 ..10/ 5/44
3 The Soviets' Neighbor...Revealing .... 18 ..11/ 2/46
4 The American Cop.....Good ..... 18 ..12/8/46
5 Nobody's Children .....Excellent ..... 17 ..12/28/46
6 Germany—Handle With Care .....Excellent ..... 19 .. 2/ 8/47
7 Fashion Means Business.Excelent ..... 17½.. 3/ 1/47
8 The Teachers' Crisis .....
9 Storm Over Britain.....
10 The Russians Nobody Knows .....
11 Your Doctors—1947 ..... 19 .....
12 New Trains for Old?....Good ..... 18½.. 7/12/47
Turkey's 100 Million.....Informative .... 18 .. 8/16/47

DRIBBLE PUSS PARADE

7901 Monkey-Tone News ....Amusing ..... 8 .. 2/ 8/47
7951 Fisherman's Nightmare .Entertaining .. 8 .. 3/15/47

UNITED ARTISTS

DAFFY DITTIES

Choo Choo Amigo.....Excellent ..... 8 .. 8/ 7/46
The Lady Said No..... 8 .....
Pepito's Serenade ..... 7½.....

MUSICOLORS (7)

Toccata and Fugue.....Intriguing .... 10 ..10/26/46

WORLD TODAY

Wonder Eye .....Interesting .... 10 .. 7/12/47

UNIVERSAL

NAME BAND MUSICALS (13)

2301 Frontier Frolic .....Good ..... 15 ..12/28/46
2302 Champaigne Music .....Good ..... 15 .. 1/25/47
2303 Tumbleweed Tempos ....Very Good .... 15 ..12/28/47
2304 Moonlight Melodies .....Excellent ..... 15 ..12/28/46
2305 Tex Beneke & the Glenn Miller Orch. ..... 15 .....
2306 Melody Maestro ..... 15 .....
2307 Tommy Tucker Orch..... 15 .....
2308 Charlie Barnet Orch..... 15 .....
2309 Charlie Spivac Orch..... 15 .. 7/26/47
2310 Jitterumba ..... 15 .....
2311 Record Party .....Good ..... 15 .....

SING AND BE HAPPY (8)

2381 A Bit of Blarney.....Good ..... 11 ..10/12/46
2382 The Singing Barbers..... 10 .....
2383 Let's Sing a College Song..... 10 .....
2384 Let's Sing a Western Song..... 10 .....
2385 Let's Go Latin.....Amusing ..... 10 .....

TECHNICOLOR CARTUNES (13)

2321 Fair Weather Fiends....Funny ..... 7 ..12/28/46
2322 The Wacky Weed.....Good ..... 7 ..12/28/46
2323 Musical Moments ..... 7 .....
2324 Smoked Hams .....Good ..... 7 .. 5/10/47
2325 Coo-Coo Bird ..... 7 .....
2326 Overture to William Tell ..... 7 .....
2327 Well Oiled .....Funny ..... 7 .....

THE ANSWER MAN (8)

2391 No. 1 .....Interesting .... 10 ..10/26/46
2392 Nature's Atom Bomb....Interesting .... 10 ..12/28/46
2393 The Jungle Gangster.....Good ..... 9 .. 5/10/47
2394 Red Fury .....interesting .... 8 .. 5/10/47
2395 Storm Warning .....Entertaining .. 10 .....
2396 Here's Your Answer.....Good ..... 10 .....
2397 Lights of Broadway.....Pleasing ..... 10 .....

VARIETY VIEWS (8)

2341 Bear Facts ..... 9 .....
2342 Pelican Pranks .....
2343 Wild West Chimp..... Funny ..... 9 .. 5/10/47
2344 Rhumba Holiday .....Good ..... 9 .. 5/10/47
2345 Patio Museum .....Interesting ... 9 .....
2346 Bronco Babes .....Good ..... 9 .....
2347 Brooklyn, U.S.A. .....Excellent ..... 10 .....
2348 Play and Plenty.....Informative ... 9 .....

JUVENILE JURY SERIES (8)

2361 Juvenile Jury No. 1..... 10 .....
2362 Juvenile Jury No. 2.....Poor ..... 10 .. 5/10/47
2363 Juvenile Jury No. 3.....Poor ..... 11 .....
2364 Juvenile Jury No. 4.....Poor ..... 11 .....

SERIALS (1)

Mysterious Mr. M.....

VITAPHONE-WARNER BROS.

BLUE RIBBON CARTOONS—Technicolor (18)

3301 Fox Pop ..... 7 .....
3302 Wacky Worm ..... 7 .....
3303 You're an Education..... 7 .....
3304 Have You Got Any Castles ..... 7 .....
3305 Pigs is Pigs..... 7 .....
3306 Cat's Tale .....Funny ..... 7 .. 8/16/47
3307 Goofy Groceries ..... 7 .....
3308 Doggone Modern ..... 7 .....
3309 Sneezing Weasel ..... 7 .....
3310 Rhapsody in Rivets..... 7 .....
3311 Sniffles Bells the Cat..... 7 .....

FEATURETTES (6)

3102 Minstrel Days ..... 20 .....
3103 Alice in Movieland..... 20 .....
3104 Dog in the Orchard..... 20 .....
3105 Keystone Hotel ..... 18 .....
3106 Remember When ..... 20 .....

MELODY MASTERS (6)

3601 Desi Arnaz & Orch..... 18 .....
3602 Melody of Youth.....Very Good .... 10 .. 3/ 1/47
3603 Big Time Review.....Fair ..... 10 .. 3/29/47
3604 Stan Kenton & Orch.....Fair ..... 10 .. 4/ 5/47
3605 Vaudeville Revue .....Fair ..... 10 .. 8/16/47
3606 Zero Girl .....Good ..... 10 .....

MERRIE MELODIES—Technicolor (20)

2701 Kitty Kornered .....All Right ..... 7 .. 7/28/46
2702 Hollywood Daffy .....Very Good .... 7 .. 8/ 3/46
2703 Eager Beaver .....Very Good .... 7 .. 8/14/46
2704 Great Piggy Bank Robbery .....Good ..... 7 .. 9/14/46
2705 Bacall to Arms.....Novel ..... 7 .. 9/14/46
2706 Of Thee I Sting.....Very Good .... 7 .. 9/ 7/46
2707 Walky Talky Hawky....Excellent ..... 7 .. 9/ 7/46
2708 Fair and Wormer.....Fast ..... 7 ..10/12/46
2709 Mousemerized Cat .....Fair ..... 7 ..11/16/46
2710 Mouse Menace .....Good ..... 7 ..12/28/46
2711 Roughly Squeaking ..... 7 .....
2712 One Meat Brawl.....Funny ..... 7 .. 5/ 3/47
2713 Goofy Gophers ..... Very Funny ... 7 .. 5/10/47
2714 Gay Anties ..... Good ..... 7 .. 5/10/47
2715 Scent-imental Over You..Amusing ..... 7 .. 8/16/47
2716 Birth of a Notion.....Amusing ..... 7 .. 8/ 2/47
2717 Tweetie Pie ..... 7 .....
2719 Hobo Bobo ..... 7 .....
2720 Along Came Daffy.....Very Funny ... 7 .....

BUGS BUNNY SPECIALS—Technicolor

2718 Rabbit Transit ..... 7 .....
2721 Hair Raising Hare..... 7 .....
2722 Acrobatty Bunny ..... 7 .....
2723 Rackateer Rabbit ..... 7 .....
2724 Big Snooze ..... 7 .....
2725 Rhapsody Rabbit ..... 7 .....
2726 Hare Grows in Manhattan..... 7 .....
3719 Easter Yeggs ..... 7 .....

SPORTS PARADE—Technicolor (13)

3501 King of the Everglades..... 10 .....
3502 Lazy Hunter .....Good ..... 10 ..11/16/46
3503 Battle of Champs.....Excellent ..... 10 .. 5/ 3/47
3504 American Sports Album..Interesting .... 10 .. 4/ 5/47
3505 Let's Go Swimming.....Good ..... 10 .. 3/ 1/47
3606 Arrow Magic ..... 10 .....
3607 Harness Racing ..... 10 .....
3508 Flying Sportsman in Jamaica ..... 10 .....
3509 A Day at Hollywood Park .....Excellent ..... 10 .....
3510 Tennis Town .....Good ..... 10 .....
3511 Sportsman's Playground..Good ..... 10 .....
3512 Carnival of Sports..... 10 .....

TECHNICOLOR ADVENTURES (6)

3801 Star Spangled City.....Excellent ..... 10 ..11/16/46
3802 Rubber River .....Fair ..... 10 ..12/28/46
3803 Kingdom of the Wild..... 10 .....
3804 Circus Horse .....Fair ..... 10 .....
3505 Glamour Town ..... 10 .....
3806 Branding Irons ..... 10 .....

TECHNICOLOR SPECIALS (8)

3001 Cinderella's Feller ..... 20 .....
3002 The Last Bomb.....Tremendous ... 20 .. 9/21/46
3003 A Boy and His Dog..... 20 .....
3004 Saddle Up ..... 16 .....
3005 Song of a Nation..... 20 .....
3006 Hollywood Wonderland ..Good ..... 20 .....
3007 Romance and Dance..... 20 .....

VITAPHONE VARIETIES (6)

3401 So You Want to Keep Your Hair .....Fair ..... 10 ..12/28/46
3402 So You Want to Play the Horses .....Funny ..... 10 ..11/ 2/46
3403 So You Think You're a Nervous Wreck .....Fair ..... 16 .. 3/29/47
3405 So You Want to Be in Pictures .....Good ..... 10 .....
3406 So You're Going on Vacation ..... 10 .....
3513 Fishing the Florida Keys ..... 10 .....

1947-1948 RELEASES

COLUMBIA

THREE STOOGES COMEDIES (8)

9401 Heavenly Daze .....

ASSORTED AND ALL-STAR COMEDIES (10)

9431 Rolling Down to Reno..... 16½.....
9432 Hectic Honeymoon ..... 17 .....

COLOR RHAPSODIES (8)

9501 Swiss Tease ..... 6 .....

THRILLS OF MUSIC (12)

9951 Boyd Raeburn & Orchestra .....

SCREEN SNAPSHOTS (12)

9851 Hollywood Cowboys ..... 9½.....

WORLD OF SPORTS (12)

9801 Cinderella Cagers .....

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9551 No. 1 Linda, Heartaches..... 10 .....

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3701 Inki at the Circus.....Amusing ..... 7 .....
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4201 Let's Sing a Song of the West ..... 10 .....

VITAPHONE VARIETIES (6)

4401 So You Want to Be a Salesman ..... 10 .....

Shorts Reviews

Racing Sleuth *(Good)*

RKO Radio (74,309) Sportscope 8 mins.

This is a pictorial explanation of just how smart crooks have operated in the past to swindle race track bettors and how the newly formed Thorough-bred Racing Protective Bureau, under the watchful eyes of its ex-FBI head, Spencer J. Drayton, is actively engaged in preventing such swindles when possible and tracking down malefactors when crooked work has taken place. It's an interesting story of the thoroughbred and racing, even without the protective angle. Good for almost any type of program.

Goofy Golf *(Good)*

Col. (8808) Sport Reels 9 mins.

Comic golfers are a rarity. And when they can combine comedy with excellent trick-shot ability they are a good subject about which to weave a yarn for a short. Columbia has done just that with the antics of Joe Ezar, Clown Prince of Golf, with an amusing commentary by Bill Stern. Good for any program.

Arrow Magic *(Good)*

W.B. (3506) Sports Parade 10 mins.

Ande Vale demonstrates real arrow magic as he shoots apples off the head of his pretty Technicolored assistant, shoots a steak out of her hand, puts an arrow through a match box resting atop her head, all with metal tipped shafts that would be sure death with a less steady and expert hand.

EVERY

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ON

BODY and SOUL



It's all for you... from UA!

The ENTERPRISE STUDIOS present

JOHN GARFIELD • LILLI PALMER

in

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and introducing HAZEL BROOKS as "ALICE"

with ANNE REVERE • WILLIAM CONRAD • LLOYD GOFF • JOSEPH PEVNEY • CANADA LEE

Directed by ROBERT ROSSEN • Produced by BOB ROBERTS • Original Screen Play by ABRAHAM POLONSKY

SHOWMEN'S TRADE REVIEW

THE SERVICE PAPER OF THE MOTION PICTURE INDUSTRY

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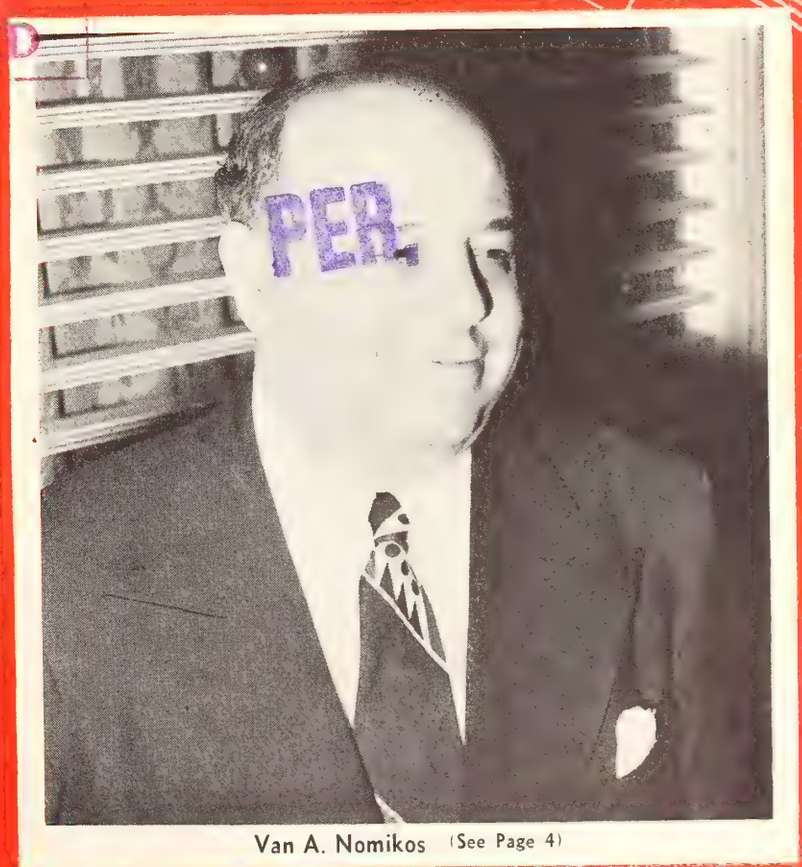
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Vol. 47 No. 9

AUGUST 30, 1947

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CHARLES E. 'CHICK' LEWIS
Editor and Publisher



Van A. Nomikos (See Page 4)

FOREIGN PRODUCT BOOKING GUIDE
(See Pages 27, 28, 29, 30, 31)

'ECONOMY' WAVE IMPERILS INDUSTRY
(Jack Jackson Tells Why on Page 12)

SHOWMEN'S SILHOUETTE
(See Page 24)



THE DANCE OF THE DOLLARS IN CHARLESTON!

All the marvelous things the trade press said about M-G-M's Technicolor Wonder Show "THE UNFINISHED DANCE" came true in the first test engagement at Charleston, W. Va. The eye-filling spectacle, the gorgeous girls, the pulsating drama, the marvelous music—all the brilliant showmanship of a Great attraction packed the folks in and started the dance of the dollars to the box-offices of the nation!

M-G-M presents "THE UNFINISHED DANCE" · MARGARET O'BRIEN · Cyd Charisse · Karin Booth · And Introducing Danny Thomas · A Henry Koster Production · Photographed in Technicolor · Screen Play by Myles Connolly · Based on "La Mort Du Cygne" by Paul Morand · Directed by HENRY KOSTER · Produced by JOE PASTERNAK · A Metro-Goldwyn-Mayer Picture

EDITORIAL PAGE

Surprise, Surprise!

The American Society of Composers, Authors and Publishers (better known as ASCAP, or the outfit that's been making a sucker out of exhibitors for years) has decided that, what with the high cost of living, it will boost its chisel of a million plus to a mere, modest little three million plus dollars a year by means of a tax for reproducing sounds for the recording of which the exhibitor already has paid a tax (in his film rental).

Announcement of this paltry little 300 per cent advance in the chisel has set the exhibitor organizations up on their hind legs, and theatremen all over the country become aroused at this brazen grab.

Well, boys and girls, for years this page has been asking you exhibitors and particularly you exhibitor organization leaders why you didn't do a little leading which might save the exhibitor many a hard earned dollar by putting an end to this ASCAP chisel.

Who, if anybody, is surprised that ASCAP has boosted the tap—even if it is by a 300 per cent margin? For wasn't it a natural for the outfit, which found exhibitors submitting to the bite for years, to chew more off the victim? After all, any action against the ASCAP grab in the past was mere token resistance.

But you'll pardon us if we do express some surprise that after all these years of submission, the exhibitors and the exhibitor association leaders finally get aroused and decide to fight back. The action, we feel, can be explained only on the queer theory that a grab of a million or more dollars a year is all right, but when the figure reaches over three million it's a racket and an extortion.

We wish the greatest of success to every exhibitor organization and group and all the legal talent on the side of the exhibitor in this fight. Surely it is a fight that deserves to win. And when it's won we may all thank ASCAP for arousing us at last to get up on our hind legs and unite to fight back when the exhibitors of this industry are taken for a ride.

▲ ▲ ▲

Only Excellent!

From all points—East, West, North and South—in this fair land come reports of box-office business being done by the bigger pictures now playing key runs. And to the utter astonishment of all of us who have been hearing how this country is all set to go to pot—with grass growing in the streets, perhaps, as "depression" spread its pall of predicted business collapse—the news is that grosses are only excellent despite a record-breaking heat wave in most areas.

The records are a mocking sneer at various and several individuals and policies enunciated and put into action during recent months.

There's the answer to the howling that "box-office business is off" and that severe economies must be instituted, including curtailment of selling to the trade.

There's the answer to the smear campaign abroad against Hollywood and its productions as "juvenile" and inferior. (The public in the country whose screen-time the producers abroad so avidly seek says differently, and in terms of money put up for admissions.)

There's the answer to certain members of the American industry itself who, in order to attract attention, get up and bray like asses about Hollywood stars having no box-office value and Hollywood pictures being lousy. (If that's the case how come pictures out of Hollywood with Hollywood stars can attract such crowds to the very theatres operated by one of these headline-seekers?)

This is the time, we think, when there should be a closing of the ranks over here in the U. S. film industry. For that industry is the target of pot shots by other countries—most of them, by the way because they want to promote their own product for showing in theatres that wouldn't even exist in their country had it not been for the enterprise of the American film men—and that means film men in all three branches of the industry, exhibition distribution and production.

▲ ▲ ▲

Wide Open Over Here

While markets for U. S. films abroad constrict, producers in those countries continue to ask that American theatres give more screen time to their pictures. Over and over again it has to be said to them that screens here are wide open to their's or anybody's pictures that have what it takes to interest the American picturegoers.

It's good to note that some of the European studios have finally taken steps to get in touch with this market by having their American distributors act as advisors whose advice is taken and acted upon. As noted in Tom Kennedy's column in this issue, the art theatre can never provide any wide distribution for pictures, and the foreign producers therefore will have to make their films less arty and more entertaining in order to get wide distribution here. There's no tariff wall, no conspiracy among industry groups, nor even anti-foreign-film propaganda in this country. Make your pictures entertaining to the American moviegoers, gentlemen, and you'll get the bookings.

—"CHICK" LEWIS

WHAT'S NEWS

In the Film Industry This Week

PRODUCTION—A program of 27 features, 20 outdoor and western productions, and four serials plus four cartoon shorts, was announced for the new season by Republic this week. In the feature-length category, that's 10 less than last year.

Repercussions of the clouded foreign situation continued to cut across studio lines in Hollywood as economies, so far involving layoffs of personnel mainly, declared as necessary are going into practice. Republic reduced its payroll by some 150 names—a cut of about 20 per cent in personnel. Warners, U-I and 20th-Fox previously had effected cuts in the rolls of studio employes.

The Screen Actors Guild recommended to its membership a "yes" vote on the compromise contract, worked out with producers of low-budget films, for actors working in westerns costing not more than $50,000 and features costing not more than $100,000. Its terms include provisions that players employed by the day shall receive $55 (same as for majors) but the ninth and tenth hours of work shall be at straight time (instead of time-and-a-half for majors); minimum for players employed by week shall be $155 (rate for majors, $175) and the first six hours over 48 shall be at straight time (instead of time-and-a-half as for majors).

Some hope for an end of the labor strife that has been disrupting studio operations for a couple of years was raised Monday at the Congressional sub-committee hearings in Los Angeles when Joseph Cambiano, general representative of William A. Hutcheson, head of the Carpenters Union, said agreement between the international union heads "can be arrived at" to effect an overall contract that "will bring peace and stability in this area."

* * *

EXHIBITION—The exhibitor branch of the industry was rocked from end to end by the arbitrary and exorbitant upward revision of license fees announced by the Society of Composers, Authors, Publishers. The boost in rates ranges from 300 per cent up to as much as 500 per cent under a scale based on the admission charge for each seat in a theatre —the gross of the house at capacity for one performance being set as the annual take by the ASCAP from each theatre. Long delayed action by the exhibitor groups to test the legality of the ASCAP theatre collections were given a shot in the arm by this latest move and feeling that ASCAP should be taken to court ran high in exhibitor ranks following announcement of the new rates—which the Society expects to get into force by October.

A heat wave that hit most parts of the country sweated down the take for theatres generally, but there was the same condition noted right along of late—that the strong pictures continue to do big business come heat, hail or rain. In New York several long-run films at the big houses held on so well that they continue, with the longest tenant of the New York houses, "The Bachelor and the Bobby-Soxer" going into a sixth week. The same picture weathered the heat in other cities—Chicago, Boston, Washington —while Warner's "Life With Father," Paramount's "Welcome Stranger," 20th-Fox's "Mother Wore Tights" all registered high grosses in key runs.

* * *

Foreign Revenue

Still seeking a compromise in the 75 per cent tax in England, Eric Johnston continued discussions with Sir Wilfred Eady, who was chief of the British financial mission to confer with Treasury officials on easement of the Anglo-American loan agreement, by telephone from Washington to London Wednesday. The talks between Sir Wilfred and Johnston were begun in Washington last weekend and the conversation is being kept open, with the latest suggestion from Johnston being that he will be willing to go to London as representative of the MPA to discuss an alternative plan to the ad valorem tax.

* * *

Salary Checks

The picture industry was very much in the spotlight thrown by the Treasury's list of big-salary earners for 1945. Topping the list was a theatreman—Charles P. Skouras. The movie names got a big play in all the newspaper stories about the Federal income tax figures. This time a considerable proportion of the press played up the amount of income tax paid by the recipient (based on the paper's own estimates). Thus, there were listings such as: Betty Grable, salary, $208,000, Federal tax: $150,000; Olivia de Havilland, salary: $207,000; Federal tax: $150,000, etc.

* * *

MAN ON THE COVER. Optimistic on box-office conditions ("Theatre business in Chicago is good, shows no serious signs of recession"), opposed to divorcement but favoring "moderate curtailment of monopolistic setups," Van A. Nomikos, Allied of Illinois vice-president and operator of 12 theatres in Chicago, declared in Hollywood this week that the film industry can achieve greater objectives "if everyone within it has for his watchword, 'Unity'." Nomikos was on the West Coast for a vacation and to serve as delegate to the American-Hellenic Educational Progressive Association convention. He declared that exhibitor organizations should get together into one strong group, but doubted that would ever happen, "because of the differences between large chains and independent operations." Further observation by the Chicago theatreman: "The most successful policy in picture business is not to have a set policy but to meet conditions as they arise."

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TRADE SLANTS

BERNARD JACON

Talks about

Art vs. Mass Appeal in European Films

as reported by

TOM KENNEDY

The reason why European films are so successful in "art theatres" over here is the reason why they have failed to win widespread popularity with American movie patrons.

And if that sounds a bit mixed up, it's because there is at least the element of a paradox in the whole business of European movies as concerns their place in the world market, according to the views of the men who head operations of Superfilm Distributing Corp., which is the sole representative in America of two of Italy's biggest studios—Scalera and Minerva, of Rome. At least that's how it sounded to us when policies and recent operations of Superfilm were outlined by Bernard Jacon, sales and distribution manager. Jacon is an old timer around the distribution branch of the industry here. He started as an exhibitor in Far Rockaway, later went into distribution and for several years was with Universal in that company's Atlanta branch.

The Continental producers, Jacon and his superiors at Superfilm believe, have got to make their pictures more widely appealing to American audiences in order to break through the present encirclement of exhibition constituted by the limited number of art theatre operations in this country. They prescribe more entertainment with the fine artistic qualities of background, story treatment and acting. And, based on some current circuit bookings, it looks as through they have the right formula, because, circuits in the New York area have booked a group of these European features. The bookings include playdates set for "The King's Jester," "Carmen" and "Before Him All Rome Trembled" at the Skouras houses in New York.

Superfilm has run up an imposing record. The company released 19 films last year—all from the two Rome studios—and on the basis of newspaper reviews nine of these rate as top quality productions. The company's vaults have a total of 74 features—including the 19 released and the 20 which are to be offered during the new season.

Probably for the first time in the history of distribution of imported pictures, films from Europe are being selected, edited and even revised with re-recording and remakes at the studio of origin in order to align with the judgment of the Superfilm head men as to suitability for American audiences.

Much of this work is personally handled by Marcello (Mike) Girosi, head of Superfilm and a former director with many successful productions to his credit during a career at the Scalera Studios.

In concluding deals for the Superfilm pictures, Jacon combines his experience as a theatreman with his selling operations. He insists that the pictures he books shall have the right kind of advertising support. He believes that there is going to be a rising demand for Superfilm's pictures, particularly because of personalities who are coming to the fore. Superfilm has pictures with Tagliavini, now a star at the Metropolitan Opera House; with Vivian Romance, of "Carmen" fame; Anna Magnani of "Before Him All Rome Trembled" and "The Open City"; Alida Valli, imported to Hollywood recently by David O. Selznick.

NATIONAL NEWSREEL

July Tax Collections Up

General admission tax collections for July 1947 topped those for the same month last year by $992,030.83, figures released this week by the Bureau of Internal Revenue disclose. The comparative figures are $34,972,435.07 for last month and $33,980,404.24 for July 1946.

At the same time that general admission taxes were showing a rise, tax returns from roof gardens and cabarets were showing a decrease.

Award Majors $92,124 in Snider Percentage Suits

The Federal Court in Boston this week awarded the eight majors who had sued Ralph E. Snider and the corporations in the Snider Theatre Circuit, involving receipts of percentage pictures, $92,124,99. U. S. Judge Arthur D. Healey approved the judgment in the separate suits against Snider personally and in varying amounts against one or more of the defendant corporations.

Plaintiffs and the amounts they were awarded are: 20th Century-Fox, $28,861.90; RKO, $25,-191.36; Loew's, $23,060.69; Columbia, $6,721.33; United Artists, $5,902.97; Paramount, $1,349.53; Universal, $975, and Warner Bros., $62.21.

Theatres involved in the actions were the Empire and Strand in Portland, Maine; the Bijou and the Casino in Ware, Mass.; Winthrop and State in Winthrop, Mass.; Community Playhouse in Dedham, Mass.; Bijou and Empire in Providence, R. I.; Palace in Edgewood, R. I., and the Park in Auburn, R. I.

Plaintiff's attorneys in the suits were Jacob J. Kaplan and Robert W. Meserve of the Boston law firm of Nutter, McClennen and Fish.

Motion to Get Theatres' Operating Costs Denied

A motion to quash a court order requiring the management of the Denham Theatre in Denver and the Fox Intermountain Theatres to furnish records of operating costs from Sept. 1, 1944, to date, was denied in U. S. district court in Denver by Judge J. Foster Symes. The motion was denied on a petition from Thurman Arnold, representing Cinema Amusement Co., operators of the Broadway, which is suing RKO-Radio, Loew's Inc., and 20th Century-Fox for $3,000,000.

Connecticut Police Hunt Source of Obscene Film

Following pleas of guilty to the charge of showing obscene pictures by three men in Watertown, Conn., State Police Commissioner Edward Hickey in Hartford announced that he was taking personal charge of an investigation into what he termed the "rottenest and boldest violation ever to come to the attention of the state police." The statewide investigation is to locate the higherups in the marketing of the films.

'Ching' Allen Dies

C. W. "Ching" Allen, Prairie district manager for United Artists, died suddenly of a heart attack Sunday Aug. 24 in his home at Mission, Kansas. He was 48 years old.

Exhibitors in Fighting Mood Over ASCAP Music Fee Boost

Exhibitors and officials of exhibitor organizations are up in arms over the arbitrary boost of over 300 per cent in the license fee for music reproduction that will be exacted of theatres commencing October 1. The new scale was announced over the weekend in a notice from the ASCAP New York headquarters, and brought immediate reaction from the aroused theatremen who for years have been submitting to a tax for reproducing music already taxed for recording by the film producer.

Efforts to bring about a united front for a legal battle to contest the claim to fees for theatre reproduction got under way as exhibitor groups in all sectors of the country made moves toward a showdown with ASCAP.

In explaining the exhorbitant boost in the fees, ASCAP President Deems Taylor used the statistics technique in seeking to play down the size of the increase—which runs from 300 to 500 per cent over existing rates. Taylor said that the new tax amounts to "only" one-thousandth of the theatre s intake, since it is applied by ascertaining the potential income from a capacity sale of the theatre tor a single performance and use of that figure as the amount of the annual license fee. He has it all figured out that the average theatre plays a thousand performances per year, so that ASCAP drags down only one one-thousandth.

The new ASCAP charge is based on admission price per seat, instead of the previous system of a flat per seat rate at a scale of 10 cents up to 800 seats; 15 cents in houses with from 800 to 1,600, and 20 cents per seat for houses with more than 1,600 capacity.

Add Fuel to Flames

There was added resentment among theatremen and heads of their organizations over the fact that ASCAP merely announced the new increase without any discussion with the theatre interests.

In Washington Wednesday, Allied's General Counsel Abram F. Myers urged "criminal prosecution under the Sherman Act" by the Attorney General to curb the arbitrary power of ASCAP officials in the manner he recently promised to eliminate price-fixing in food and other commodities.

In New York the law firm headed by Milton C. Weisman, as attorneys for a group of exhibitors, will seek an injunction against application of the new rates, the move to be made within the framework of a pending suit against ASCAP.

Pacific Coast Conference of Independent Theatre Owners, at a meeting of its trustees in Salt Lake City last week started a drive to raise $25,000 as a fund to test in court legality of ASCAP's collection of fees from theatres.

Of the half dozen or more actions now pending against ASCAP, none, it is believed, would prevent implementing of the new tax. Many of the suits have involved lengthy court action, or proposed suits have not yet been entered. Allied States, for instance, proposes to reintroduce in Congress, a bill which would require that ASCAP's music fee be paid by the producer-distributors, and is proposing a court test of some of ASCAP's activities. MPTOA has authorized its general counsel, Herman Levy, to confer with E. C. Mills, who was at one time ASCAP's general manager, on steps to stymie the new tax. North Central Allied is watching an ASCAP action against an exhibitor whom it charged had not paid a music license fee. Allied Theatres of New Jersey has possible legal action against ASCAP under consideration.

To Fight Bingo

New Jersey Allied this week served notice that any relaxation of present gambling restrictions proposed in a new constitution being drawn up will be fought by theatremen.

Film Dividends Up

Dividend payments by film companies in June of this year, were 43 per cent above June 1946, the Department of Commerce reported last week.

Gulf States Showmen Like Rank, But Say His Films Suit Only Big Towns

By Bill Specht

Exhibitors in the Gulf States which embraces Louisiana, parts of Mississippi, Alabama and Florida, still are reluctant to go all out in support of British product, despite the fact that many of them admired J. Arthur Rank and were favorably impressed by his sales talk when he visited New Orleans as the guest of E. V. Richards.

The conditions are not favorable in the territory as a whole because in many of the smaller cities it is almost impossible to sell even the better Hollywood pictures since audiences are strictly western and action-picture fans.

One theatre film buyer—who, incidentally, plays British films in his big locations—summed it up this way:

"In a big city where you have extensive marquee space and daily newspapers, you can sell a picture which otherwise would not get over. But no matter how well such a picture is sold in New Orleans, for example, we can't put it over successfully in St. Martinville or Bay St. Louis, because we can't do the same kind of a sales job. The same is true, in lesser degree, of some Hollywood pictures. And in this connection I'd like to remind the trade that years ago a great picture was produced to overcome charges that the movies were not doing anything worth while.

"It was 'David Copperfield.' It made money. But we literally had to beat the bushes to do it. The pressure campaign was terrific and worked the women's clubs, parent-teacher groups, etc. Then later another fine picture came along—'A Tale of Two Cities.' It didn't have the buildup, and it didn't reach its expectations."

These views are echoed by other exhibitors. In fact a dominant circuit figure reportedly told Mr. Rank that it was impossible for him to get 100 per cent bookings for his product in the Gulf area.

They All Agree MITTY'S

Journal American — "Hilarious entertainment topping even Kaye's previous fine films. Goldwyn's usual lavish care, taste and staging!"

NEW YORK Daily Mirror — "Danny Kaye is 100 per cent here. Goldwyn need not dream of profits. They'll be there!"

Chicago Daily Tribune — "You can mark up another success for Danny Kaye. Very, very funny from beginning to end!"

New York Post — "You will delight in seven characterizations. Each one a gem!"

THE CHICAGO SUN — "It's Danny Kaye's best vehicle since 'Up In Arms!"

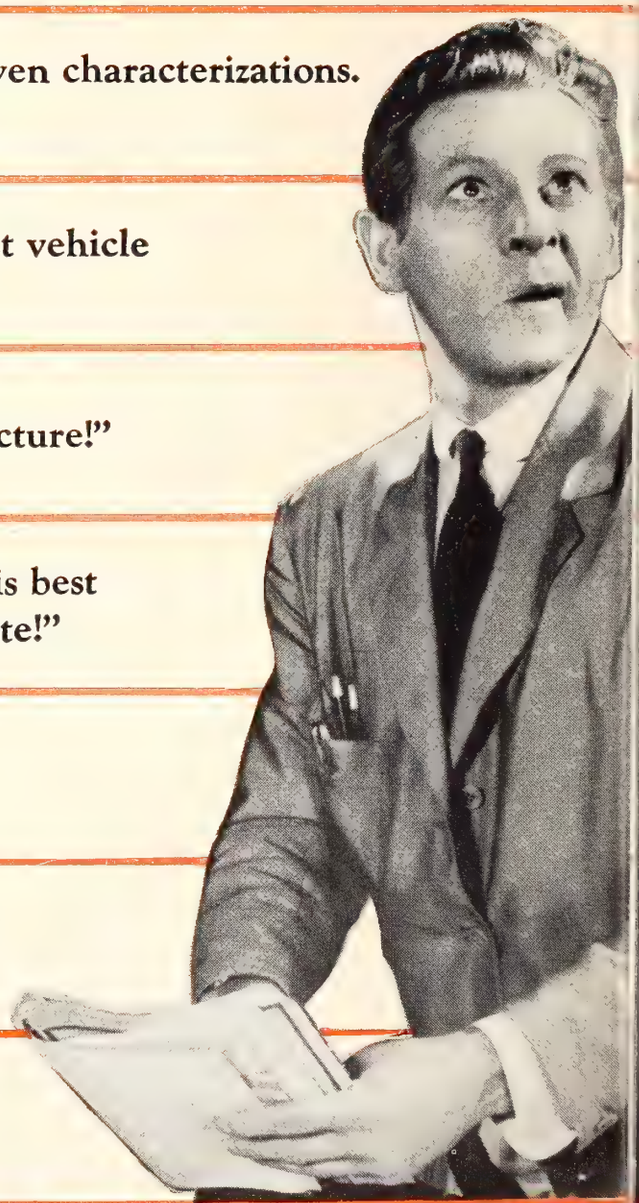
NEW YORK DAILY NEWS — "Danny Kaye's best picture!"

Hollywood By HEDDA HOPPER — "Danny Kaye gets off his best characterizations to date!"

PM Daily — "Packed with laughs!"

The New York Times — "A big, colorful show and a good one!"

NEW YORK The Sun — "Wildly funny!"



KEEP YOUR EYE ON MITTY

The Secret Life

MIGHTY!!

LIFE "Movie of the week. Highly entertaining!"

TIME "Danny Kaye's funniest. In every sense out of this world!"

PHOTOPLAY "Meet Walter Mitty and pin a medal on him. Will bet you come out shouting for more!"

VARIETY "Better medicine for a box office suffering from malnutrition of laughs can hardly be imagined!"

MOTION PICTURE HERALD "This Kaye-color-Goldwyn combination should be a goldmine for the exhibitor, as easy to sell as cotton candy at a circus!"

The Hollywood Reporter "The public is flocking to 'The Secret Life of Walter Mitty.' Mr. Goldwyn has a hit on his hands!"

Daily Variety "A dazzling technicolor dish that gives full play to Danny Kaye's uncommon talent. Another feather in producer Samuel Goldwyn's cap!"

Boxoffice "Your money's worth in laughs and lavishness!"

The Film Daily "Surpassing all previous Kaye films, this one is fine entertainment for every audience!"

SHOWMEN'S TRADE REVIEW "Top-notch entertainment with every indication of scoring heavily at the box office!"

f Walter Mitty

Entertainment in the Goldwyn manner

Republic Sets 27 Features, 20 Westerns for 1947-'48

Use of Color Extended for New Season Product; Two Specials in the Lineup

Republic Pictures' 1947-1948 schedule will offer a total of 48 features, four serials and four cartoon shorts, it was revealed in New York this week in a joint announcement by Herbert J. Yates, Republic president, and James R. Grainger, executive vice-president in charge of sales and distribution.

The feature-length productions are divided into four groups: nine Deluxe Productions; two Specials; 16 Variety Group; 20 outdoor dramas and westerns, and one Novelty Production.

Color will play an increasingly important part in the Republic offerings, with the company's own Trucolor process to be used for twelve of the outdoor releases, several of the features and for the group of four cartoons. In stating that Trucolor processing facilities have been stepped up for the new season's product, Mr. Yates said that "great improvement" had been made in the process which Republic introduced last year, while Grainger added that reports from the field "indicate excellent exhibitor acceptance of Trucolor in the Roy Rogers outdoor musical releases." One of the two specials will be in Technicolor.

Nine Deluxe Productions

The nine Deluxe Productions, which Yates stated will be cast to "harness the box-office draw of star names," will be comprised of the following:

'Wake of the Red Witch," a sea story adapted from the novel by Garland Roark; "Eagles in Exile," adventure drama of pioneers in Alabama; "Crosswinds," based on a story by Martha Cheavens, published in *Ladies' Home Journal;* "Sea of Darkness," adventure yarn of two veterans who become involved in murder; "Last of the Westerners," post-Civil War drama with Texas as its locale; "Untamed," a comedy; "End of the Rainbow," romance-drama; "Don Careless," adventure with a South American background, by Rex Beach; "In Old Los Angeles," romance of early California.

Thus far the only casting set for pictures in the deluxe group puts John Wayne as the leading male star in "Wake of the Red Witch" and "Eagles in Exile."

The two specials are "The Red Pony," the Charles K. Feldman-Lewis Milestone Technicolor production of a John Steinbeck story with Myrna Loy, Robert Mitchum, Louis Calhern and Peter Miles starred; and the Orson Welles production of "Macbeth."

The sixteen features in the Variety Group—which the announcement states is predicated on assurance of many circuit and independent theatre operators that they are ready to give increased support to "B" pictures—is made up of the following titles: "Down Tahiti Way," musical; "Daredevils of the Sky," action melodrama; "Slippy McGee," drama; "Singapore Sal," adventure; "Campus Honeymoon," comedy; "Thunder in the Forest," action; "Strange Escapade," psychological drama; "Woman in the Dark," mystery; "South Sea Susie," musical; "The Castaway," action; "Crooked Cargo," romantic melodrama; "Betrayal," romance; "Heart of Virginia," racing story; "Secret Service Investigator," mystery; "Contraband," comedy mystery; "Flight from Fury," drama.



H. J. Yates



J. R. Grainger

Trucolor Schedule

The Trucolor schedule is headed by six productions starring Roy Rogers.

The six All Star Productions with Monte Hale and Adrian Booth also will be in Trucolor.

The novelty feature is "Bill and Coo," Trucolor production presenting a group of trained birds produced by Ken Murray.

Allan "Rocky" Lane is to be starred in eight Famous Western Series features.

The four serials will make up a complete fifty-two weeks chapter play schedule—two in 12 episodes, one in 13 episodes and one in 15 chapters.

Charles Skouras Tops Treasury's Income List

The Treasury this week reported Charles P. Skouras, president of National Theatres and Fox West Coast Agency Corp., to be the highest paid man in the nation in the year 1945. (Reports from Loew's were not yet in.) An income of $568,143.60 was reported for Skouras —$438,143.60 from NT and $130,000 from Fox West Coast Agency Corp.

Fifth highest movie earner—and first salaried woman in the nation—was Betty Grable, whose $4,000 weekly check brought her $208,000 during the year.

Second highest—and fifth among all industries — was Paramount director Leo McCarey, with earnings of $355,426.61. Third and fourth among picture people were Darryl F. Zanuck, Fox production chief with $260,000, Harry Cohn of Columbia with $223,600, Olivia DeHavilland with $206,944.45, Fred MacMurray with $203,525.66 and 20th-Fox President Spyros P. Skouras with $201,600.

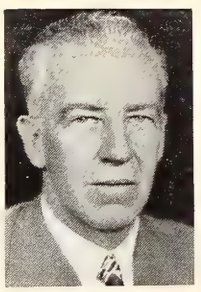
Minsky Named District Manager for Eagle-Lion

Joe Minsky, veteran sales executive recently with International Pictures, has been appointed district manager for Eagle-Lion in charge of the Philadelphia-Pittsburgh-Washington territory. The three branch managers under him, Fred Rohrs, Washington; Harry Borman, Philadelphia, and John Zomnir, Pittsburgh, are expected in New York for sales conferences with E-L Vice-President and General Manager A. W. Schwalberg.

Mr. Schwalberg also announced the appointment of Harold Dunn as circuit sales manager with Jack Bellman as his assistant.

20th-Fox's Fall Sales Drive Honors Smith

Division managers of 20th Century-Fox this week named the company's annual fall sales drive in honor of the General Sales Manager Andrew W. Smith, Jr. Upon taking the salesmanship reins, Smith established the policy of giving division managers full authority and responsibility in field operations. Last year's drive was named in honor of President Spyros P. Skouras.



Andy Smith

The drive starts Aug. 31 and will extend to Dec. 27. Included among the 20th-Fox pictures to be released during the period are the two Technicolor productions to be roadshown on 50-50 terms, "Forever Amber" and "Captain from Castile." Other releases will be "Gentleman's Agreement," "Mother Wore Tights," "Kiss of Death," "The Foxes of Harrow," "Nightmare Alley" and "Daisy Kenyon," in addition to four pictures now in release—"Miracle on 34th Street," "I Wonder Who's Kissing Her Now," "The Ghost and Mrs. Muir," and "Moss Rose."

Lopert to Handle Films Of New French Set-up

Lopert Films President I. E. Lopert announced upon his recent return from Paris that he had arranged while abroad to release the films of a new French co-production set-up to be known as La Co-Production in which a number of major producers in France will participate.

La Co-Production, Lopert said, marks the first time that French producers have agreed to get together for their mutual advantage.

2 New Warner Exchanges

Construction is expected to begin within a month on two new Warner exchange buildings, following opening of the new quarters now being completed in Minneapolis. One of the new buildings will replace the present quarters in Omaha, while the second will be in Jacksonville, Fla., forming a new Warner exchange center.

Harris-Broder Now Realart

Harris-Broder Pictures, which recently acquired the Universal reissues, has changed its name to Realart Pictures, Inc., with permanent offices at 2 Park Avenue, New York City. Realart has just closed a deal with Film Classics for the distribution in the United States, Alaska and Hawaii of 50 pictures to be released, 10 per year, over a period of five years.

$70,000 in Yeshiva Drive

In making his annual report to George J. Schaefer, chairman of the motion picture industry committee for Yeshiva University, Jacob Salzman, administrative director of the university, disclosed that nearly $70,000 has been raised within the film industry for scholarships.

Two Monogram Reissues

"Drums of the Desert" and Jack London's "Sign of the Wolf" will be reissued by Monogram on the current season's program.

New York Movie Unions Sign 5-Year Peace Pact

Under the aegis of New York's Mayor O'Dwyer, the eastern metropolis may become the fulcrum from which there will be a swing from war to peace between movie unions. For on the same day this week when Hollywood AFL craft union members were accusing the IATSE of being dictatorial and undemocratic, members of the same two labor outfits in New York were signing a five-year pact that guarantees that film production in Manhattan will not be impeded or interrupted by jurisdictional strikes.

The New York labor peace treaty, providing for arbitration of inter-union disputes, was signed by representatives of 13 principal film unions, including the two unions which have been at dagger's point with each other in Hollywood for years—the United Brotherhood of Carpenters and Joiners and the IATSE.

At the same time that the peace pact was signed, Mayor O'Dwyer announced the appointment of Edward C. Maguire, who as director of the City Division of Labor Relations brought about the union agreement, to serve as coordinator of the city's bid for more and more film production in New York.

IATSE Called Dictatorship By Craft Union Witnesses

One of several AFL craft union members appearing as witnesses at Wednesday's hearings in Hollywood of the House Labor subcommittee investigating studio labor union strife, charged that he had been unable to obtain employment since his discharge by Columbia Studio in a general dismissal of members of the union to which he belonged, although he had not worked on jobs involved in a jurisdictional fight.

The witness was Tom Cracraft. Several other craft union members charged the IATSE with dictatorial and undemocratic policies and practices. Cracraft's statement brought the remark from Irving McCann, counsel for the sub-committee, that he could see no "justification" for such a situation by "the industry or the IATSE," and he further remarked that "if something isn't done very shortly (to bring relief in such situations) we may well ask Congressional action."

IATSE Votes to Comply With Taft-Hartley Law

At a general executive board meeting of the International Alliance of Stage Theatrical Employes held in Boston last week, it was unanimously voted to file in Washington the anti-Communist affidavits of its officers, a copy of its by-laws and regulations and a financial report of its affairs, in compliance with the provisions of the Taft-Hartley law.

Tax Hits 'Command' Film

An American motion picture was scheduled to be featured at this year's Royal Command Performance in London, but American producers have requested the British organizers of the performance to be relieved from selecting a Hollywood production for the occasion. Reason given is that the Dalton tax on film imports restricts choice of a film. The organizers, however, want an American picture and are giving U. S. distributors another month to make a selection. A single copy of such production may be especially imported under the penny-per-foot duty to avoid the ad valorem tax.

NEWSREEL CLIPS

Picture People

Eddie Cantor told trade press representatives in New York this week that his recently completed RKO picture "If You Knew Susie," will be his last, and that henceforth he will make himself available to serve any cause in the public interest where he is needed. The banjo-eyed comedian who has scaled the heights of achievement and popularity on stage, screen and radio, is presently touring on behalf of various philanthropies. He goes to Philadelphia next week to receive the Humanitarian Award from the United Jewish Appeal.

Barry Buchanan, former director of advertising, publicity and exploitation for United Artists and more recently head of public relations for that company on the Coast, has resigned the latter post to complete The Encyclopedia of Show Business which he has been compiling for eleven years.

Murray Silverstone, president of 20th-Fox International and Inter-America Corp., returns to New York next week from visits to Stockholm, Sweden, Rome, Geneva, Paris and London.

Silas F. Seadler, MGM advertising manager, and **Ernest Emerling,** advertising and publicity head for Loew's Theatres, left New York Friday (29) for MGM's Culver City studios to take in screenings of a number of fall releases and map campaigns for them.

Edward L. Hyman, Paramount Theatres vice-president, attended the business meeting of the Minnesota Amusement Company in Minneapolis this week.

Charles Schlaifer, 20th-Fox director of advertising, publicity and exploitation, returned to his desk this week following a brief vacation.

International Tangle

The Attlee government appears to have upset more than one apple-cart with that 75 per cent tax on film imports. Hollywood is hardest hit, of course, but plans for expanded picture production in Australia also got blacked out by the tariff wall that has been thrown up to make the Tight Little Isle just about unreachable by films made outside England. Thus, in Sydney this week, Chairman Norman B. Rydge of Cinesound Productions Proprietary, Ltd., announced that work on the Pagewood Film Studios had stopped and that orders for 100,000 pounds worth of studio equipment recently placed abroad had been cancelled.

Meantime, playing time in U. S. theatres continues to be the goal and ideal and most desired of all objectives of producers in other countries. In Paris this week, Marcel Pagnol scenario writer and playwright, said that the only hope of the French film industry is for the United States film industry to come to its rescue by opening theatres here to bookings of French pictures. He suggested one week's booking each year to each French producer.

Over here, foreign pictures appear to be getting wider circulation. Skouras Theatres in New York, which previously made booking deals for several films produced in Italy, has signed a one-year agreement with Siritzky International for six French films, according to an announcement from Siritzky.

And in London this week the Motion Picture Association's office there announced that all American-owned studio space in England has been made available to British production units. The announcement followed a request to the British government by film trade employes for use of American-controlled studio space to meet the shortage that will be caused by the U. S. industry's ban on exports to England.

Sales Activities

A series of meetings at Universal branches got under way this week, with William A. Scully, vice-president and general sales manager, presiding at huddles in San Francisco, Minneapolis, Milwaukee and Chicago; while Charles J. Feldman Western division manager; E. T. Gomersall, assistant to Mr. Scully; West Coast Division Manager Foster Blake; A. J. O'Keefe, assistant general sales manager; F. J. A. McCarthy, Southern and Canadian division manager, and Eastern Division Manager Fred Myers, were scheduled to hold meetings in the company's other branches.

The MGM sales forces with William F. Rodgers, vice-president and general sales manager, presiding were set for a six-day meeting scheduled to open Sunday morning (30th) in Los Angeles.

Calendar

SEPTEMBER

19, annual golf tournament, Tent 13, Variety Club of Philadelphia, Cedarbrook Country Club.

19-20, ATA-MPTOA Ratification Convention, Shoreham Hotel, Washington, D. C.

23, House public hearing on Communism in Hollywood, in Washington.

25-29, annual convention of Theatre Equipment Dealers Protective Association, Shoreham Hotel, Washington, D. C.

Sept.30-Oct. 1, annual convention Kansas-Missouri Theatre Assn', Phillips Hotel, Kansas City, Mo.

OCTOBER

7, meeting and film clinic of Allied Independent Theatre Owners of Iowa and Nebraska, Fontanelle Hotel, Omaha.

Hope as They Huddle on British Tax

A number of top-level conferences were held in sweltering Washington this week in an effort to find a way to preserve the foreign revenues of the Hollywood industry. Toppers in MPA, SIMPP and in government departments have been burning midnight oil in an effort to head off what MPA President Eric Johnston referred to as a "chain reaction" from the 75 per cent tax on film imports early this month by the British government.

Johnston and a delegation of SIMPP officials interviewed the top men in the Treasury, State and Commerce Departments.

Additionally, representatives of the State and Commerce Departments took the unusual step of conferring solely on the film tax with members of the British mission. They were careful to specify that this was an unofficial session, because the government likes to maintain that it will not negotiate with any foreign power for a single industry. But despite the technicality, the British were left in no doubt about the concern of the United States Government.

THE BOX OFFICE SLANT

The Pretender

Republic Drama 69 mins.

AUDIENCE SLANT: (Adult) A mildly entertaining potpourri of financial skullduggery and murder with psychological undertones. Should satisfy less-discriminating audiences.

BOX-OFFICE SLANT: Supporting fare in double-bill situations.

Cast: Albert Dekker, Catherine Craig, Charles Drake, Alan Carney, Linda Sterling, Tom Kennedy, Selmer Jackson, Charles Middleton, Ernie Adams, Ben Weldon, John Bagni, Stanley Ross, Forrest Taylor, Greta Clement, Peggy Wynne, Eula Guy, Cay Forrester, Peter Michael, Michael Mark, Dorothy Scott. **Credits:** Produced and directed by W. Lee Wilder. Original screenplay by Don Martin with additional dialog by Doris Miller. Photographed by John Alton.

Plot: An investment broker, trustee of a young woman's estate, "borrows" large sums from the estate to cover market losses and plots to marry the young woman to cover his defalcations. She is in love with another man, however, so the investment broker makes a deal with a gang leader to have the unknown fiance murdered so that he can get the young woman on the rebound. The gang leader's paid murderer doesn't know, nor does the investment broker, who the young woman's fiance is, however, and when she eventually turns to the broker and marries him, he is in fear of his life because of his deal to have the unknown man murdered. His fear so plays on his mind that he is killed in an automobile accident.

Comment: The basic plot had possibilities of becoming a good picture. However, "The Pretender" has been so loosely directed from such a poor script as to lose whatever semblance of reality that might have been injected into it. As it stands, the picture is obviously artificially contrived and unbelievable, in spite of the strong acting effort of Albert Dekker who strives mightily to be convincing with poor material. The picture moves quite slowly in an attempt to fit loose pieces together but succeeds only in placing one scene after another. In spite of its shortcomings it is good enough for supporting fare in double bill situations.

Hal Roach Comedy Carnival

(Cinecolor)

United Artists Comedy 112 mins.

AUDIENCE SLANT: (Family): Two comedies, one of juvenile character and the other a farcical excursion with strongest appeal to adults, are combined into 112 minutes of laugh-provoking entertainment for the average moviegoer. Should send patrons home in a happy, satisfied frame of mind.

BOX-OFFICE SLANT: The combination comedy idea is an experiment which, to prove successful, will need the support of smart showmen in advertising and exploitation. In some situations it may need another feature: in others, however, it offers ample entertainment in itself.

Part 1 ("Curly"). Cast: Frances Rafferty, Larry Olsen, Eilene Janssen, Dale Belding, Gerald Perreau, Ardda Lynwood, Kathleen Howard, Edna Holland, Renee Beard, Donald King. **Credits:** Associate producer, Robert McGowan. Directed by Bernard Carr. Photography by John W. Boyle.

Part 2 ("The Fabulous Joe"). Cast: Walter Abel, Margot Grahame, Marie Wilson, Donald Meek, Sheldon Leonard, Howard Petrie, Barbara Bates, Nana Bryant, Johnny Miles, Clarence Kolb, Donald MacBride, Lucien Littlefield, Dorothy Christy, John Eldredge, Al Bridge, Charlotte Wynters. **Credits:** Associate producer, Bebe Daniels. Directed by Harve Foster. Photography by John W. Boyle.

Plot ("Curley"): After Midvale's school teacher leaves, Curley (Larry Olsen) mistakes an old-maid (Kathleen Howard) for her successor, whereas the real newcomer is the old maid's neice, Frances Rafferty. The gang had planned many "surprises" for Frances, and how the tables are turned on them and how the new teacher wins their sympathy forms the basic story pattern.

Plot ("The Fabulous Joe"): When his wife overlooks their anniversary, Walter Abel goes to a bar and imbibes a deadly concoction to forget his troubles. Quite innocently, he meets a blonde (Marie Wilson), and from then on he becomes involved in one situation after another, finally ending up in a divorce court. During the proceedings, a dog, Joe, willed to him, talks to its master but fails to respond to pleas in court. Abel is declared unbalanced because of overwork, and the divorce is refused. Husband and wife are reconciled.

Comment: Producer Hal Roach reports that during a recent 14,000-mile nationwide tour, during which he contacted leading exhibitors, circuit operators and distribution heads, he found that comedy is the most universally acceptable commodity on the screen today; that brevity, now as always, is the essence of humor; and that a diversified comedy program can provide showmen with highly exploitable merchandise. Accordingly, he has set up such a program through the combination of two feature comedies, each bearing no relation to the other, and has labeled the combination the "Hal Roach Comedy Carnival." Part One of the duo ("Curly") is strongly reminiscent of the Our Gang Comedies which Roach pioneered years ago, and its warmth and humor and the charm of the youngsters should appear to all ages of moviegoers. On the other hand, Part Two ("The Fabulous Joe") is more on the adult side, filled with farcical situations that will keep the average audience roaring with laughter most of the time. Both comedies are filmed in Cinecolor, but the lavish backgrounds of "The Fabulous Joe" respond best to such treatment. The Comedy Carnival has been designed solely as popular, escapist entertainment, and on that score it should receive sympathetic audience attention everywhere as a welcome respite from the customary overlong, heavy dramatic fare. In some situations where patrons look for quantity, the Carnival may well need the support of another feature; in others, however, it offers ample entertainment in itself, and with the addition of a short subject or two, can make a well-rounded, satisfying program. The combination comedy idea is an experiment which, to prove successful, will need the support of smart showmen in advertising and exploitation. Certainly the essential elements are there to send patrons home in a happy, satisfied frame of mind.

Shoe-Shine

(Italian Dialog—English Titles)

Lopert Films Drama 93 mins.

AUDIENCE SLANT: (Adult) Stark realism of a most depressing sort. May enthrall some audiences but the majority, though perhaps impressed, will not be pleased by it. Suitable largely for audiences of Italian descent, in art or studio type theatres.

BOX-OFFICE SLANT: Depressing theme makes its prospects extremely limited.

Cast: Rinaldo Smordoni, Franco Interlenghi, Aniello Mele, Bruno Ortensi, Pacifico Astrologo, Francesco De Nicola and others. Direction, Vittorio De Sica. Produced y Paolo W. Tamburella. Scenario by Sergio Amidei, Adolfo Franci, C. G. Viola and Cesare Zavattini. Photography, Anchise Brizzi. Music, Alessandro Cicognini. English titles, Herman G. Weinberg.

Plot: Two Italian shoe-shine boys involved in Rome's Black Market are tried and convicted for their activity. This is the story of their utter poverty, their confinement in an Italian penal institution, their fondness for each other, their attempt to escape which ends in the death of one of the boys.

Comment: There is little to recommend in this depressing story of present-day Italy's neglect of its homeless, often starving youngsters, except the fact that it is told with stark realism, almost cruelly to the susceptibility of average audiences. Perhaps Italians or Americans of Italian descent will be able to enjoy the tragedy contained in the film, but average Amercan audiences are certain to be grossly offended, both by the story and its method of telling. There are a great many scenes that may well be censored by the time this reaches American screens—so a check on the running time is advised, if it is booked.

Golden Earrings

Paramount Drama 95 mins.

AUDIENCE SLANT: (Adult) This exciting love story of a gypsy and an Englishman should be enjoyed by those who get a thrill out of the romantic episodes, and the suspense and excitement of men fighting over their woman.

BOX-OFFICE SLANT: Should assure excellent returns because of the draw of the Marlene Dietrich and Ray Milland names.

Cast: Ray Milland, Marlene Dietrich, Murvyn Vye, Bruce Lester, Dennis Hoey, Quentin Reynolds, Reinhold Schunzel, Ivan Triesault, Hermine Sterler. **Credits:** Directed by Mitchell Leisen. Screenplay by Abraham Polonsky, Frank Butler and Helen Deutsch. From the novel by Yolanda Foldes. Photography, Daniel L. Fapp. Produced by Harry Tugend. A Mitchell Leisen Production.

Plot: A Colonel, uncovering information about a Nazi poison gas formula, makes a perilous escape through Germany to France, aided by the "wise woman" of a gypsy tribe. Disguised as a member of the band, it isn't long before the Colonel is humanized by his unconventional rescuer. When war comes to an end, the Colonel and the gypsy girl meet again for always.

Comment: The marquee strength of the Marlene Dietrich and Ray Milland names plus the fact that this is suspenseful dramatic

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ERROL FLYNN · BARBARA STANWYCK
"CRY WOLF"
A THRILLING TEAM IN THE HIT THAT TEEMS WITH THRILLS!
"CRY WOLF" IS MAKING A TERRIFICALLY PLEASING SOUND AT THE BOXOFFICE, AS IT IS NATIONALLY RELEASED BY
WARNER BROS.!!
with that rising young star
GERALDINE BROOKS
Directed by Peter Godfrey Produced by Henry Blanke
Screen Play by Catherine Turney • From the Novel by Marjorie Carleton • Music by Franz Waxman
WB

THEATRE MANAGEMENT



The Brass Tacks of Efficient Picture Theatre Management*

'ECONOMY' WAVE IMPERILS INDUSTRY

By Jack Jackson

If you've been in this business less than half an hour—or even sought shelter from a downpour of rain under a theatre marquee—you've heard the remark: "You don't have to be crazy to be in show business, but it helps." Up to a short while ago I always considered those voicing that opinion to be speaking in a spirit of levity and not wanting—or even expecting—that their utterances would evoke other than a tickle in the ear. Our many finish fights with the vacillating and lymphatic qualities of Mr. and Mrs. Public has taught us—or should have taught us—that this business requires agile mental maneuvering and keen perception of mass desires to ensnare the willy-nilly interest of ever wary customers.

After listening to, reading about and analyzing the economy and retrenchment drives of major distributors and circuit operators, I've just about concluded that no small number of the industry's mental giants have taken the remark about it helping "to be crazy" seriously. And, they're not being crazy like foxes. They're being crazy like geeses! I realize that the charge is a serious one but how else can the utter disregard of the costly experiences of the rugged and—I thought—unforgettable '30s be excused? It woud seem that the five- or six-year flood of dollars has completely eroded the "think fertility" of those who direct the destinies of the industry.

Customers Adversely Affected by 'Planning Groups'

At this writing we—and I mean you and me and our customers—are being adversely affected by the irrational reasoning of the "planning groups" charged with devising ways and means of maneuvering expenses to an unhealthy low while grosses and earnings remain at an unreasonable high. Either because of gross ignorance or utter disregard of past experience, such units of the cerebral abortions of these groups as have already been effectuated hold great promise of getting the Oscar as the finest "Comedy of Business Errors" ever conceived. They also loom as top-ranking entries in any contest devoted to the exhibition of plans and practices on how NOT to succeed in business and how to make your customers forget you ever existed.

I know that it is much easier to criticize than to devise, but when the devising is in conflict with long established and proved economic laws and antithetical to the accepted procedures and practices of world business, some criticism seems necessary to get maneuvers back into the groove of profit promise. It must be admitted that this business, because of its imaginative premise, is privileged to indulge in—or at least can be forgiven for indulging in—a sort of business "poetic license" and diverging from the beaten track of material commercial endeavor. But the goal of success—and that means customers—is the same for all who seek the twin awards of profit and progress. When the guiding forces of any business decide to remove the sign posts that mark the way to their marts for customers; when they ask for greater service and longer hours from employes—currently harassed with two-fold living expenses—at less or the same monetary output; when they expect—or pretend to expect—much needed repairs, replenishing and refurbishing to be accomplished without added expense, and when they want these savings maneuvered without effecting the constant flow of customer dollars, it's time to call in the psychiatrists because they are very evidently taking seriously the remark about it paying "to be crazy" in show business.

To cite a few instances: I don't know why, but it seems that as long as I can remember the bigwigs of the moving picture industry have felt themselves justified in disregarding the generally accepted advertising procedures found profitable and practical by other businesses. All during the war when long lines of patrons were being turned away from theatre box-offices—and when other businesses were contenting themselves with institutional advertising space buys—the mighty movie minds extended themselves in giving theatres unneeded cooperation. They begged newspapers—restricting space because of paper shortage—to lower the barriers and accept big linage contracts. They sent traveling representatives to harass local merchants—too busy trying to do four men's work to do more than wait on the constant flow of customers—into devoting window displays and providing other cooperation. They jammed the air channels with messages about any and every picture—regardless of quality—that came from their studios. And all this for what purpose? To build longer lines of customers the theatre could not accommodate and to irritate others anxious to devote their time to matters of more importance and of more value to the community, the war effort, etc. During all this time the theatres needed advertising help, earnings were big, taxes were high, grosses fantastic, so the so-called "ten cent" dollars were thrown promiscuously out of windows without thought as to whether they helped or hurt the chaps they were thrown at.

As this is written the earnings are still big—according to all industry and banking reports; grosses have shrunk until they are only "wonderful" and no longer fantastic; taxes are down. Most of the big companies—now engaged in retrenchment programs—hold every indication of bettering the 1946 dollar volume in earnings. But, somebody said something about a recession, and the early spring showed a seasonal decline in patronage. When that happens in any other business they begin to push their wares through the medium of increased advertising and selling effort. The space used in trade journals is increased for the purpose of enthusing the retailer. Heavier appropriations are made for the so-called cooperative ad in which the local dealer, jobber or wholesaler and the manufacturer join to intrigue the interest of potential local customers. New and more colorful window displays are served cost-free to the retailers, billboards are rented, radio time contracted and every effort expended to overcome the customer resistance.

Such effort makes sense. The kind of sense that has proved practical and profitable time after time and season after season for the heads of other industries. But not so for the mighty movie minds, despite the lessons of the '30s. It seems that every time film percentage drops a dime the producers and distributors want to lop a dollar off their advertising appropriations. The first department to feel the edge of the scissors is the advertising, publicity and exploitation effort. Men of proved "know how" like Serkowich, Schlaifer, Mitchell, Youngstein, Dietz, Blumenstock and others are immediately handicapped by appropriation cuts and yet expected to turn in the same general overall nationwide coverage accomplished with unlimited money. Of course, by some unknown and unaccounted-for process of cerebral acrobatics, this maneuver is calculated to evidence extreme business foresight and administrative acumen.

For a time business holds to par because of the momentum of previous effort and the "cuts" shows flattering expense reductions on the p. & l. sheets. But what it really does in the long run is disturb the confidence of retailer and customer alike and shove the company's product downstairs for months to come. After an exhibitor market has been conditioned to seeing page after page of multi-colored trade journal ads on every grade of picture for five years, I wonder if some wise man in a swivel chair will tell me what goes on in the exhibitor's mind when he fails to find ads on even the biggest of productions. It doesn't make sense but "makes silly" to conclude that he will hold other

(*Continued on Page* 24)

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SELLING THE PICTURE

Rodeo, Band and Clowns Ballyhoo 'Red Stallion'

A ballyhoo reported to have drawn a cheering throng of 30,000 persons attests the intelligent showmanship put behind the engagement of Eagle-Lion's "Red Stallion" at the Carthay Circle Theatre in Los Angeles. No stops were pulled in the campaign hailed by veteran showmen.

The crowd came out, partly to see the array of film stars who attended the showing, but its cheers were mostly for the wild western rodeo put on in front of the theatre. The circus atmosphere was enhanced by a brass band of 27 musicians and a dozen clowns cavorting for the attention of the crowd. For the first time in the case of a big premiere in the ultra-smart Carthay Circle, full-dress was dispensed with, those attending appearing for the most part in western and riding clothes.

Newspapers and radio commentators gave the engagement ample mention, the press being generous in both story and picture space. Special telephone hookup with station KECA carried news of the opening to all key Pacific stations of the American Broadcasting Co. The extensive billboard display included 87 24-sheets in Los Angeles, many hundreds of six-and three-sheets and thousands of window cards. More than 100 theatres showed the special "Red Stallion" trailer prepared by Eagle-Lion.

Season Pass First Prize In Theatre Photo Exhibit

Managing Director Montague Salmon of the New York Rivoli Theatre, to promote greater competition among the city's various camera clubs and, incidentally, to bring his theatre and its attractions more prominently in the public eye, has arranged a Rivoli Prize Photograph Salon for display in the theatre's mezzanine, beginning Sept. 15. Prize for the best photograph entered will be a season pass to the Rivoli; second prize, a six-month pass. Patrons will be asked to vote on the photographs they consider "bests."

In addition to the season pass the member whose entry receives the greatest number of votes will ge presented with an elaborate and beautifully-framed scroll. Every entrant will receive a consolation prize of a pair of tickets.

Van Johnson P.A. Tour Hypos 'Rosy Ridge'

The personal appearance tour of Van Johnson to some key cities where his latest picture "The Romance of Rosy Ridge" is opening seems to have caused more of a furore than the usual PA tour of Hollywood stars.

In St. Louis Manager Russ Bovim of Loew's reports more than 1,500 persons in line at 6 A.M. waiting to buy tickets with a stop-sale order to the ticket window following at 11:30 A.M. A complete turnover was accomplished at 1:00 P.M. by promising free fan photos of the star to all who left the theatre.

Van's appearance at Houston was met with enthusiastic fan response, followed by a similar reception at Loew's theatres in Harrisburg and Memphis.



EXECUTIVE TRIO of George Bowser, Charles P. Skouras and Dick Dickson, respectively FWC Theatres general manager; president of National Theatres and FWC Southern division manager, launch the 12th Annual Fall Drive of National Theatres for prize money totaling $125,000, before a general meeting of managers and district managers at the company's home office.

Warners Set 2 National 'Life With Father' Tieups

An extensive schedule of commercial tieups has been arranged by Warner Bros. for "Life With Father" which has started a long list of special engagements throughout the country. It is claimed to be the most extensive since Warners' all-time record established by "Night and Day."

Among the first national promotional activities to get under way are one with Byer-Rolnick Co., makers of Resistol hats, and another with Del Monte Coffee. The Resistol hat tieup features William Powell. In addition to taking advertising space in *Life* and other national magazines, Byer-Rolnick is distributing 50,000 color posters showing a family scene from the picture. Poster is suitable for window and counter displays in tieups between local hat shop and theatres showing "Life With Father."

Co-star Irene Dunne is the prominent feature in full-page color ads which Del Monte Coffee will place in *American Weekly, This Week* and other large-circulation national magazines. It will also use black-and-white ads in local newspapers, tied in with theatres showing the film.

Indians at Macy's In 'Black Gold' Tieup

Through a tieup effected by Allied Artists with R. H. Macy & Co., New York department store, a fully populated Indian village will be established on an upper floor as ballyhoo for AA's Cinecolor film, "Black Gold," scheduled to open at Loew's State Sept. 4.

Large number of Indian men, women and children, transported to New York from Oklahoma, will be on exhibition in the layout of teepees and other native atmosphere. Macy's will feature troupe and picture's opening in window displays, newspaper advertising and radio broadcasts, as well as display cards throughout the store. Before their Macy engagement, the Indians were scheduled to parade down Broadway to City Hall, there to be greeted by Mayor William O'Dwyer.

Calls for New Showmanship Ideas from N. T. Managers

President Charles P. Skouras of National Theatres in announcing that $125,000 in prize money has been set aside for the circuit's 12th Annual Fall Drive, Aug. 31 to Dec. 20, called on his theatre managers and district managers to come forth with new ideas in showmanship to build an increase in film revenue to offset the heavy British tax recently imposed on American films. The NT chief also asked his managers to carefully scrutinize their operations and to avoid unnecessary expenditures.

George Bowser, FWC Theatres general manager announced the results of the 5th Charles Skouras Showmanship campaign and distributed $42,228 in checks to winning theatre managers, bookers and home office employes.

The importance of training doormen and assistants so that they may advance to theatre managers, was strongly advocated by Bowser at the meeting. "Promotions from the ranks, rather than hiring men from other circuits, is the sincere objective of our organization," he stated. "We seek to develop our own manpower to fill the executive positions of tomorrow."

Other speakers included Dick Dickson, FWC Southern California division manager; George Skouras, president of Skouras Theatres and Ernest Turnbull, managing director of Hoyts Theatres, Sydney, Australia, who explained theatre operations in his own country.

U-I to Bring Ad, Press Book Depts. Back to New York

Because of the new method of selling films and the wide time-spread of first-run engagements in key cities, Universal-International will transfer its advertising and press book departments back from the studio to New York City, it was announced in Hollywood by U-I Director of Advertising and Publicity John Joseph. Location of these departments in New York will allow them to function in closer coordination with the sales department, it was stated.



Maurice Bergman

Transfer will be made in September when Universal moves from its present quarters in Rockefeller Center to its new building on Park Avenue where Maurice Bergman, eastern advertising and publicity director, will have advertising and press books under his direction. Joseph will continue to make his headquarters at the U-I studio but will make frequent trips to New York for over all supervision.

U-I's announcement stated that a studio unit will be maintained for advertising and promotional activities preceding and during production of films. This studio unit will be headed by David A. Lipton, the company's advertising coordinator. It will work in close cooperation with the west coast office of Monroe Greenthal Agency which handles the U-I account.



SET AD PLANS FOR FORTHCOMING FILMS. Advertising, publicity and exploitation executives of MGM's home office, studio and theatre affiliate, met in Howard Dietz's office last week for a three-day conference to make extensive plans for launching 10 new important pictures to be released in the next few months. Front row (l-r): William R. Ferguson, MGM exploitation manager; Frank Whitbeck, studio advertising head; Howard Strickling, in charge of studio publicity; Dietz, vice-president and director of advertising, publicity and exploitation; and Silas F. Seadler, advertising manager. Back row (l-r): Ernest Emerling, Loew Theatres advertising and publicity head; Ralph Wheelwright, assistant to Strickling at the studio; and Herbert Crooker, home office publicity manager.

UI's Disc Jockey Convention Stunt Hits Top for Deanna Durbin Starrer

The tenuous connection of Miss Deanna Durbin as a disc jockey in U-I's "Something in the Wind" and the formation of the National Association of Disc Jockeys in Chicago recently at the organization's first annual convention at the Hotel Sherman, Chicago, has snow-balled into a better than usual exploitation stunt for the film. Syndicated news stories, seven network radio programs and countless plugs for the picture have resulted via local renditions of Miss Durbin's songs from the film played via various disc jockey programs on stations all over the country.

U-I's press agents on the ground took advantage of every opportunity to keep exploitation rolling at the pace established by the convention organization including getting William Odlum, round-the-world flyer, to carry invitations to the convention to disc jockeys in each of the countries his plane would touch on the projected flight.

'Ladies in Waiting'

Another stunt was set up with various delegates to the convention to conduct contests among their own listeners to elect two "Ladies in Waiting" to the Queen (Deanna Durbin) of the convention. U-I reports that more than 10,000 photos of contestants piled into headquarters through the local contests, with a young lady from Brooklyn and one from Kansas City finally selected by the Board of Judges consisting of Miss Durbin, Donald O'Connor, the Ritz Brothers and Patricia Stevens.

Also in connection with the convention and to tie in with local openings U-I arranged with American Airlines for a series of disc jockey programs to be broadcast from DC6 Airliners in the form of 15-minute programs from the planes while in flight. These broadcasts are to be known as "Flying Disc Jockey" programs.

Charles Simonelli, U.I. director of special events made a guest appearance upon his return from the convention on New York's WOR for its Luncheon at Sardi's program in which he discussed the convention and how it came into being through "Something in the Wind" and also made mention of the New York opening at the Winter Garden Theatre. Ben Katz, U-I Midwest advertising and publicity representative handled exploitation in Chicago, aided by Harold Butchin and Herman Kass.

Full Page Co-op Feature Of 'Honeymoon' Campaign

How a cooperative page of advertising can be sold to neighborhood merchants with the assurance that every line of the merchants' advertising will be read is an achievement of Manager Floyd Goodrich of Schine's Medina, (Ohio) Theatre. Goodrich promoted his showing of "Honeymoon" with a full page of advertising bought by cooperating merchants in the *Medina County Gazette,* by the simple expedient of making the co-op page a contest in which contestants were required to find and list the incongruities in each ad—that is, a furniture store would place a line in its display ad that it had for sale "shorts for men and boys," and a drug store advertised "Fur Coats, etc."

The cooperating merchants donated prizes which were presented from the stage of the theatre on opening night of the film.

In Salt Lake City, "Honeymoon" was promoted by combined efforts of RKO Radio and Uptown theatres with a contest in which the winning letter writer won for herself and her husband a honeymoon trip to Hollywood.

Mahoney Wins Contest On 'Men of Tomorrow'

George F. Mahoney, Jr., manager of the Rialto Theatre, Joliet, Ill., has been judged winner in the contest conducted by Publix Great States Theatres for the best campaign on Warners' two-reeler, "Men of Tomorrow," according to Maurice M. Rubens, vice-president of the circuit.

Runner-up in the competition was J. C. Hackworth, manager of the Grand, Alton, Ill.

Mahoney's winning campaign, for which he received a handsome Emerson radio, was carried out with cooperation from John Hundman, director of Boy Scout activities in the Joliet area. Highlights included:

Window Display. A very unusual window display was arranged and set up in the First National Bank of Joliet. The window background featured prominent catchlines on Scout activities, name of short, Rialto playdates and so forth. "Handiwork" made by local Boy Scouts, and pictures of local Boy Scouts completed the window. This display located on a very busy street was seen by hundreds of people.

Radio Station. Radio station WJOL contributed spot announcements before and during the run of the subject.

Lobby Display. In the rotunda of the grand foyer of the theatre, a huge display featuring both the feature film and "Men of Tomorrow" was used. Set up between two massive pillars and placed on a background of black velvet, it was attractive and its brilliant animated lighting effect attention compelling.

Feature Tie-in. Since the feature, "Time of Their Lives" was ideal family entertainment, the theatre stressed the value of this combination, as in the case of double feature programs. In all tie-ins the feature and "Men of Tomorrow" were used to good advantage.

Ticket Promotion. Arthur O. Janke, Mayor of Joliet, at theatre's suggestion, invited every Boy Scout in the district to be his special guest. Using a mailing list furnished by the Boy Scout office of active Scouts, these young men received the Mayors personal invitation via first-class mail. Ticket was enclosed with each letter. The Mayor sent out approximately 1,200 letters and over 1,000 Boy Scouts responded, a great percentage of them in their official Boy Scout uniform. Mayor Janke told Manager Mahoney that he has never received such favorable comments from parents on other activities as he did on this one.

What Have YOU Done?

Enterprising Morris Rosenthal, manager of Loew's Poli Theatre, New Haven, has promoted a fur fashion show to be held at his theatre for one performance some time in September. Local girls will model, with Miss Fur Fashion of 1947 receiving a suitable prize. Tieup is with station WELI and Kramer's.—N.H.

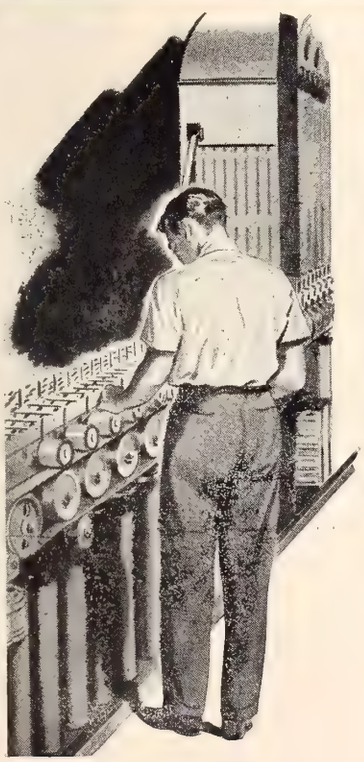
Name for Asta's Double

No matter how old, there are some exploitation stunts worthy of repetition. Anytime you ask the public to name something—wheher it be a human, an animal, a new theatre or whatnot—you can expect a large response and plenty of publicity.

Well, out in Dayton, in cooperation with the Dayton News, Manager H. W. Reisinger of Loew's has asked the public to name something—specifically, a wire-haired terrior declared to be the exact duplicate of Asta. The "Asta Double Contest" runs for five days, with story breaks each day, plus a later news break when the wire-haired terrior is presented to the contestant submitting the best name for it.

The picture, of course, is MGM's "Song of the Thin Man," in which Asta has his customary role.





Guardian of her most important "bath"...

COSTLY shots like this might be so much spoiled footage . . . save for the vigilance and knowledge of the laboratory man.

He makes sure that the dailies take *their* all-important bath . . . inspecting, testing, keeping constant check as the exposed footage runs through the developing, fixing, and washing tanks and driers.

To his skill and watchfulness . . . as film representing "box-office gold" literally slips through his careful fingers . . . motion pictures owe much of their well-earned reputation for technical excellence.

This skill is more effective . . . the burden of constant vigilance lessened . . . when he works with dependable film of superior quality. That's why he always welcomes the family of Eastman motion picture films.

EASTMAN KODAK COMPANY
ROCHESTER 4, N. Y.

J. E. BRULATOUR, INC., DISTRIBUTORS
FORT LEE • CHICAGO • HOLLYWOOD

'Castile' Program Guide Goes to Women's Clubs

An eight-page reprint of a study program for 20th Century-Fox's "Captain From Castile" is currently being distributed to hundreds of women's clubs throughout the country. The reprints, already mailed to club discussion groups at their request, will be distributed among some 25,000 members, in addition to the 30,000 group leaders who have already received free copies of the magazine, *Agenda* (for women's club program planners), from which the reprint was taken.

The reprint is divided into five sections, including outlines of the ingredients going into filming a best-seller, and continuing with emphasis on the dramatic values of "Captain From Castile." Remaining sections of the brochure deal with research for the film, the writing of the screenplay and the actual problems faced during production in Mexico.

The guide ends with a series of suggestions, telling how club members can support motion pictures in their locality. Ideas include presenting the program at the club augmented by newspaper and still displays; contacting the local theatre manager to secure the date of showing for advance announcement to the club; cooperating with the theatre manager on exploitation and publicity; enlisting school support; arranging library and book shop displays, and using the clubs' telephone chain to ask friends' support of the film.

Morris Resigns as SRO Exploitation Manager

Claud Morris has resigned as manager of exploitation of the Selznick Releasing Organization, it was announced this week by Robert M. Gillham, eastern advertising and publicity manager.

For the past two years, Morris, a veteran of 25 years in the motion picture business, directed the national exploitation campaign preceding the multiple-run openings of David O. Selznick's "Duel in the Sun" in key cities throughout the nation. He coordinated the combined efforts of over 30 field men in the process and won high praise for his intensive merchandising campaigns.

Morris left New York Monday for a month's vacation in New Mexico.



FLORAL TIEUP. This flower window tieup was effected in Buffalo, N. Y., for the showing of Eagle-Lion's "Repeat Performance" at the 20th Century Theatre there. The picture was widely exploited, with many other window displays throughout the city. Earl Hubbard is manager of the 20th Century, with R. T. Murphy handling the publicity.



'IVY' BALLYHOO girls served a double purpose for General Manager Ed May, Lincoln Theatre, Miami Beach, as they stenciled "Ivy" messages on sidewalks and attracted plenty of attention in their Ivy decorated bathing suits. May also staged an "Ivy Swim and Patio Party" at the Cadillac Hotel as additional ballyhoo for the film.

'Lovable Girl' Finals Held at Asbury Park

New Jersey finals in the Lovable Girl of the Month contest co-sponsored by Walter Reade Theatres and WAAT took place Thursday afternoon at Asbury Park's Pool and Stadium. Judges were Harry Conover, the model agency head, Candy Jones, famed Cover Girl, and Hal Tunis.

To the winner went not only $1,155 worth of jewelry from Temple's Jeweler's, Fifth Ave., New York, but also a seven-year Conover model contract and the use of her picture in large advertisements in national magazines. There were entries from all parts of New Jersey.

NSS 'Showman' Ups Size for September

Mister Showman, National Screen Service's special trailer publication, has been increased from 12 to 16 pages for its September issue. Featured are trailers for Labor Day, Fall Fashion Shows, "Greater Movie Season" and two full pages of teaser-type trailers on RKO Radio's "Crossfire."

Special attention is also paid to the forthcoming holiday season, with a reminder to exhibitors that it is not too early to start selling their merchants greeting ads for Thanksgiving and Christmas.

20th-Fox Premieres Set

Three world premieres of 20th Century-Fox films were set this week by Andy W. Smith, general sales manager. "The Foxes of Harrow" will open at the Saenger Theatre, New Orleans, in September, while "Nightmare Alley" will make its bow in Dallas during October. Then, in November, "Gentleman's Agreement" will have its initial world showing at the Mayfair Theatre in New York.

DeMille in 11-City 'Unconquered' Tour

Cecil B. DeMille will visit eleven major cities in the U. S. during October and November in connection with openings of Paramount's "Unconquered," Technicolor frontier epic starring Gary Cooper and Paulette Goddard. Exploitation and publicity on a large scale will mark the arrival and stay of the DeMille party in each city.

DeMille's tour will start in Pittsburgh, where the world premiere of the picture will be held at Loew's Penn Theatre on Oct. 3. Other cities on DeMille's itinerary, in the order in which he will visit them, are: Cincinnati, Atlanta, Baltimore, Chicago, Cleveland, Detroit, Kansas City, Dallas, Denver and San Francisco.

'Unfinished Dance' In Campaign Tests

In what is believed to be he first test of its kind, MGM will pre-release the Technicolor musical, "The Unfinished Dance," in four key cities to try out two different types of advertising and exploitation.

Picture will open in Norfolk, Va., and Houston, Tex., Sept. 4 to test campaign stressing melodrama and story points of the Margaret O'Brien starrer. In Richmond, Va., and Rochester, N. Y., opening on same date, campaign will emphasize the music and spectacle of the film produced by Joe Pasternak.

'Angel Doll' Tieup Set On 'The Bishop's Wife'

Through a tieup effected between the Samuel Goldwyn publicity department and the Hollywood Doll Mfg. Co., an "angel doll," inspired by the celestial character in Goldwyn's "The Bishop's Wife," will be sold in department stores throughout the country coincident with the Christmas release of the picture.

Sale of the doll, predicated on previous merchandising experience, is expected to reach 500,000. Each box will carry a plug for the Goldwyn film.



DRAMATIC DISPLAY. This dramatic lobby piece, displayed three weeks in advance, drew much attention to the showing of RKO Radio's "The Long Night" at the RKO Albee Theatre, Providence. Publicity Director Bill Morton had the house artist turn it out.

Downing's Weekly Letter Strong Selling Medium

The personal angle is an advertising approach that always pays off, yet the number of theatremen taking advantage of it constitute only a minority, if reports from the field are any criterion. Occasionally, however, there comes word of a showman who has proved to himself that one of the best ways to win and hold patronage and to build goodwill is through the personal angle.

Just what is this personal angle? Well, in a general way, it is that means by which the theatreman directly appeals to the public; a sort of "from me to you" method. Out in Brookhaven, Miss., for example, where L. E. (Jack) Downing owns and operates the Haven Theatre, most of the town's 7,500 population know Jack Downing—and all because he has consistently used the personal angle in his advertising.

How does he do it? Well, it's all very simple, and yet so effective. Each week he sends out 1,000 mimeographed mailing pieces. Greeting each recipient as "Dear Friend," Downing tells them about his coming attractions, makes observations about the weather, urges support for local civic drives, gives a boost to the merchants, and injects humor into the proceedings with original jokes and others culled, for the most part, from Filmack's publication, *Inspiration*. Downing's letters have that warm, friendly approach—that personal angle—which makes each recipient feel that the message is directed personally to him. Let's take a few excerpts from one of the letters:

"Now, friends, I have some shocking news for you. Puulleeaazzee don't make a scandal of it, though. You know that I visit New Orleans quite often. Well, recently while down there—well, I hardly know how to relate the shocking episode to you in a correct way—but, anyhow, this shocking sight does have some bearing on Brookhaven, for I feel that the news will soon be all over town. Now I wonder if you can imagine what I saw while there? Well, it was this way. I was strolling along Liberty Street, and as you know we have some very beautiful ladies here in Brookhaven, but I saw one there almost as attractive, and she was in a shocking predicament. And this person turned out to be Betty Grable in 'The Shocking Miss Pilgrim.' So I just booked her for the Haven to present to you starting Monday. . . ."

"A patron just entered the theatre and asked for a cool seat. The usher politely replied, 'I can sit you on Z row'."

"Keep your faith solid and fingers crossed for the B.H.S. girl track team that is now on their way to San Antonio, Texas. May their trip be both a pleasure and a success."

"Your duty is to study the candidates running for office, then on election day vote for the man you feel best qualified for the office. And in closing, there is another gentleman I ask you to support, Clark Gable in 'The Hucksters,' which is coming soon to the Haven screen."

Those few excerpts give you a pretty good idea of how it's done, and Downing certainly has the know-how. And he does it all himself, too. The cost of the mailing piece is $15 weekly, a mighty small expenditure for such an effective advertising medium.

It isn't too late for you to use the personal angle in your own advertising. You may be a little rusty at first, but you'll soon catch on. And if you stay at it, you'll find a friendlier, more eager moviegoing public.

Dog-Naming Contest Brings 21,678 Entries

Eagle-Lion received 21,678 entries in its quest for a name for the grandson of the former canine actor, Rin Tin Tin, in connection with its release of "The Return of Rin Tin Tin."

Winning name was O'Rin, suggested by 14-year-old Jeanne Craig of Charleston, S. C., who was awarded a pedigreed puppy.

Just to Be Sure

An unusual installation of door panels announcing a forthcoming attraction has been made by Earle J. Hudson at his United Artists Theatre, Detroit, in connection with Warners' Technicolor production of "Life With Father."

To make sure every patron sees the panels, which measure 20x50, Hudson, has had them placed on the inside of lobby doors where they catch the attention of people as they leave the theatre.

70 Stores of Drug Chain Plug 'Cry Wolf' in L.A.

It's something of an exploitation triumph when 70 stores of a chain promote the engagement of a motion picture, even in a city the size of Los Angeles. Such an accomplishment was achieved for Warners' "Cry Wolf" in a tri-theatre showing at the Downtown, Hollywood and Wiltern theatres by John McManus, director of advertising, publicity and exploitation for Warner Theatres Pacific coast division, assisted by Douglas G. George of that division.

Each of the 70 Thrifty Drug Store chain stores carried window displays based on "Read the book—see the picture." In addition the drug chain featured inside counter displays with photo-enlargements and playdate at the four theatres, used radio spot announcements and bought space to announce a tieup in which autographed photos of Errol Flynn were given free with each purchase of a Bantam Book edition of the novel.

Banners were placed on more than 20 news trucks making deliveries in and around Los Angeles.

Flying Saucers from Air Promote 'Gunfighters'

Capitalizing on the recent "flying saucers" scare, then getting a big newspaper display, Manager and Publicity Director Howard Feighley of the Rivoli Theatre in Toledo, Ohio, rained imprinted cardboard pieplates down on street crowds from an airplane to advertise Columbia's "Gunfighters." Imprint on the "saucers" read: No! It's not a flying saucer. . . . It's just a flying announcement. See 'Gunfighters'," with playdate copy.

As the film was based on Zane Grey's novel, "Twin Sombreros," Feighley arranged window displays of the novel in large department stores throughout the city. The main public library cooperated by permitting a large exhibit to be placed in its window cases just outside the street entrance where passers-by stopped to examine it.

Feighley promoted 100 "Gunfighters" cactus plants which were given to the first 100 persons entering the theatre on opening day. A mystery tune-guessing contest was run on Gene Williams' WSPD radio show. Passes to see the film were given to the first persons who wrote in correctly identifying the tune. Station WTOL gave air plugs.

Flying Hoofs Stunt

The Wilkinson Theatre in Wallingford, Conn., capitalized on the "flying saucer" excitement with this line above the marquee to plug its showing of 20th Century-Fox's "Homestretch": "Sorry, no discs; just flying hoofs in 'The Homestretch'."



REGIONAL NEWSREEL

ATLANTA

Harvey Smith, former publicity director for Georgia Theatres, and J. F. White of Charlotte, N. C., will open the Erlanger Theatre here Dec. 1 with stage shows and roadshow films.

Bill Talley, former Republic Atlanta manager and later with Eagle-Lion-PRC, has been named Charlotte manager for Kay exchanges, replacing the late Ed Heller. Harry Katz of Kay Film exchanges, has returned from visiting the Washington office. Jay Crockett, Kay salesman, is visiting the New Orleans office. Kay Head Booker and Office Manager Dixie Graham is back from vacation. Mrs. Bernice Hilton is taking hers.

Benton Bros. Film Express President Lex Benton is back from a business trip to Jacksonville and Miami, while the firm's general manager, Bill Wallace, is back from a New York State vacation.

Lynda Burnett, PRC booking department head, has gone to Mexico City for a stay. Charles J. King, PRC salesman, was married recently.

Arabi Theatre in Arabi, Ga., owned by "Tiny" Turner of a radio station in Cordele, was opened this week. Ditto the Pitts in Pitts of which Turner is co-owner.

Columbia District Manager R. J. Graham is vacationing on St. Simon's Island.

Mat Mellon, formerly of Columbia's home office, has joined the staff of the Atlanta branch.

Edward Hayes, for many years United Artists branch manager here, is now a special salesman for Film Classics.

The King Theatre, Kingston, Ga., was destroyed by fire.

BOSTON

Art Moger, Warner Brothers publicist, received accolades from the members of Boston press for his splendid handling of the Boston cavalcade to the "Life With Father" premiere at Skowhegan, Maine. Ralph Banghart of RKO also won praise for his handling of the mock trial at Symphony Hall for the preview of "The Long Night."

Ruth Mugglebee spent two weeks at Duxbury visiting friends.

Mr. and Mrs. Art Moger visited in upper Maine during the latter part of August.

Mr. and Mrs. Shepard Epstein drove to New Haven for a weekend and visited several theatres en route.

Mr. and Mrs. Urban Woodsome have returned from three weeks in Skowhegan, Me.

Mrs. Phil Engel is still quite ill but hope is entertained for her complete recovery soon.

Arthur Dorley, veteran showman went to New York for the week end and will spend some time at the home offices of RKO while there.

A. W. Schwalberg, vice-president and general sales manager of Eagle Lion has appointed Tom Donaldson, veteran of important sales posts with major companies including MGM, as New England district manager. For the past six months Donaldson has been New England district sales manager for PRC. In his new post he will be in charge of the territory including the Boston and New Haven area.

Schwalberg also named Harry Segal, special sales representative for Eagle-Lion since inception of the company, as Boston branch manager.

Other appointments in the New England district included Al Fecke as sales manager in Boston and Max Salzberg as New Haven branch manager.

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HARTFORD

The Hartford Drive-In Theatre, Newington, operated by E. M. Loew's Theatres circuit, has a new Friday night policy, with a midnight Owl Show, starting at 11 p.m. Manager is Vincent O'Brien.

Russ Ordway, manager of the Webb Playhouse, Wethersfield, has returned from vacation.

Ernie Grecula, director of advertising and publicity for The Hartford Theatres circuit, Hartford, and family have checked in from a vacation in Maine.

Two theatres in the Hartford area will reopen in September. Loew's Poli, Meriden, and State, Hartford, will operate on weekend policies. The Meriden house, a motion picture situation, will be under supervision of Mollie Stickles, manager of Loew's Poli Palace, Meriden. State, Hartford, a vaudeville-motion picture spot, will have Desi Arnaz and band as opening attraction Sept. 5. The Meriden spot gets going Sept. 13.

Leo on Job 31 Years

Leo V. Seichsnaydre, New Orleans-born Republic Branch Manager, is celebrating his thirty-first anniversary in film business. Leo started as a seven-dollar-per-week office boy with J. Eugene Pierce Films and remained with that outfit until it was sold to Louis Films, when he joined J. Arthur Bromberg as film salesman. Later he managed the exchange which eventually became a Monogram and finally Republic branch.

WASHINGTON

Nathan D. Golden, chief barker of Variety Club Tent No. 11, has set up committees for the Variety Club's annual dinner dance, Nov. 22 at the Mayflower Hotel. General co-chairmen are: Carter T. Barron and Sam Galanty; assistants to co-chairmen, George Crouch and Frank Boucher. On other committees are: A. E. Lichtman, Frank Boucher, Archie Engel, Milford Schwartz, Herbert Sauber, Benjamin Sauber, Al Miller, Art Jacobson, Harry Coonin, Leon Makover; Frank La Falce, Hardie Meakin, Gene Ford, Joel Margolis, Tom O'Donnell, Herb Sachs, Jerry Price, Jake Flax, Harry Bachman, Angie Ratto, Vince Dougherty, Ernest Johnston and Dr. Sylvan Danzansky.

J. E. Fontaine, mid-Atlantic division manager of Selznick Releasing Organization, will now handle the following sales territories: Boston, Buffalo, Washington, Philadelphia, Pittsburgh, Cleveland, Cincinnati and Detroit.

Fred Sandy has been appointed to the post of Washington Branch Manager for Equity Film Exchanges, Inc.

Warners' executives and theatre managers held a meeting and outing recently, with the meeting at the Statler Hotel and the outing at John J. Payette's country home, Huntley Farms, Waterford, Va.

Happy birthday to the following Variety members: Edward Side and Rabbi Gerstenfeld, Sept. 1; Bob Grace, Bernard Dougherty, Phillip Bress, Sept. 2; Harry Weissinger, Morgan Beatty, Harry Baker, Bill Herson, Tom O'Donnell, Sept. 6.

MINNEAPOLIS

Use of identification cards in bank night schemes does not make theatre bank nights legal, the office of the Minnesota attorney general has ruled. The Freeborn, Minn., county attorney had requested the opinion, saying that such a plan was proposed for use in an Albert Lea, Minn., theatre. The plan was termed a lottery which would violate Minnesota statutes.

Walter Hoffman, exploiteer for 20th-Fox, and Marilyn Goldstein of Minneapolis will be married Aug. 31.

M. A. Levy, 20th-Fox district manager, has been vacationing at Burntside Lodge, Ely, Minn. Gene Meredith, cashier at Warner Bros., has been relaxing at Lake Minnetonka. The entire exchange staff of 20th-Fox held its annual picnic last week at Excelsior Amusement Park.

Recent out-of-town visitors along film row included Joe Podoloff, 20th-Fox branch manager in San Francisco, and Sol Francis, Monogram midwest district manager, who conferred with Branch Manager Morris Steinman.

Glenn Roberts, former booker at 20th-Fox, has been named assistant to the district manager, replacing Irving Mills.

Funeral was held at Fairmont, Minn., for William Lincoln Nicholas, 73, pioneer exhibitor and civic leader, who operated the Strand and Nicholas Theatre, Fairmont.

R. J. Murphy, Republic salesman, will be married to Gene Lorraine Foley of Minneapolis on Aug. 30.

REGIONAL NEWSREEL

CHICAGO

Joseph Berenson, National Screen Advertising Co., has closed its Minneapolis offices, owing to Minnesota's anti-lottery laws, and transferred Manager Sylvan Grodnick to the newly-opened Des Moines office.

Bell and Howell is building special 16-mm. projectors for airplane use, and Chicago and Southern Airlines has already begun to install them.

A daughter, Joan, was born to Sidney Lightfoot of the Manley Popcorn Equipment Co., and Mrs. Lightfoot.

E. W. Peterson is quitting the post of Minneapolis manager for Ascap, and Chicago Manager George W. Kopp went to the Twin Cities for conferences.

William R. Almy of IATSE Local 133 was seriously injured in a 20-foot fall from the proscenium on which he was working to the stage of the Paramount Theatre. Accident was caused by the breaking of a rope.

SRO Midwest Manager Sam Horowitz has returned from visiting SRO exchanges in Des Moines and St. Louis.

Appointments: McNeill Smith, manager, Coronet Theatre, Evanston, Ill.; Bernard Nagle from assistant manager, Chicago Theatre to assistant maintenance manager; Duncan Kennedy, manager, Paramount, Hammond, Ind.; Ted Duval, assistant manager, Pantheon, Chicago; Jack Ermgart, assistant manager, Selznick Chicago offices; Roy Eggman, manager, Alliance Theatres in Frankfort, Ind.; E. L. Goldman, Paramount drive captain for the Chicago exchange.

Alliance Circuit President P. J. Dee has returned from his west coast trip.

Gordon Byers has resigned as Chicago Theatre's assistant manager.

KANSAS CITY

Ben Fish, divisional sales chief for Samuel Goldwyn, was in town from Chicago last week talking business with Will Truog, United Artists exchange manager.

Vacations are still very much in order around the film exchanges. At Twentieth Century-Fox the list includes Joe Bondank, booker and Paul Clark, shipper. At Warner Brothers its Helen Pyles, secretary, and Mary Heuersen, booker. At Theatre Enterprises (Griffith) its Eddie Erickson, booker, who is off to Mountain Home, Ark., for some fishing. Virginia Ribic, secretary, is back at TEI from a Chicago vacation.

Charles Spainhour, exhibitor at Greensburg, Kans., where he operates the Twilight Theatre, is seriously ill at Research Hospital here.

Charles Boshart, manager of the reopened Tampico Theatre, says the theatre not only will show Mexican pictures, but some films from Argentina.

Among industry leaders who have already accepted invitations to attend the 29th annual convention of the Kansas-Missouri Theatre Assn. at the Phillips Hotel, Kansas City, Mo., on Sept. 30-Oct. 1 are MPTOA President Fred Wehrenberg, Dave Palfreyman, H. M. Richey and Leon Bamberger. Governor Frank Carlson of Kansas will also attend.

N.O. Bidding Fades

Competitive bidding on an experimental basis has been abandoned by all but RKO in the New Orleans exchange area, a check made this week shows.

Last to drop it was MGM which reportedly found that exhibitor interest in the bids were slight. Exhibitors queried said that they had no desire to run up rentals and surprisingly few wanted even to get a better run. The number of bids offered on a picture also showed a marked decrease as time went on.

One independent continually put in bids for a very small amount. Exchange managers, inquiring why he bid so low were told that it was just to get on the record and that he was satisfied to wait for pictures.

HARRISBURG

At least 10,000 signers to petitions asking for Sunday movie referendum on the Nov. 4 ballot were expected when 60 canvassers completed their work late this week. The law requires only 5,000 names to get the question to vote.

Harry C. Chubb, manager of the Hershey Community Theatre, was in charge of arranging the eleventh annual Baby Parade at Hershey Park, August 30.

Although she failed to make the top spot, Miss Betty Steinmueller, secretary to Gerry Wollaston, State, was one of the contestants in the Miss Pennsylvania beauty contest held in the Mosque August 21. She was named "Miss Greater Harrisburg."

Franklin H. Maury, assistant manager at the Colonial for two years, and veteran Wilmer and Vincent employe, will leave Sept. 30 with his family for Miami Beach, Fla., to become manager of the Surf Theatre in the Wometco chain there.

At a birthday party held by the Maurys for their son, 2, his guests were all of the feminine sex. Included on the guest list were Linda Kay Todorov, daughter of Mr. and Mrs. Spike Todorov, and Mary Jane and Susan Goth, daughters of Mr. and Mrs. Edgar Goth. The men are Fabian employes.

New at the Colonial are usherettes Geannine Howe and Lois McKillips, while candy counter attendants are Patricia Fick, evening, and Betty Orriz, daytime.

OMAHA

Two theatres will be among 142 buildings with fixtures installed offered for sale at the Harvard (Neb.) airfield shortly by the War Assets Administration.

Floyd Brycerson will sell his Moorhead Theatre, Moorhead, Ia., to Ralph Morton, effective Jan. 1.

Mrs. Joe Jacobs, wife of the Columbia branch manager, and her son, Jack, are visiting in Los Angeles with relatives.

Universal district manager E. Heiber of Kansas City was in town.

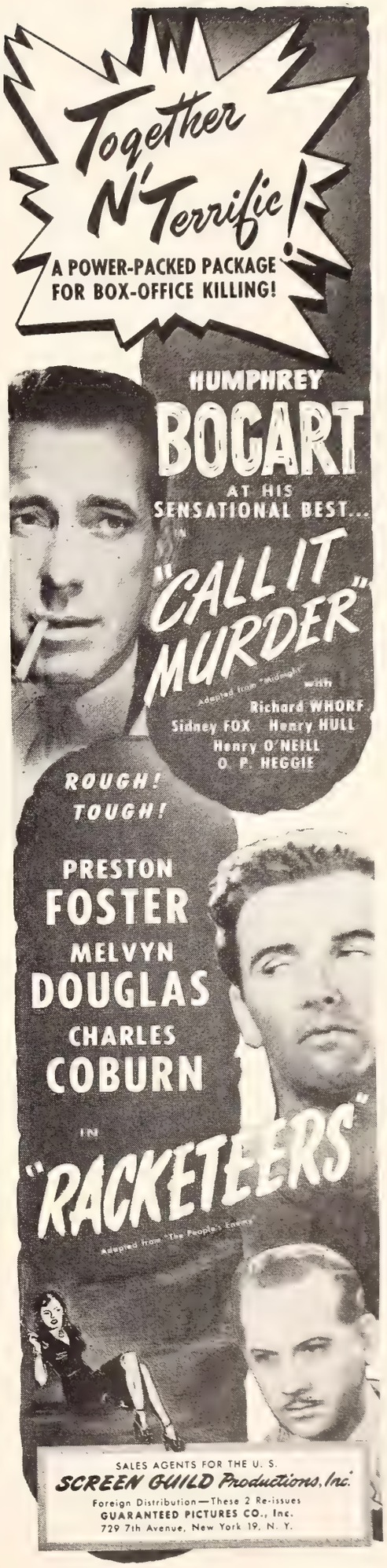
Harry Weiner, father of I. M. Weiner, Universal salesman, is doing well following a major operation here.

T. R. Thompson of Kansas City, Walt Disney representative, was here for several days.

Hilton Fonda has sold the Gibbon at Gibbon, Neb., to W. E. White, who until recently had a theatre at Utica, Neb.

A girl was born at Immanuel Hospital to Frank Hall, assistant manager at the Orpheum Theatre, and Mrs. Hall.

(*Continued on Page* 20)



REGIONAL NEWSREEL

(*Continued from Page* 19)

RKO-Brandeis Manager Will Singer returned from Chicago after completing arrangements there for final services for his sister.

Nebraska Seed Company has denied charges that it failed to supply the type of popcorn agreed upon and has sued three firms that previously sued it for more than $60,000 on grounds that they refused to accept the popcorn. The firms, suppliers of theatres, are Poppers' Supply Companies of Minneapolis, Denver and Philadelphia. They had asked more than $100,000 in damages, contending the corn wouldn't pop as promised.

LOS ANGELES

Sam Wheeler, who heads distribution for Film Classics, was in town, conferring with Bob Ableson, district manager for FC.

Sydelle Thomas, daughter of Mr. and Mrs. Harry H. Thomas, was married to Samuel Aranow in the Colonial Room of the Ambassador Hotel. A reception followed in the Cocoanut Grove, with nearly 100 guests attending.

Columbia Western District Manager Jerry Safron planed to New York to attend the home office sales conference, and returned this week.

Two bandits entered the Loma Theatre in Burbank Aug. 17 and pulled automatics on Charles S. Minor, owner and manager, and Harry Lasseff, an employe, and escaped with 12 money bags totalling $5,000. Shortly after, three robbers entered the Rosemead Theatre and forced Manager LeRoy Sherwood to open a safe in the closed boxoffice. Five money bags, containing $1,600, were taken.

Bruce Miller has become a salesman for Screen Guild.

Norman Paul is general manager for Victor Walker's five houses, replacing Darryl Johnson.

The Filmack Trailer outfit will open its Los Angeles office Sept. 2, with Joel Mack, son of owner Irving Mack, taking over production.

Mary Maynard was married Aug. 2 to John E. Felton, west coast representative for United World Films. Katherine Hatcher and Lester Coleman were wed Aug. 22 at Ontario. Coleman is assistant to George A. Smith, Paramount western division chief.

MGM Western Division Sales Manager George Hickey returned to work after two weeks' recuperation following a stay at St. Johns Hospital in Santa Monica.

Ollie Wog died suddenly of a heart attack Aug. 11 at Altedena. The veteran film rowite, a former United Artists salesman, was due to return to work at Eagle-Lion after a long illness on that very day. He is survived by his widow.

(*Adv't*)





BIG DEAL. A contract between RKO Radio France and directors of the Rex and Gaumont Palace Theatres in Paris was concluded recently for the first-run showings, day-time, of new RKO releases this coming season. Above (l-r): Marcel Gentel, general manager of RKO France; Jean Hellman, director general of the Rex; Raoul Cartier, general sales manager for RKO France; Christion Leon-Dufour, director general of Gaumont theatre chain, and Bernard Wibaux, assistant director of Gaumont theatre chain.

SALT LAKE CITY

Columbia Branch Manager Bill Seib is back from a short trip in the territory.

Harriett Rich, Monogram booker and secretary to Manager Don Tibbs will take an October vacation trip to California.

Paramount District Manager Hugh Braly and Drive Captain Harold Wirthwein left for Seattle, after conferring here with the sales force and Branch Manager Frank H. Smith.

Dorothy Mapes, secretary to Eagle-Lion-PRC Manager Art Jolley plans to spend a few weeks at her home in Minnesota.

Republic Cashier Lucy Eckelson returns to office duties in another week, after taking several sight-seeing trips.

RKO District Manager Al Kolitz, was in Salt Lake City from Denver.

Roy Pickerell, office manager for 20th Century-Fox offices, is back from a vacation trip to San Francisco.

United Artists Western Division Manager W. E. Calloway was here for several days conferring with Branch Manager Carroll Trowbridge and the local staff.

Sam Milner, district manager for Eagle Lion PRC is in this city going over important details with Branch Manager Art Jolley.

Clyde Blasius, branch manager for 20th- Fox reports that Sol Wurtzell and Howard Sheehan from the studios will be here over the weekend for a sales convention.

ALBANY

Marjorie Leibert, new clerk at Eagle-Lion office, replaces Dora Koffsky resigned, this Saturday.

Joe Rosen, Fox branch manager, visited Saratoga and Gloversville to confer with Benton and Schine circuits.

Fred Sliter, Fox salesman, tendered a picnic supper to the office personnel at his home on Glenwood Road, Menands, Monday night.

Universal Branch Manager Eugene Vogel with District Manager Dave Miller, visited the Kallet and Benton circuits at Oneida and Saratoga respectively.

Henry Tobias, social director for Totem Lodge, was in town booking pictures for the remainder of the season.

Miss Wilma Simon, daughter of a prominent Troy attorney, was the winner in the recently conducted competition contest held over WTRY in conjunction with Fabian and Hellman Drive-In Theatres. Miss Simon won a year's scholarship to the Juilliard School of Music and she will enter there on Sept. 2.

Neil Hellman is in Philadelphia on another routine check-up of his drive-in theatre.

Home office representative A. Fekner is visiting the Warner exchange.

NEW THEATRES

Chattanooga—Dr. V. A. Avakian, a Rossville physician, announced that he would build a 1,000-seat, $75,000 movie theatre in Ridgedale, with equipment running to $25,000 more.

St. Louis—George W. Joyner of Shawneetown, Ill., has bought the ruins of the old Strand Theatre in Equality, Ill., which was destroyed by fire several years ago, and announces he will build a new modern theatre on the site.

St. Louis—Fred Wehrenberg, head of the circuit bearing his name, has awarded contracts for the construction of two drive-in theatres in St. Louis County, and a 1,200-seat film theatre in South St. Louis, the latter to cost between $250,000 and $300,000. The drive-in to be located on Lindbergh Boulevard on the Baptist Church Road will cost around $200,000.

Omaha—Bud Thomas of Brady, Neb., has been given the green light for the construction of an open-air theatre a mile south of North Platte, Neb., on Highway 183.

Pontiac, Mich.—Work has started on a 700-car drive-in theatre at Williams Lake and Airport Road by Starlite Theatres, Inc. Cost is given as $75,000, with completion expected by mid-September.

Indianapolis—William Conway, who operates the Irwin Theatre at Cannelton, Ky., is planning to build a new theatre.

Oklahoma City—A government permit for the erection of a new theatre to be called the Leachman at Stillwater, Okla., was received last week by Griffith Theatres. Construction will start immediately.

Louisville—Roland Foster is waiting only for CPA approval to begin the construction of a new 428-seat theatre in Bloomfield, Ky. It will be called the Bloom and will be the town's first theatre.

Atlanta—Wilby-Kincey City Manager C. B. Grimes announces the circuit will build a theatre near the University of Alabama campus at Tuscaloosa. The 375-seat Regal at Smyrna, Tenn., will open around Sept. 1. The Waters Theatre Company has announced plans for two drive-in theatres, to cost around $100,000 each, near Birmingham, Ala.

Gulistan Wilton Theatre Carpet
JOE HORNSTEIN has it!

REGIONAL NEWSREEL

INDIANAPOLIS

Fire last week gutted the two-story Diana Theatre, in Elwood, Ind., while the house was empty, and caused injury to one volunteer fireman. The fire is believed to have been set off by sparks from a trash fire in the rear of the building. Loss was estimated at more than $40,000. Owner Nick Paikos was reported in Pennsylvania attending a wedding at the time.

Daniel Schwartz of National Screen Service, spent several days at the local branch on business.

Peter Fortune, salesman for RKO, was saddened by the death on Aug. 15 in Cleveland, of his sister, Mrs. Fay Smith.

Mrs. Ann Craft, has succeeded Christine Kirk, as secretary of the Associated Theatre Owners of Indiana, Inc. She was formerly connected with the local exchange of MGM. Miss Kirk, will become the wife of Curtis Cotton Wood of the Brown County public schools.

Mrs. Chris Harm, who operates the Zionsville Theatre, Zionsville, Ind., has entered the hospital for a major operation.

Bruce Kixmiller, operator of the Colonial and Indiana Theatres in Bicknell, Ind., has entered a hospital in Vincennes, Ind., for a hernia operation.

TORONTO

The death of Jay I. English, chief architect of Odeon Theatres of Canada was drowned when his canoe capsized on a lake in Northern Ontario. The body was recovered by a French-Canadian boatman. His funeral was attended by many from the film industry. Survivors are his widow, a son and a daughter.

The Hollywood Dual Auditorium has finally been put into commission to add something new to Toronto theatre facilities in the form of a second and adjacent cinema to a long-established house for the simultaneous presentation of a program but at staggered hours. It was the second Toronto theatre opening in seven days, which is something for the book.

Clare J. Appel, Eastern Division manager of Odeon in Canada, has appointed Gordon D. Beavis as supervisor for Ottawa, Ont. Beavis is the manager of the Centre Theatre there, operated in partnership with D. B. Stapleton, and will have charge of the Glebe, Rexy and Nola Theatres as well.

The Canadian branch of Selznick Releasing Organization has opened its office at 50 King Street West, Toronto, and Charles Weiner, Canadian sales manager, has appointed Mervyn Goldstone, formerly with Empire-Universal Films, as Ontario office manager.

Double Shorts

Double feaures have been cussed and discussed for lo these many years but something new in duals was started recently when the Palace Theatre in Albany double booked on shorts.

The house booked MGM's two Pete Smith's, "I Love My Wife, But." and "I Love My Husband, But," with special billing. The success has prompted a spread of the idea with MGM reportedly putting on a special ad campaign and extra prints for the idea.

ST. LOUIS

Manager Russell Bovem of Loew's State will represent the film industry on the publicity committee for the St. Louis County Community Chest Drive of 1948.

Paul Renn, 28, projectionist at the Gem Theatre, St. John's Station, St. Louis County, and his son, Ronald, 2½, were killed in an automobile collision on St. Charles Rock Road. Renn's wife and sister were seriously injured.

Mrs. C. Forristal, part owner of the Dupe at Dupe, Ill., and the Maple in Maplewood Park, Ill., is convalescing from injuries in an auto accident.

A son, William Edward, was born recently to Mr. and Mrs. Edward B. Arthur. Father is a Fanchon and Marco executive.

The widow of Sam Komm, who died recently of a heart attack, has announced that the family will continue the operation of his various theatre interests.

Lyle Brown, former owner of the Linn, in Linn, Mo., recently lost his home in a fire.

Bell and Stone will close the Tilden at Tilden, Ill., on Sept. 1 for an indefinite period.

SAN FRANCISCO

Finances for a deal being negotiated for the purchase by Robert L. Lippert of George Mann's Redwood Theatre chain are complete, Lippert announced last week, and are not dependent on whatever investments the Reynolds Pen Company may or may not make in California theatres. The statement was issued following published reports that Lippert was negotiating for purchase of various theatre chains in northern California with Milton Reynolds interested with him. The Redwood chain extends from San Francisco to the Oregon border. The Lippert circuit, now comprising 36 theatres, will jump to a total of 60 in California and Oregon with the acquisition of Redwood.

Irving M. Levin, district manager of San Francisco Theatres, Inc., announced that the company's new de luxe 1,400-seat theatre on Geary Boulevard will be named The Coronet, instead of the Ritz—because, says Levin, "Ritz was once indicative of modernity, but no longer denotes the plush effect we hope to create for our patrons."

CLEVELAND

Robert Snyder resigned as local Film Classics branch manager effective last Saturday to head Real Art Pictures exchange which he and Emanuel J. Stutz have opened in the Film Bldg. They have acquired the northern Ohio distribution franchise for the Universal reissues and will also distribute the best foreign pictures.

William N. Skirball has gone to England with his brother, Jack Skirball. While the former will look after the interests of their picture, "Birth of Baby," the latter is said to be conferring with Carol Bruce about starring in a new Jack Skirball projection.

Kroger Babb, president of Hygienic Productions, and Mildred Horn, screen writer, are back in Wilmington, Ohio, having completed a 10,000 mile plane trip to Seattle, San Francisco and finally Hollywood where they completed arrangements for the company convention and

(*Continued on Page 22*)

6 ACTION PACKED
HARRY CAREY
FEATURE WESTERNS!



"GHOST TOWN"—The FIRST, To Be Released SEPT. 10.

OTHERS WILL FOLLOW EVERY 60 DAYS IN THE FOLLOWING ORDER:

2—"WILD MUSTANG"
3—"ACES WILD"
4—"WAGON TRAILS"
5—"RUSTLERS PARADISE"
6—"LAST OF THE CLINTONS"

ASTOR PICTURES CORP.
R. M. SAVINI, President
130 W. 46th St., N. Y. 19, N. Y.

REGIONAL NEWSREEL

(*Continued from Page* 21)

Christmas party to be held there the first week in December.

Col. Joseph F. Goetz, a member of the RKO theatre department, is spending two weeks here as manager of the RKO Palace Theatre while Max Mink is on vacation.

MILWAUKEE

Although no definite announcement has been made, it is believed that the Brookfield town board will not permit the location of a drive-in theatre next to a cemetery on Capitol Drive, on one of the main highways from Milwaukee to the state capital.

It is reported that Miner Theatre, Inc., of Rice Lake, Wis., has acquired one of the houses at Menominee, Wis., and the company may also lease another theatre in that city Possession may be taken early in September.

Jack Carson, "Milwaukee's own actor," came to town August 21 and 22, to appear at the Wisconsin State Fair. Mayor John L. Bohn presented him with a key to the city.

Ed. Friedwald, manager of the remodeled Alhambra Theatre is taking a two-week vacation.

LOUISVILLE

Mrs. Robert Enoch, wife of Bob Enoch of the Elizabethtown Amusement Co., Elizabethtown, Ky., has been confined to St. Joseph's Infirmary, Louisville, for a complete check-up.

When a recent fire destroyed a reel of film at the Alice Theatre, Leitchfield, Ky., rather than have a miss-out the next day Erwin W. Rau and his son flew to the Indianapolis exchange to pick up a new print.

The National Theatre, Louisville, will resume its regular fall policy of stage shows in conjunction with first-run pictures. When extra strong pictures are run the stage shows are to be omitted.

Willis Hopewell, chief projection engineer, for the Switow Amusement Co., Louisville, is in Florida on vacation.

A cry room is being built in the Airway Theatre, Louisville. An unused balcony was remodeled and glassed in for the purpose.

NEW ORLEANS

George Pabst goes into Eagle-Lion as exchange manager, replacing Milton Dureau who headed PRC. United Artists Manager Jeff Davis, out for some time now because of a heart ailment, will be out for probably another two months.

(*Adv't*)



Phoney $10 Bills

Secret Service Chief Harry Anheier has warned Chicago theatres against phony $10 Federal Reserve bills being circulated there. More than $400 in such bills is reported to have been turned in to Chicago banks last week.

W. S. (Sank) Taylor of Laurel, Miss., has been branching out these past few weeks, acquiring the local houses in Slidell, La., and Bay St. Louis and Pass Christian, Miss. Film row talk that E. V. Richards is behind the deal remains unconfirmed.

Tony Demharder, who runs the Peacock subsequent-run theatre, is one exhibitor who believes in advanced admission prices—for his opposition. He claims that "Duel in the Sun" with its $1.25 top boosted his business almost to the sellout as customers who went to the rival house found they hadn't noticed the price increase and came to him to pay 35 cents.

The need for exhibitor organization to correct alleged discrimination against independent exhibitors in the area was stressed last week in speeches at Mobile and Jackson by Allied Theatre Owners of Gulf States Manager Maurice Artigues. Later, in New Orleans, Artigues said that in the allocation of prints as well as in rentals, the distributors were favoring the circuits. He claims that either more prints are needed in the area or there should be a fairer division of them between circuit and independent operators. He said that his organization is providing exhibitors with necessary data regarding booking deals by maintenance of records available to the theatremen, whereas heretofore lack of such accurate data had made the Gulf area "a distributors' paradise." Artigues made it plain that Gulf Allied will seek to effect reforms it deems necessary by friendly presentation of facts and will seek legal redress only as a last resort.

William Specht, news editor of the SHOWMEN'S TRADE REVIEW, was in New Orleans the past week renewing old friendships along film row and in the exhibitor trade.

An overheated light bulb behind the screen was blamed for a minor fire which damaged the screen of the Cortez neighborhood house to the extent of $20.

NEW HAVEN

Harry Lavietes, owner of the Pequot Theatre, New Haven, reported to the local police that $100 had been removed from his office during the night. As no signs of entry were visable, evidently someone had been concealed in the theatre when it closed.

Condolences are being extended to I. J. Hoffman, B. E. Hoffman and Max Hoffman of the Warner Brothers Theatres at the death of their father, Harry Hoffman, 81, prominent real estate operator.

Audiences of the Paramount Theatre, New Haven were undisturbed while firemen fought a blaze at adjacent candy shop.

The Strand Theatre, Bridgeport, closed for several weeks for modernization, reopened with new flood, seats, screen and other changes.

Manager Bob Carney of the Loew Poli Lyric, Bridgeport, is visiting New Haven for conferences with Harry F. Shaw, division manager and Lou Brown, public relations director on new fall policy. Accompanying him were Mrs. Carney and young son.

With the installation of a new marquee at the Capitol, Bridgeport, in the near future, General Manager Morris Jacobson of the Strand Amusement Co., reports that the name will be changed to the Astor.

Herman Levy, general counsel of the MPTOA and executive secretary of the Connecticut MPTO, was the guest of WELI where he explained to radio listeners the purposes of Variety Club and plugged the benefit showing of "Variety Girl" at the Paramount.

. . . NEWSREEL SYNOPSES . . .

(*Released Wednesday, August* 27)

NEWS OF THE DAY (Vol. 18, No. 301)—Pakistan and India hail independence; Inter-American parley opens; Plight of D.P.s shocks Americans; Acrobatic singers; Wooing by cannon.

MOVIETONE (Vol. 29, No. 103)—Labor celebrates in free America; Conference of Americans in Rio; U. S. welfare mission in Europe; India celebrates independence; Romance in a cannon; Acrobatics with song.

PARAMOUNT (No. 104)—Davis cup tennis; 104 dead in mine disaster; Conference at Rio; Hughes shows the evidence; Two nations are born.

UNIVERSAL (Vol. 20, No. 67)—A new India is born; The Rio conference; Acrobatic vocalizing; Six-year-old stunt rider; Aussies win at tennis; Two shot from one cannon.

WARNER PATHE (Vol. 19, No. 2)—India celebrates freedom; Inter-American talks get under way in Rio; English mine blast takes lives of 104; Brewster on vacation, Hughes display plane; New B-35 flying wing takes off on test hop; Big show ends Scout jamboree; Girls learn opera breathing.

ALL AMERICAN (Vol. 5, No. 253)—Gotham Hotel, Detroit, completes first year; Casey Jones' fireman; Regent visits Belgian Congo; New York Black Yankees battle American Giants; Soap-box derby thrills children; Joe Louis wins (golf) crown.

TELENEWS (Vol. 1, No. 18)—Great flood of D.P.s moves homeward in Germany; Repatriated persons arrive home in Poland; Two years of U. S. occupation in Germany; 1942 Commando landing in France commemorated; Blind, armless Australian veteran lives normal life; North Africa Moslem world celebrates after 27-day fast; Riviera resorts in France back to normal; Firemen Friars in Poland play squirt-ball.

(*Released Saturday, August* 30)

MOVIETONE (Vol. 29, No. 104)—Navy demonstrates amphibious training in thrilling display; Horror-camp Nazis sentenced; Russians go home from China; Jewish orphans find havens; Dutch princess has birthday; College All-stars defeat National League football champs; Australian girl in track and field events; A.A.U. outdoor championships at Chicago.

NEWS OF THE DAY (Vol. 18, No. 302)—Marines hit the beach again in spectacular maneuvers; U. S. military court dooms butchers of Buchenwald; Gates of promised land open for war orphans; New styles for college girls; Football curtain raiser; Rodeo thrills; Olympic swim preview.

PARAMOUNT (No. 105)—"Hoss opry" draws 90,000; British troops leave India; Fashions, the long and long of it; Russia calls back manpower; All-stars upset Bears 16 to 0.

WARNER PATHE (Vol. 19, No. 3)—Curtis, Van Vliet win the N.A.A.U.; Soviet citizens sail home; 90,000 see rodeo; Child lost four days is found; Long skirt question; All-stars win thriller.

UNIVERSAL (Vol. 20, No. 68)—British troops withdraw from India; Jewish orphans arrive in Haifa after release by the British; Repatriated Russians leave Shanghai for home; Dominican Republic President inaugurated in impressive ceremonies; German vacationists jam trains for holiday; A.A.U. meet in Chicago; College All-Stars vs. Chicago Bears in football.

"Voice of Theatre Speakers"
JOE HORNSTEIN has it!

REGIONAL NEWSREEL

DES MOINES

Elmer Tilton has resigned as manager for SRO and is moving to Seward, Neb., where he will operate a theatre. Gene Post, Universal salesman, succeeds Tilton.

A syndicate of four men has purchased the Palace Theatre building at Waterloo, Ia., for approximately $80,000 for the structure and equipment. David Cutler of Waterloo, one of the four, did not disclose the identities of the others. The syndicate will continue to operate the house for at least six months under the present manager, Jack Maynard, and may either remodel it into a modern theatre or convert it into retail stores.

Walter D. Rasmussen of Council Bluffs has purchased the Star Theatre at Anthon, Ia., from Tom Sandberg. Norman Merkel of Mason City, formerly with the Warner studios, has purchased the Fox Theatre at Nora Springs from Rollo Clough.

House managers for Tri-States Theatre Corp. of Des Moines are getting all set for a vacation trip to Lake Okoboji on Sept. 8.

The American Legion at Sioux Center, Ia., has hired World War II veteran Herman J. Fieldman of George, Ia., to manage the group's theatre.

PHILADELPHIA

Sid Barbet has joined Quality Premium Distributors as a salesman.

The local branch of United Artists has taken top position in the Grad Sears Gold Cup Drive.

The committee in charge of the Variety Club, Tent 13, annual golf tournament and dinner dance to be held at Cedarbrook Country Club on Sept. 19, announced that a great number of worthwhile prizes has already been obtained.

Moe Sherman, UA salesman, had his car smashed up in New Jersey when another motorist ran into him. Moe was uninjured.

Altec Philadelphia Branch Manager Frank Evans has been assigned the same post in the Cincinnati office. He is succeeded here by Ralph "Red" Pierce, formerly at the Boston office.

The Philadelphia projectionists union has submitted new rates for screenings. Previous daytime rate was $2.50 per hour, with a two-hour minimum, or $5. The new rate is $3.75 per hour with a two-hour minimum, or $7.50 whether two hours are used or not. The former night rate of $10 for four hours has been upped to $15 for four hours or less. New Sunday rate is $20. This applies to the exchanges which do not have regular full-time projectionists, and the rates may result in the decrease in screenings.

PITTSBURGH

More than 100 patrons were injured, two very seriously, when sections of the ceiling of the Park Theatre, Meadville, Pa., crashed to the floor without any warning whatsoever about 8 p.m., Thursday, Aug. 21, while approximately 1,000 persons were attending a movie and stage show. Thirty-eight of the injured were taken to nearby hospitals, the others being sent home after receiving emergency treatment for minor wounds and shock. One of the critically injured was not expected to survive and, according to later reports, died on Sunday. Panic was averted by Manager Lee Conrad, who calmed the crowd and had the projectionist play music while getting the injured out of the theatre. This house was remodeled and renovated throughout only last summer. It is owned by Dr. H. C. Winslow, prominent Meadville physician. The theatre will be closed at least six weeks or more while being repaired. The inspector for the Bureau of Labor and Industry, who made an immediate survey after the accident, stated no cause could be found in the construction or for which the management was to blame. It is believed the intense heat of the past two weeks caused the plaster in the ceiling to fall.

Miss Lucy Monroe, who owned and operated the Princess and Rex Theatres, Shinnston, W. Va., for many years, died Monday after a long illness. Funeral and burial services were held in Shinnston Thursday afternoon.

Pastime Co. Expands

Plans for immediate construction of three new theatres in Charleston, S. C., were announced this week by Pastime Amusement Co., of that city.

At the same time the company announced that one of its present houses, the American Theatre will be enlarged.

VANCOUVER

Vancouver School Board and health authorities have delayed opening of the schools as a precaution against spread of poliomyelitis of which there are over 126 cases to date. Exhibitors fear the ban may spread to theatres.

Terry McBride is a new addition to the RKO office here as secretary to James Davie, B. C. manager.

Syd Walker, RKO shipper, was a delegate to the Eagles Pacific convention at Seattle and Portland, as well as enjoying a vacation.

Ross McLean, Canadian film board supervisor, is in Vancouver to attend a conference of the NFB British Columbia staff in Victoria and at Port Alberni on Vancouver Island.

The film distributors have granted a 10 per cent, cost-of-living increase to all back shop film workers in the Vancouver film exchanges.

Two units of the Odeon Circuit in Vancouver, The Cambie and Marpole Theatres, are closed for repairs and renovation.

Two former members of the Orpheum Theatre staff here, Mary Ruddick and June McIver, are now in charge of the candy counter at the downtown Paradise Theatre.

Marvin Thoreau, office manager of Gaumont-Kalee for British Columbia-Alberta, is building up a staff of highly-trained technicians in the Vancouver branch.

Peter Abrosimoff, who is building the new 450-seat Roxy Theatre at Grand Forks, B. C., was in town buying and booking. Theatre will open on Sept. 1.

DENVER

Robert W. Selig, assistant to the president of Fox Intermountain Theatres, was honored by a citation from the U. S. Army for meritorious service in behalf of army recruiting.

Earl Jameson, owner of a shipping and inspection center, as well as of the Exhibitors Film Delivery, all in Mansas City, is beginning construction of a central shipping and inspection center on film row in Denver, costing around $80,000, and holding 12 vaults.

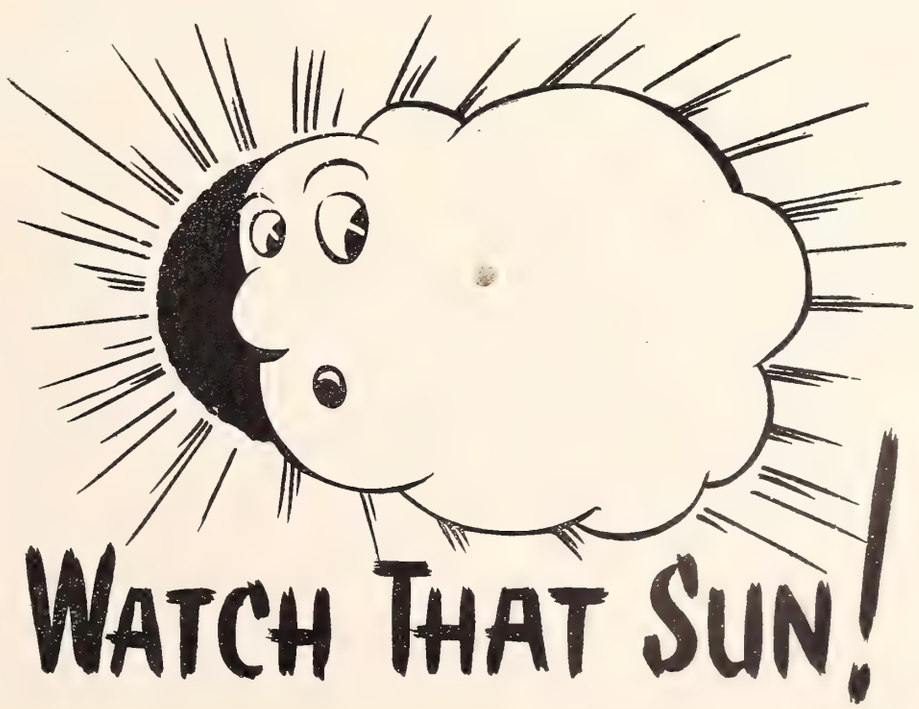
Jean Dubois, newsreel cameraman, nursed an injured arm after an accident involving a horse.

RKO is redecorating its exchange, putting new carpet in the manager's office and im-

(*Continued on Page 32*)

New Ideal Theatre Chairs JOE HORNSTEIN *has it!*

(*Adv't*)



Jackson . . .

(*Continued from Page* 12)

than a mental conclusion that the product being offered is below par and not worth buying. The same sense of reasoning goes for theatre customers who have been conditioned to pre-selling effort in local newspaper advertising columns, etc. When a picture is presented with only the local theatre effort, the customer considers that it must be of inferior grade. It would have been far better had the distributors and producers given those "ten cent" war dollars to the government than to have built the kind of a trade and customer showcase it did and then made a "spook" joint out of it by silly and unwarranted curtailments.

If you want an example of what I mean just take a look at the Sears-Roebuck ads. The company is offering free movies in many places to induce customers to shop while the kiddies are being entertained. Check the space they buy to exploit a FREE attraction against that bought by a local theatre. To Sears-Roebuck and other big concerns such advertising, when business turnover is low, makes sense. To the moving picture industry —or at least so one is forced to conclude from current practices—such effort is entirely unwarranted and a waste of money. But Sears Roebuck are getting the crowds, and there is little reason for mother to give Junior the price of a movie admission when he has already seen one show free. Not only Sears but other big stores are going in more and more for the free movie and all shout about it with large newspaper space. It all hurts, fellows, and more so when those chaps, who still exact the same high percentages for films they got when they were helping "sell" the picture, are now laying down on the job you—and every other exhibitor—still pay for in high film rentals.

So much for the sins of the producer and distributor. Now about some of the circuit stuff that "makes silly." I recently heard one of the bigger exhibitor moguls deploring in one breath about the attitude of modern labor—brought about he declares, by the long period of "planned economy" set in motion by the "new deal"—and in the next ask his managers to do what he himself considered impossible and get more work at less money from fewer people. I don't get that brand of reasoning as making other than nonsense in any business.

The lessons of the ages are replete with evidence that need and want are an infallible gauge of the efforts of man. Since Nature has cast most men—and women—in a normal mould it is hardly to be expected that those inclined to extreme physical or mental effort will be found prolific in periods of comparative plenty. It is difficult to vision this law of nature as bending easily to the economy preachments or retrenchment edicts of exhibitor moguls; and it would be far better, if increased service or better functioning personnel is desired in any theatre or chain of theatres, that it be accomplished by devoting a fairer share of earnings to this all-important department of theatre operation.

To sum up existing conditions in capsule form, it looks something like this: The industry as a whole has been enjoying business than can only be classified as "terrific" and carrying money to the banks in bigger sacks than ever before.

The most recent Government reports, the findings of reputable financial authorities such as Merrill, Pierce, Lynch, Fenner and Beane, and the reported earnings of the big companies all indicate that the revenue pace is being well maintained and that '47 will equal or top '46 in dollar returns. But, for the sake of argument let's admit that theatre grosses have dropped to just plain "wonderful" and that common sense dictates the cessation of non-essential practices and a re-alignment of expenditures in expectation of a drop into the "very good" brackets.

The need for corrective measures to eliminate wasteful practices is always imperative and the fact that we developed no end of bad and expensive habits during the lush years goes without saying. But let's chart the procedures of correction carefully and look our problems squarely in the face as our customers will see them. We can expect nothing but public scorn for curtailment effort directed at the already underpaid and overworked service staffs—that or the creations of a union of service employes that will prove thrice costly. That's for the owners and operators of theatres.

The distributors and producers must admit that the degree of patronage at any picture in any theatre is determined by and predicated upon the amount of enthusiasm that can be generated in the public mind and, in turn, condensed into a desire to attend by the people of the community in which the picture is exhibited. There may be some other way of doing it but to me it seems that advertising is the easier and faster. That kind

(*Continued on Page* 25)

SHOWMEN'S SILHOUETTES by Dick Kirschbaum



(*Adv't*)



Box-Office Slants

Golden Earrings

(*Continued from Page* 10)

fare should assure excellent returns in its initial engagements. This is especially true since Miss Dietrich has been off the screen for sometime and folks who enjoy her work will be anxious to see her again. Returns from then on will depend largely on whether the individual taste finds entertainment in a story that deals with a warm-blooded gypsy making love to a very proper, fastidious, impeccable Englishman. If the public should go for this, and get a thrill from the torrid love scenes, then word-of-mouth will mean added box-office returns for the remainder of the run. Parenthetically, it might be added that the love scenes are quite different from the accepted run-of-the mill romantic episodes usually seen in films. For excitement, there is the suspense of the Nazi chase and the killings, and the tough fistfight between Milland and Murvyn Vye. Miss Dietrich registers strongly and sings a couple of songs in that deep, throaty voice of hers; but for selling, it will be important that the customers know in advance that she is definitely no glamor girl in this picture. Just her face shows; the rest of her is all covered with gypsy rags; even her head is wrapped in a kerchief throughout. Milland is excellent; splendid too is Murvyn Vye who not only is a fine actor but has an unusually powerful singing and speaking voice and looks like a good bet for the women's attention. Balance of the cast are all tops. Credit for the entire production goes to Mitchell Leisen who directed and Harry Tugend who produced.

Out of the Blue

Eagle Lion **Comedy** **86 mins.**

AUDIENCE SLANT: (Adult) A delightfully entertaining farce comedy with howls of delight innterspersed with chuckling amusement. Never a dull moment in this one. It's a cinch to make all types of adult audiences glad they came.

BOX-OFFICE SLANT: What this lacks in title value and top name draw is more than made up for in the excellence of its entertainment value. Properly sold it can do better than average business in some spots and at least average in most others.

Cast: Virginia Mayo, George Brent, Turhan Bey, Ann Dvorak, Carole Landis, Hedda Brooks, Alton E. Horton, Charlie Smith, Julia Dean, Elizabeth Patterson, Richard Lane. Credits: Screenplay by Walter Bullock, Vera Caspary, Edward Eliscu, based on a story by Vera Caspary. Produced by Isadore G. Goldsmith. Directed by Leigh Jason. Song, Out of the Blue, by Will Jason and Henry Nemo. Photography, Jackson Rose. Photographic effects, George J. Teague. Music by Carmen Dragon. Musical director, Irving Friedman. Bryan Foy in charge of production.

Plot: A hen-pecked husband takes advantage of his wife's absence from New York to do a bit of playing around. He is picked up in a Greenwich Village bar by an amiable female dipsomaniac. At his apartment she passes out and he, believing her dead, puts her supposed corpse on the terrace or his artist neighbor. The "corpse" comes to life and the artist determines to teach the hen-pecked husband a lesson, fills a truck with a life-sized dummy, conspires with the husband to bury the corpse so that he can have a hold over him to compel the husband to make his wife leave the artist and his dog in peace and quiet. The artist's fiance becomes mixed up in the fracas, meanwhile, and finds out that the artist is hiding the supposed "corpse." Mixup follows mixup with the hen-pecked husband finally asserting himself and the artist and his fiance finally tying the nuptial knot.

Comment: There is little in the story itself that is essentially new but the handling of it, the direction and the skill of the leading players turns it into one of the most refreshing comedies of the season. Ann Dvorak as the dipsomaniac is just about as good and as funny as any comedienne to be seen in a long time. The part has plenty of meat and Miss Dvorak gets everything out of it. George Brent, Turhan Bey and Virginia Mayo also do excellent jobs in some wonderfully funny situations to keep audiences in an almost perpetual state of merriment. There's no sense to the whole thing, but for anyone who likes a good laugh (and who doesn't?) this is their dish. The title is not too good (may be changed) and the players are perhaps not strong enough for initial draw. But proper exploitation should bring in good returns.

The Murderer Lives at 21

(French Dialog-English Titles)

Mage Films **Mystery** **83 mins.**

AUDIENCE SLANT: (Adult) A run-of-the-mill murder mystery with some pretty heavy, earthy Gallic humor. A few moments of suspense, too, make it suitable for average foreign-language theatre habitues.

BOX-OFFICE SLANT: Satisfactory fare for the foreign-language houses.

Cast: Pierre Fresnay, Suzy Delair, Jean Tissier, Pierre Larquey, Noel Roquevert, Odette Talazac, Mazimilienne, Jean Dezpeaux, Huguette Vivier. Credits: Directed by H. G. Clouzot.

Plot: A series of murders breaks out in Paris with an engraved card left at the scene of each crime. The chief of detectives, led by a clue at a boarding house, finally discovers that the murderer is not one, but three persons, masquerading under the name of one man.

Comment: This is a loosely woven tale of murder and murderers, with overtones of heavy, earthy Gallic humor. It is inexpensively budgeted, but it is nicely acted by a competent cast. And if the nuances of the humor fail to penetrate the resibilities of average American audiences, it probably will evoke guffaws from those who understand the French language. Not particularly adaptable for average American audiences, it probably will amuse habitues of foreign-language houses.

Joe Palooka in The Knockout

Monogram **Drama** **72 mins.**

AUDIENCE SLANT: (Family) This well produced boxing yarn revolving around the comic-strip character, has excellent entertainment value.

BOX-OFFICE SLANT: Should do nicely at the average theatre, especially if exhibitors get behind the comic strip tiein.

Cast: Leon Errol, Joe Kirkwood, Morris Carnovsky, Elyse Knox, Billy House, Trudy Marshall, Marc Lawrence, Whitford Kane, Benny Baker, Donald MacBride. Credits: Producer, Hal E. Chester. Director, Reginald LeBorg. Associate producer, Bernard Burton. Original screenplay, Nedrich Young. Based on the comic strip by Ham Fisher. Photography, William Sickner.

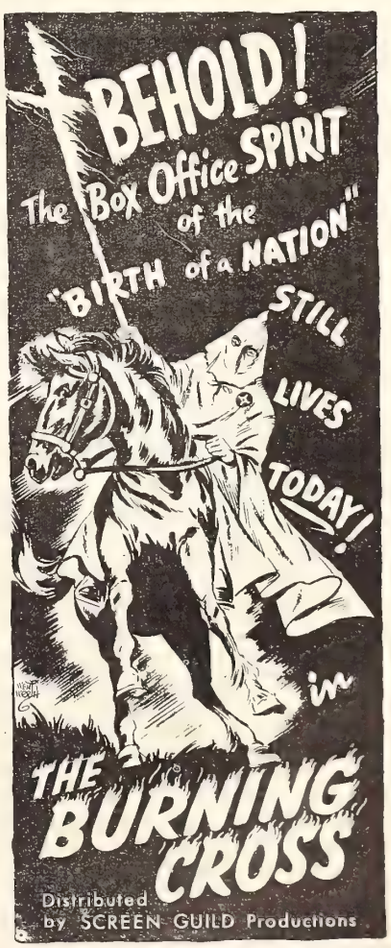
Plot: Joe Palooka thinks he has killed his opponent in a championship bout, whereas the fighter has been poisoned by a mouthpiece inserted by his manager who was forced to do so because a gangster held a forged check he once wrote. The manager's brother is killed and Joe's second is almost slain before things are corrected, and the villiain accidentally shoots himself.

Comment: This well produced boxing yarn has all the ingredients to please the average moviegoer. It has plenty of action, laughs and down-to-earth appeal. Monogram has established a substantial series based on the immensely popular comic strip, and virtually all Americans are familiar with Joe Palooka. The script is skillfully tailored to suit the vehicle's needs, and the cast performs smoothly. There are some pleasant musical interludes, nicely interwoven by Director LeBorg. All in all, the picture should do well at the average box-office, especially if exhibitors get behind the comic strip tiein with strong exploitation.

Jack Jackson . . .

(*Continued from Page* 24)

of factual reasoning leads to only one conclusion: that any cuts in advertising appropriations are certain to reflect in the gross receipts and result in the kind of "silly" retrenchment that will eventually prove costly. And don't forget that the first place you have to generate enthusiasm for a picture is in the mind of the fellow who is charged with selling it to the public and that means: patronize the industry trade journals.



New Mirrophonic Sound
JOE HORNSTEIN *has it!*

HOLLYWOOD

STR West Coast Offices 6777 Hollywood Blvd. Hollywood 28, Calif. Telephone Hollywood 2055

Hollywood Production Drops 15 Films Under 1946 Record

Hollywood reached a comparative new low this week when production nosedived to 39 pictures before the cameras, just 15 less than were shooting at the same time last year, and 13 less than the files reveal for the comparable period in 1945. The panorama is drab, indeed, but there's a bright spot at Warners, which came back with a bang last week after being shuttered for quite a while, not to mention the fact that Eagle-Lion has increased its shooting record since PRC's output is now under E-L release.

Warners started "Christopher Blake" and "April Showers" on Aug. 25 and "Winter Meeting" and "Johnny Belinda" were going by the end of the week. In addition, "To the Victor" returned to the U. S. from its Paris location and began studio work.

Sheldon Leonard and Jane Randolph were signed for top roles in "Open Secret," first film for Marathon, newly formed company releasing through Eagle-Lion. "Tornado Range," an Eddie Dean outdoor musical action film, started Aug. 23. Produced by Jerry Thomas, this PRC picture will be released by E-L under the new setup. Charles Grapewin was signed by Producer Jack Schwarz for a featured role in "Enchanted Valley," Cinecolor film now in work at Big Bear Lake with Robert E. Tansey directing. This makes the second Cinecolor flicker in work, "Northwest Stampede" being the other for E-L.

MGM was scheduled to start a new Gable vehicle this week, with the kickoff of "Homecoming," which also stars Lana Turner, Anne Baxter and John Hodiak, Sidney Franklin is producing and Mervyn LeRoy directing. The second camera unit of Frank Capra's Liberty Films production, "State of the Union," completed backgrounds in Oakland and moved to the Metropolitan Airport in Los Angeles for additional footage.

Elaine Riley was borrowed from Paramount by William Boyd for the femme lead in the fifth of his current series of "Hopalongs." She replaced Dorinda Clifton, previously announced, who was taken ill. Picture, shooting at Lone Pine, is still untitled. Universal-International's "A Double Life" wound up studio shooting two weeks ahead of time and went to New York for 14 days of exterior filming. Director Bruce Humberstone and a production crew planed out last week for Kanab, Utah, to scout location sites for the 20th-Fox forthcoming Anne Baxter-John Payne-George Montgomery starrer, "The Ballad of Furnace Creek."

Tom Brown, the perennial juvenile, assumed his first dramatic role with that of the minister who reforms a safecracker in Republic's just-started "Slippy McGee." This is the sole feature on studio's schedule presently.

RKO Radio is one of the busiest lots. "Berlin Express" has returned to the studio, after filming foreign backgrounds since Aug. 2. Director Edwin Marin and producer Nat Holt brought back "Race Street" from San Francisco to the RKO lot. "Station West," co-starring Dick Powell and Jane Greer, checked into the lot also, after a month of locationing in Arizona; a second unit shooting action stuff remained in Arizona for additional footage. Leo McCarey moved his "Good Sam" company from RKO Pathe to the RKO Ranch for a week's outdoor filming.

Starting Aug. 25 a daily total of 125 extras were working continuously for 10 days in Paramount's Bob Hope-Jane Russell starrer, "The Paleface."

Monogram added Victor Sen Young, Manton Moreland, Louise Currie, Warren Douglas and Philip Ahn to "The Red Hornet," first of its new Charlie Chan series starring Roland Winters. Producer Jack Wrather added $100,000 to the budget of "The Quest of Willie Hunter" after viewing early rushes.

Douglas Fowley went into Columbia's "Rose of Santa Rosa." Gene Autry's "A Little Spanish Town" shot for two days at Red Rock Canyon in the Mojave Desert, 125 miles from Hollywood. Vera Marshe, former comedienne in New York, was added to the cowboy star's current Columbia western musical.

Plight of School Teacher

Producer-director Walter Colmes has announced that the plight of the American school teacher will be the theme of Somerset Pictures' third production for Screen Guild release. Original screenplay of the untitled film is being prepared by Aubrey Wisberg.

NOW BEFORE THE CAMERAS

COLUMBIA. A Little Spanish Town (Autry, in Cinecolor); Blondie's Anniversary; Rose of Santa Rosa.

EAGLE-LION. Open Secret (Marathon); Tornado Range (PRC); Enchanted Valley (Jack Schwarz, in Cinecolor); Northwest Stampede (Al Rogell, in Cinecolor); T-Man; Prelude to Night (Producing Artists Corp.).

REPUBLIC. Slippy McGee.

TWENTIETH CENTURY-FOX. The Snake Pit.

UNITED ARTISTS. Untitled Hopalong Cassidy (Boyd)

WARNER BROS. To the Victor; Christopher Blake; April Showers; Winter Meeting; Johnny Belinda.

MGM. On an Island with You (Technicolor); Luxury Liner (Technicolor); Homecoming.

UNIVERSAL-INTERNATIONAL. A Double Life (Kanin); The Naked City (Hellinger); Mortal Coils; River Lady (Technicolor); Letter from an Unknown Woman.

RKO RADIO. Miracle of the Bells (Lasky-MacEwen); I Remember Mama; Good Sam (Rainbow Prods); Rachel; Station West; Race Street; A Song Is Born (Goldwyn, in Technicolor); Tarzan and the Mermaids (Lesser).

MONOGRAM. The Man from Powder River; The Quest of Willie Hunter (Wrather); The Red Hornet.

PARAMOUNT. My Own True Love; The Paleface (Technicolor).

ARGOSY. War Party.

SRO. Portrait of Jennie.

Paramount Announces Six for September Production

Six top-grade pictures are slated to get under way at Paramount during September, the largest group of its class for that studio to start during any one month. "The Long Gray Line," West Point story starring Alan Ladd, starts the list. Other features to follow will include "A Foreign Affair," Jean Arthur starrer; "A Connecticut Yankee," starring Bing Crosby; "Sainted Sinners," from an unproduced play by Elisa Bialk and Alden Nash; "The Sealed Verdict," from Lionel Shapiro's novel which will star Ray Milland; and "Hazard," a romantic comedy from Roy Chanslor's novel.

Hal Wallis also has announced immediate plans for his productions for Paramount release to include, "So Evil My Love," recently completed in England, starring Ray Milland, Ann Todd and Geraldine Fitzgerald. Others being readied include, "House of Mist," romantic story, "Sorry, Wrong Number," based on the radio show "Suspense" and "Be Still, My Love," with a California University background.

At 20th-Fox Lloyd Bacon has been assigned to direct "The Flapper Age" which Fred Kohlmar will produce. Jeanne Crain and Dan Dailey will star. Also at 20th, Dana Andrews and Jean Peters will co-star in "Spoonhandle" to be made in Technicolor with Henry King directing for Producer Samuel G. Engel.

MGM has announced that Keenan Wynn has been assigned to "B.F.'s Daughter" with Barbara Stanwyck, Van Heflin and Richard Hart. Robert Z. Leonard will direct for Producer Edwin Knopf. Also at MGM Ann Miller, the company's newest star acquisition has been assigned to "Words and Music," to be produced by Arthur Freed, Anne Baxter will play Clark Gable's wife in "Homecoming," Sidney Franklin production which Mervin LeRoy will direct. Cast also includes Lana Turner and John Hodiak.

At U-I "Another Part of the Forest" has had Dan Duryea added to the cast of the Lillian Hellman stage hit for which Fredric March and Florence Eldridge will star with Michael Gordon directing for Producer Jerry Bresler. Monte Shaff, producer of "Man Eaters of Kumaon," has announced an extended location shooting schedule for the film in India.

Warner Bros. activity includes preparation by John Taintor Foote of the screenplay for "The Story of Seabiscuit," which David Butler will direct; the assignment of Raoul Walsh to direct "Colt .45" for which Seton I. Miller is writing the screenplay and also will produce; and the assignment of Lew Ayres to star opposite Jane Wyman in "Johnny Belinda."

Eagle-Lion probably will release the first co-producer, co-starring venture of Dennis O'Keefe and Randolph Scott, a story of the Indian Wars to be called "Draw Sabres!" Producer Jerry Thomas is trying out a new process by which both 16- and 35-mm. sound tracks can be dubbed simultaneously for PRC's Eddie Dean opus, "Check Your Guns."

Is Foreign Film Profit Potential Growing Here?

Distributors Say Yes and Point to Added Bookings By Circuit Operators

A variety of causes are mentioned by picture people as reasons for the growing interest in foreign pictures as major circuits and independents in various parts of the country currently expand playing time for film attractions from abroad.

Many are inclined to give a major portion of the credit for this increased use of foreign pictures to the tight product situation resulting from a severe reduction in the number of releases by American producer-distributor concerns. Others, who believe the shortage of domestic pictures is a factor, claim that there is also a natural development due to the more international scope of thinking as a result of the war which sent so many boys and girls traveling to distant countries and cultivated "global" interests. Still others believe that these two elements are strongly fortressed by a third: that several good foreign pictures have stimulated interest of American theatregoers in these films from abroad.

Whatever the specific causes, it is a matter of record that an increasing number of bookings are being opened up to the foreign pictures, and the newspaper publicity in towns all across the country that hails these new "foreign policies" is certain to help the spread of the current trend.

Distributors of foreign pictures and theatremen who have had experience in presenting them are agreed that some special attention must be given to these pictures from the standpoint of exploitation. A roundup of opinion from several of these sources by SHOWMEN'S TRADE REVIEW has produced the following general formula of recommended practice for handling foreign picture presentations.

One of the first points made by most commentators, is that heretofore the foreign pictures have had to carry an added burden in that so many exhibitors, after trying all sorts of expedients in some trouble spot, frequently ended up by a desperation move of ballyhooing a "foreign film policy." Actually, a great many—if not all—of these trouble spots were beyond any hope of succeeding no matter what the policy. In other words, they are theatres which have become outmoded because their location no longer is suited to profitable operation and therefore will continue to be a losing proposition no matter what the shows offered.



CIRCUIT BALLYHOOS FOREIGN FILM. Typical of the frontal displays that featured showings of Superfilm's "The King's Jester" at the Skouras Theatres in New York is the billing shown above at the Academy of Music. The foreign picture was played up as a great directorial achievement and lines from reviews in New York newspapers played an important part in the selling campaign.

Urge Consistent Policy

General opinion concurs in the belief that the American theatremen who are going to realize the profit potential of foreign pictures will be those who set up a definite plan of development. The experienced showmen in this type of operation say that taste for this type of screen fare must be acquired. It's like eating olives, they say. You do it a while and you begin to enjoy the flavor. In order to develop this extension of the average American picturegoer's interest, the foreign distributors claim, a theatre must set up a consistent policy of presenting such pictures at regular intervals. Once a week, as the companion piece to some substantial Hollywood feature, is the recommended practice.

The patronage assuring the most immediate reaction for these pictures, of course, is made up of those people who have ties to the country of origin or the language spoken in the picture presented. It is the belief of many distributors that a good many theatremen who now occasionally play a picture in the language of some foreign-born group living in the drawing area, are failing to build up a good profitable business by not making their foreign picture presentations more frequent.

The experienced distributors and exhibitors in this field declare that it is useless to put on a foreign picture without some special selling treatment. This type of showmanship campaign can take any one of the utilitarian forms such as window cards, poster display, theatre announcement, newspaper advertising, and direct mail. However, there are some essentials that must not be overlooked. One is that some change of pace must be made from the routine type of campaign for the regular presentation. One of the most reliable, according to many of the distributors, is to greatly increase the use of window cards and poster displays. The area of display must be extended to reach into all districts of the drawing area, in order that all people who have some automatic interest (ties to the language or country of the picture's origin, cultural groups interested in languages, etc.) will be apprised that something of particular appeal to them is showing at the theatre. (It is dangerous for a theatreman, these seasoned showmen say, to depend wholly upon his regular patronage in developing a foreign policy on either a limited or steady basis, since one of the most profitable features of a successful foreign policy is that new blood, new patrons who formerly were not even occasional customers are brought to the box-office to add to the total take. Newspaper advertising, also, should take a distinctive slant to impress that here is something different).

Advertising Approach

One of the most important avenues for development of new patronage via these foreign presentations, is advertising to the cultural groups. Therefore a first move in establishing such a policy is to get up-to-date lists of the persons falling within these groups of teachers in the schools—particularly language and history teachers—music teachers, dance instructors, literary groups, etc. Development of the theatre as a place of cultural interest can become a very important element in favor of the foreign policy, say these theatremen who know their way around in the field. And, they say, the school and music teachers are, on the average, the best of all contacts in getting action along this line. Some letters or personal interviews with these teachers and judicious use of complimentary tickets to certain figures among them can accomplish a great deal in arousing the interest, and patronage at the theatre, of many people who previously attended picture theatres seldom if at all.

Playing up the angle of long runs of the

(*Continued on Page* 30)

Foreign Film Policy

A current industry trend is the increasing number of key city theatres exhibiting foreign and so-called "art" motion pictures, with even circuits here and there devoting a house to imported films.



Mrs. J. J. Parker

Latest circuit to follow this trend is the J. J. Parker Theatres in Portland, Ore., whose president, Mrs. J. J. Parker, recently announced a policy of first-run foreign films at the new Guild, built on the site of the old Taylor Street Theatre.

Commenting on the policy set for the Guild Theatre, Mrs. Parker said: "We have a certain stake in Portland and it is with an amount of civic pride that we bring to those groups interested in such pictures the finer type of films produced abroad."

FOREIGN PRODUCT BOOKING GUIDE

The current listing of foreign-language pictures is based on information supplied by U. S. distributors handling such films. All information given is in accordance with data from the distributors, who are listed alphabetically with the titles and running times of pictures they distribute grouped under name of country of origin or language spoken.

A. F. E. CORP.

French

Port Arthur. Danielle Darrieux. 80 minutes.
Boys School. English Titles. Eric Von Stroheim. 91 minutes.
Abused Confidence. English Titles Danielle Darrieux. 82 minutes.
Devil Is an Empress. English Titles. Francoise Rosay, Conrad Veidt. 73 minutes.
Twilight. Englsh Titles. Louis Jourdan. 94 minutes.
There Goes the Bride. English Titles. Micheline Presle. 76 minutes.
Carnet Du Bal. English Titles. Fernandel, Francoise Rosay. 105 minutes.
Heart of a Nation. English Titles. Raimu, Louis Jourdan. 99 minutes.

A. F. FILMS, INC.

French

The Toy That Grew Up. English Narration. 20 minutes.
The Biography of the Motion Picture Camera. English Narration. 20 minutes.
Daredevils of the Alps. English Narration. 20 minutes.
Camps of the Dead. English Narration. 20 minutes.
Rouad—Island of the Crusaders. English. Narration. 10 minutes.
Spelunking—A New Science. English Narration. 20 minutes.
Tyranny. English Narration. 10 minutes.
Liberation of Paris. English Narration. 30 minutes.
Crafts of the Fire. English Narration. 10 minutes.
The Sunken Fleet. English Narration. 10 minutes.
Aubusson Tapestries. English Narration. 15 minutes.
Hermits of the Sky. English Narration. 10 minutes.
Four Years—A Summing Up. English Narration. 10 minutes.
The Wheels Turn Again. English Narration. 10 minutes.
The Passing Hours. English Narration. 10 minutes.

ARTHUR MAYER & JOSEPH BURSTYN, INC.

French

Marie Louise. English Titles. Josianne. 93 minutes.
Portrait of a Woman. English Titles. Francoise Rosay. 83 minutes.

Italian

Open City. English Titles. Anna Magnani. 104 minutes.

ARTKINO PICTURES, INC.

Russian

The Turning Point. English Titles. Russian Red Army. 107 minutes.
The Vow. English Titles. Mikhail Gelovani. 99 minutes.
Road Home. English Titles. 90 minutes.
Nuremburg Trials. English Narration. 57 minutes.
Stone Flower. English Titles. 85 minutes.
Ivan the Terrible. English Titles. Nikolai Cherkassov. 96 minutes.
Russia on Parade. English Narration, 45 minutes.
Moscow Music Hall. English Titles. Red Army Ensemble. 30 minutes.
Hello, Moscow! English Titles. 85 minutes.
Adventure in Bokhara. English Titles. 85 minutes.
Alexander Nevsky. English Titles. 90 minutes.
Beethoven Concerto. English Titles. 66 minutes.
Chapayev. English Titles. 95 minutes.
Conquests of Peter the Great. English titles. 104 minutes.
Dark Is the Night. English Titles. 70 minutes.
Days and Nights. English Ttitles. Russian Red Army. 89 minutes.
Defense of Siberia. English Titles. 75 minutes.
Diary of a Nazi. English Titles. 67 minutes.
"1812." English Titles. 95 minutes.
Four Hearts. English Titles. 79 minutes.
Frontier. English Titles. 87 minutes.
General Suvorov. English Titles. 90 minutes.
Girl from Leningrad. English Titles. 92 minutes.
Girl No. 217. English Titles. 95 minutes.
Golden Key. English Titles. 54 minutes.
The Great Beginning. English Titles. 95 minutes.
A Greater Promise. English Titles. 85 minutes.
Heroes Are Made. English Titles. 77 minutes.
Heroes of the Sea. English Titles. Russian Navy. 74 minutes.
In the Rear of the Enemy. English Dub Print. 60 minutes.
Lad from Our Town. English Titles. 66 minutes.
Last Hill. English Titles. 90 minutes.
Lenin in October. English Titles. 93 minutes.
Lenin in 1918. English Titles. 130 minutes.
Lonely White Sail. English Titles. 85 minutes.
Mashenka. English Titles. 71 minutes.
Military Secret. English Titles. 74 minutes.
Moscow Skies. English Titles. 80 minutes.
Musical Story. English Titles. 80 minutes.
Natalka Poltavka. Ukranian Dialogue. 64 minutes.
No Greater Love. English Dub Print. 76 minutes.
The New Teacher. English Titles. 94 minutes.
Once There Was A Girl. English Titles. 71 minutes.
Peasants. English Titles. 105 minutes.
Peter The First. English Titles. 95 minutes.
Professor Mamlock. English Titles. 102 minutes.
The Rainbow. English Titles. 93 minutes.
Red Tanks. English Titles. 62 minutes.
The Russian Story. English Titles. 73 minutes.
Seeds of Freedom. English Titles. 70 minutes.
Shors. English Titles. 92 minutes.
Six P.M. English Titles. Marina Ladynina. 65 minutes.
Soviet Border. English Titles. Zoya Fyodorova. 94 minutes.
Spring Song. English Titles. Ludmila Tselikovskaya. 78 minutes.
Tanya. English Titles. Lubov Orlova. 75 minutes.
Taras Family. English Titles. 90 minutes.
They Met in Moscow. English Titles. 86 minutes.
Taxi to Heaven. English Titles. 70 minutes.

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Spanish

Flor De Durazno. Fernando Soler, Esther Fernandez. 119 minutes.
Precio De Una Vida. Ramon Armengod, Esther Luquin. 86 minutes.
Amor Prohibido. Domingo Soler, Lupita Gallardo. 86 minutes.
Hasta Que Perdio Jalisco. Jorge Negrete, Gloria Marin. 120 minutes.
Como Yo Te Queria. Abel Salazar, Sara Garcia. 83 minutes.
Su Gran Ilusion. Jose Cibrian, Virginia Serret. 89 minutes.
El Hijo Desobediente. Tin Tan, Marcelo. 95 minutes.
Sierra Morena. Jose Martinez Casado, Paquita De Ronda. 100 minutes.
Una Cancion En La Noche. Domingo Soler, Antonio Badu. 104 minutes.
Asesinato En Los Estudios. Fu Man Chu, Maria De Los Angeles. 86 minutes.
Entre Hermanos. Pedro Armendariz, Carmen Montejo. 90 minutes.
Cadetes De La Naval. Ricardo Montalvan, Susana Cora. 90 minutes.
Recuerdo De Aquella Noche. Emilio Tuero, Tina Romagnoli. 105 minutes.
Misterios Del Hampa. Juan Orol, Maria Antonieta Pons. 103 minutes.
Palabras De Mujer. Ramon Armengod, Virginia Serret. 100 minutes.
Amores De Un Torero. Joaquin Rodriguez Cagancho, Carmen Amaya. 85 minutes.
Rancho De Mis Recuerdos. Manuel Medel, Nelly Montiel. 100 minutes.
Lo Que Va De Ayer A Hoy. Enrique Herrera, Charrito Granados. 110 minutes.
La Mujer Legitima. Sara Guash, Alberto Galan. 80 minutes.
Por Un Amor. Ramon Armengod, Manolita Saval. 85 minutes.
Caminos De Sangre. Miguel Inclan, Amanda Del Llano. 80 minutes.
El Hijo De Nadie. Manuel Medel, Emma Roldan. 115 minutes.
Rosa Del Caribe. Maria Elena Marques, Victor Junco. 85 minutes.
Casa De La Zorra. Virginia Fabregas, Alberto Galan. 89 minutes.
El Deseo. Emilio Tuero, Rosita Fornes. 95 minutes.
Selva De Fuego. Arturo De Cordova, Dolores Del Rio. 97 minutes.
Rayando El Sol. Pedro Armendariz, Maria Luisa Zea. 92 minutes.
Papa Lebonard. Carlos M. Baena, Ramon Pereda, A. Lamar. 75 minutes.
Hay Muertos Que No Hacen Ruido. Tin Tan, Marcelo. 102 minutes.
Toda Una Vida. Maria Antonieta Pons, Alberto Galan. 89 minutes.
Mama Ines. Ferando Soler, Sara Garcia. 90 minutes.
Herencia De La Llorona. J. Martinez Casado, Paquita De Ronda. 85 minutes.
Maria Magdalena. Luis Alooriza, Medea De Novara. 110 minutes.
Pervertida. Ramon Armengod, Emilia Guiu. 85 minutes.
Memorias De Una Vampireza. Ramon Pereda, Adriana Lamar. 76 minutes.
Ay Que Rechulo Es Puebla. Sara Garcia, Antonio Badu. 91 minutes.
La Devoradora. Maria Feliz, Luis Aldas. 112 minutes.

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The Dybbuk. English Titles. 75 minutes.
Tkies Khaf. English Titles. Warsaw Art Players. 75 minutes.
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Green Fields. English Titles. Helen Beverly, Isidor Cashier. 85 minutes.
Mirele Efross. English Titles. Berta Gersten. 80 minutes.
Mazel Tov Yidden. English Titles. Michael Rosenberg. 80 minutes.
Love and Sacrifice. English Titles. Lazar Freed, Cantor Waldman. 75 minutes.
I Want to Be a Mother. English Titles. Hannah Hollander, Leo Fuchs. 75 minutes.
Der Lebediker Yusem (The Living Orphan). English Titles. Fania Rubinia, Gustave Berger. 90 minutes.
Kol Nidre. English Titles. Lili Liliana, Cantor Waldman. 82 minutes.

CLASA-MOHME, INC.

Mexican (Spanish Dialogue)

Vertigo. Maria Félix, Emilio Tuero. 75 minutes.
La Reina De La Opereta. Sofia Alvarez. 101 minutes.
El Camino De Sacramento. Jorge Negrete, Charito Granados. 96 minutes.
El Amor Las Vuelve Locas. Mapy Cortés, Rafael Baledón. 95 minutes.
Sinfonia De Una Vida. Julián Soler, Pituka de Foronda. 86 minutes.
Pepita Jimentz. Rosita Díaz, Ricardo Montalbán. 90 minutes.
La Hija Del Payaso. Evita Muñoz, Agustin Isunza. 95 minutes.
Sol Y Sombra. Antonio Moreno, Luis Procuna. 82 minutes.
El Hijo De La Otra. Emilio Tuero, Carmen Montejo. 85 minutes.
El Socio. Hugo del Carril, Gloria Marín. 108 minutes.
El Sexo Fuerte. Mapy Cortés, Rafael Baledón. 77 minutes.
Guadalajara Pues. Luis Aguilar, Joan Paige. 105 minutes.
La Reina Del Tropico. María Antonieta Pons, Luis Aguilar. 98 minutes.
El Puente Del Castigo. Ana María Lynch, José Cibrián. 90 minutes.
Embrujo Antillano. María Antonieta Pons, Ramón Armengod. 123 minutes.
Ya Tengo A Mi Hijo. Fernandito Bohigas, Isabela Corona. 105 minutes.
Soy Un Profugo. "Cantinflas." 109 minutes.

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Italian

Cuore Infranto. English Titles. Beniamino Gigli. 91 minutes.
Musica Proibita. English Titles. Tito Gobbi, Maria Mercader. 93 minutes.
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I Gemelli. English Titles. Beniamino Gigle. 103 minutes.
Canto Ma Sottovoce. English Titles. Francesco Albanese. 85 minutes.
Re Del Circo. Clara Calamai, Maurizio D'Ancora. 88 minutes.
Voglio Bene Soltano A Te. English Titles. Beniamino Gigli.
T'Amero Sempre. Alida Valli, Gino Cervi. 92 minutes.
Pagliacci. English Titles. Beniamino Gigli, Alida Valli. 89 minutes.

DANUBIA PICTURES, INC.

Hungarian

Egy Szoknya Egy Nadrag. Kalman Latabar, Ida Turay. 80 minutes.
Ordoglovas. Alice Fenyes, Gyula Benko. 85 minutes.
Valamit Visz A Viz. Paul Javor, Katharine Karady. 85 minutes.
Egy Tal Lencse. Paul Javor, Katharine Karady. 84 minutes.
Csaladi Boldogsag. Gizi Bajor, Arpad Lehotay. 80 minutes.
Eletre Iteltek. Paul Javor, Gyorgy Zador. 92 minutes.
Kulvarosi Orszoba. Steve Nagy, Katharine Karady. 85 minutes.
Nemes Rozsa. Joseph Bihari, Elma Bulla. 82 minutes.
Heten Mint A Gonoszok. John Sardy, Manyi Kiss. 82 minutes.
Ejfelre Kiderul. Leslie Timar, Vali Kacz, 85 minutes.
Szovathy Eva. Paul Javor, Katharine Karady. 80 minutes.
Hegyek Lanya. Steve Nagy, Alice Fenyes. 85 minutes.

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Symphony in White. Paris Opera Ballet. 30 minutes.
Midnight in Paris. English Titles. Raimu. 83 minutes.
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Italian

Revenge. English Titles. Anna Magnani. 80 minutes.

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French

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Jericho. English Titles. Pierre Brasseur, Brochard, Santa Relli. 99 minutes.
The Idiot. English Titles. Edwige Feuillère, Gérard Philippe. 100 minutes.

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A Yank in Rome. Italian and English dialogue, English Titles. Valentina Cortese, Leo Dale. 110 minutes.
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Elisir D'Amore. English Titles. Margherita Carosio, Carlo Romano.

Gelosia. English Titles. Luisa Ferida, Roldano Lupi.
Marco Visconti. English Titles. Carlo Ninchi, Marietta Lotti.
Rossini. English Titles. Nino Besozzi, Paola Barbara.
Sin of Papa Martin. English Titles. Ruggero Ruggeri, Enrico Clori.

French

Captain Fricasse. English Titles. Fernand Granet, Assianoris. 105 minutes.
Children of Paradise. English Titles. Arietty, Jean-Louis Barrault. 120 minutes.
Angel and Sinner. English Titles. Michelne Presle, Louis Salou. 86 minutes.
The Girl from Arles. English Titles. Raimu. 95 minutes.

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L'Esclave Blanc. English Titles. Viviane Romance. 90 minutes.
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Tu M'Ami Io T'Amo. (I Love You—You Love Me). English Titles. Alida Valli, Amedeo Nazari. 95 minutes.
La Mia Canzone Al Vento (My Song To The Wind). Giuseppe Lugo. 80 minutes.
Il Corsaro Nero (The Black Pirate). Ciro Verratti. 96 minutes.
Dente Per Dente (Measure for Measure). English Titles. Canerina Boratto, Carlo Tamberlani. 84 minutes.
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Un Mari Di Guai (Sea of Trouble). English Titles. Umberto Melnati. 80 minutes.
Cosi Si Fa L'Amore (The Way to Make Love). English Titles. 79 minutes.
Du Cuori Sotte Sequestro (Two Hearts Entwined). English Titles. Massimo Serato, Maria Mercader, 91 minutes.
Belle O Brutte Si Sposan Tutte (Beautiful or Ugly, They Marry). Umberto Melnati, Maria Dennis. 75 minutes.
Yittorio De Sica. Maria Denis. 84 minutes.
Pazza Di Gioa (Two on A Vacation). English Titles.

Swedish

Pensionat Paradiset (Hotel Paradise). Thor Modeen. 85 minutes.

Polish

Zabawka. E. Gucke, S. Sielanske, E. Bodo. 82 minutes.
Pan Redaktor Szaleje. S. Sielanske. 82 minutes.
Ada, To Nie Wypada. Loda Nievirzanka. 93 minutes.

Spanish

Cuatro Corazones. Alberto Vila, Gloria Guzman. 80 minutes.
Las De Baranco. Olinda Bozan. 80 minutes.
Noches De Las Mayas. English Titles. 85 minutes.
Sed De Amor (Thirsty for Love). Gina Cabrera, Rafael Bertrand. 82 minutes.
Un Hombre Del Mar (Man of the Sea). 88 minutes.
Linda O Feo Se Casan (Beautiful or Ugly, They Marry). 75 minutes.
Aventura Hipica. 71 minutes.
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French

A Cage of Nightingales. English Titles. Noel-Noel. 90 minutes.
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Spanish

Man's Hope. English Titles. 73 minutes.

Italian

Shoe-Shine. English Titles. 93 minutes.

MAGE FILMS

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We Lived Through Buchenwald. English Dubbed Print. Rene Herde, Andre Gevrey and Werner Degan. 80 minutes.

French

Shop-Girls of Paris. English Titles. Michel Simon, Albert Prejean. 90 minutes.
The Murderer Lives at Number 21. English Titles. Pierre Fresnay, Jean Tissier. 85 minutes.
The Bellman. English Titles. Lucien Coedel, Renee Faure and Fernand Ledoux. 99 minutes.
African Diary. English Dubbed Print. Harry Baur, Victor Francen and Annie Ducaux. 80 minutes.
L'Homme Du Niger. English Titles. Harry Baur, Victor Francen and Annie Ducaux. 90 minutes.

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French

Fric-Frac. English. Fernandel, Arletty.

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Once Upon a Time. Thor Moden. 82 minutes.
Dark Roses. Viveca Lindfors. 102 minutes.
The Serious Play. Viveca Lindfors. 100 minutes.
Jealousy. Viveca Lindfors. 107 minutes.
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Gripsholm. 11 minutes.
Vestergyllen. 18 minutes.

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Weehometoilers. English Titles. Dagmar Ebbesen, Karl-Arne Holmsten. 100 minutes.
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The Woman Takes the Command. English Titles. Rut Holm, Willy Peters, 90 minutes.
A Handful of Rice. English Titles. Po Chai, Me Ying. 75 minutes.
There Burns a Fire. English Titles. Victor Seastro, Inga Tidblad. 103 minutes.
Goeransson's Boy. English Titles. Weyland Hildebrand, Emy Hagman. 86 minutes.
Life in the Country. English Titles. Edvard Persson, Birgitta Valberg. 104 minutes.
The Station Master. English Titles. Edvard Persson, Barbro Mollberg. 100 minutes.
Here And There in Sweden. English Forewards. 131 minutes.
Skipper Jansson. English Titles. Sigurd Wallen, Dagmar Ebbesen. 89 minutes.
The Clock At Roenneberga. English Titles. Lauritz Falk, Vibeke Falk. 100 minutes.
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The Bachelor Brothers. English Titles. Adolf Jahr, Emy Hagman. 104 minutes.
Desire. English Titles. Edwin Adolphson, Gunn Wallgren. 127 minutes.
The Handyman and the Servant Girls. English Titles. Ake Gronberg, Stickan Carlson. 100 minutes.
Jens Monson in America. English Titles. Edvard Persson, Mim Persson. 125 minutes.
Widower Jarl. English Titles. Sigurd Wallen, Dagmar Ebbesen. 110 minutes.
The Song of the Old City. Cinecolor. English Titles. Edvard Persson, Mim Persson. 125 minutes.

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French

Barge Keeper's Daughter. English Titles. Louis Jouvet. 85 minutes.

Italian

Miracle of Monte Cassino. English and Spanish Titles Fosco Giachetti. 90 minutes.
Incontri Di Notte. Carla Del Paggio, Leonardo Cortese. 100 minutes.
Bernini. 20 minutes.

Mexican

Jesus of Nazareth. Jose Cibrian. 105 minutes.

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The Baker's Wife. English Titles. Raimu. 95 minutes.
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Angele. English Titles. Fernandel. 105 minutes.
Merius. English Titles. Raimu, Charpin, Fresnay. 120 minutes.
Fanny. English Titles. Raimu, Charpin, Fresnay. 120 minutes.
Cesar. English Titles, Raimu, Charpin, Fresnay. 120 minutes.
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Merlusse. English Titles. Poupon.
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The Kings Jester. English Titles. Michele Simon. 97 minutes.
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Anything for a Song. English Titles. Ferruccio Tagliavini. 76 minutes.
La Vita Di Boheme. English Titles. Louis Jourdan, Marie Denis. 98 minutes.
Elisir D'Amore. English Titles. Tito Gobbi, Nelly Corradi.
Cavalleria Rusticana. English Titles. Leonardo Cortese, Isa Pola.
The Great Dawn. English Titles. Pierino Gamba. 83 minutes.
The Professor Takes a Wife. English Titles. Lilia Silvi.
Too Many Women. English Titles. Giuseppe Lugo.
Love on the Run. English Titles. Gino Bechi.
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Caravaggio. (All Star Cast.)

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The Blood Red Rose. English Titles. Viviane Romance. 95 minutes.
Ignace. English Titles. Fernandel.
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La Vie De Boheme. English Titles. Louis Jourdan, Marie Denis. 98 minutes.

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TRICOLORE FILMS, INC.

French

Les Enfants Du Paradis. English Titles. Arletty, Jean-Louis Barrault. 145 minutes.
Panique. English Titles. Viviane Romance. 95 minutes.
Les Portes De La Nuit. English Titles. Yves Montand, Nathalie Nattier. 115 minutes.

VOG FILM COMPANY

French

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You Will Remember. Robert Morley and Emlyn Williams. 80 minutes.
It Happened One Sunday. Robert Beatty and Barbara White. 80 minutes.
Warn That Man. Gordon Harker and Raymond Lovell. 80 minutes.
The Man from Morocco. Anton Wolbrook and Margaretta Scott. 90 minutes.
Amateur Gentleman. Douglas Fairbanks, Jr. and Margaret Lockwood. 85 minutes.
Crime Over London. Margot Grahame and Paul Cavanaugh. 78 minutes.
Accused. Douglas Fairbanks, Jr. and Dolores Del Rio. 82 minutes.
When Thief Meets Thief. Douglas Fairbanks, Jr., Alan Hale and Valerie Hobson. 66 minutes.
Moonlight Sonata. Paderewski, Charles Farrel and Marie Tempest. 79 minutes.
Diary for Timothy. Narrated by Michael Redgrave, Dame Myra Hess and John Gielgud. 40 minutes.
Children on Trial. Personnel of British Juvenile Courts and Schools. 61 minutes.
School for Danger. Personnel of British Secret Service. 68 minutes.
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Macbeth. Wilfred Lawson, Felix Aylmer. 20 minutes.
Julius Caesar. Felix Aylmer, Leo Genn. 20 minutes.
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De Barry. 65 minutes.
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Skeleton on Horseback. 78 minutes.
Scarlet Letter. 76 minutes.
School for Husbands. Rex Harrison. 70 minutes.
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English Films, Inc.
1560 Broadway
New York 19, N. Y.
BR 9-6072

European Copyrights & Dist., Inc.
151 East 51st Street
New York, N. Y.
PL 3-0756

Film Rights International, Ltd.
1600 Broadway
New York 19, N. Y.
CI 7-0687

Four Continents Films, Inc.
1501 Broadway
New York 18, N. Y.
BR 9-8416

Hoffberg Productions, Inc.
620 Ninth Avenue
New York 18, N. Y.
CI 6-9031

Leo Cohen Distribution
150 West 49th Street
New York 19, N. Y.
CI 5-6498

Lopert Films, Inc.
148 West 57th Street
New York 19, N. Y.
CI 5-6798

Mage Films, Inc.
240 West 42nd Street
New York 18, N. Y.
LO 3-1808

Oxford Films
1819 Broadway
New York, N. Y.
CI 7-1459

Palestine Films, Inc.
515 Madison Avenue
New York, N. Y.
EL 5-6620

Saga Films, Inc.
640 Lexington Ave.
New York, N. Y.
PL 3-7797

Scandia Films, Inc.
220 West 42nd Street
New York 18, N Y.
WI 7-7059

Simpex Company, Inc.
1564 Broadway
New York 19, N. Y.
CH 4-8748

Siritzky International Pictures, Corp.
250 West 57th Street
New York, N. Y.
CO 5-3871

Superfilm Distributing Corp.
52 Vanderbilt Avenue
New York 17, N. Y.
MU 4-7717

Trans-International Pictures, Corp.
1044 So. Hill Street
Los Angeles, Calif.
Sunset 2-2171

Tricolore Films, Inc.
350 Fifth Avenue
New York 1, N. Y.
LO 5-7792

Vog Film Company
229 West 42nd Street
New York 18, N. Y.
LO 5-7763

Selling Foreign Films to American Moviegoers

(*Continued from Page 27*)

picture—should the film have such a record—at New York, Chicago, or any big city is an effective means of emphasizing the show values of the picture. Tying up the picture or personalities with Hollywood stars is another means of impressing the regular patrons in favor of a foreign picture. Catchlines emphasizing that such great Hollywood stars as Ingrid Bergman, Charles Boyer, Greto Garbo and many new stars now coming into great prominence in American films were discovered by the Hollywood producers as actors in foreign pictures. Some recommend strong ballyhoo of this sort, using such angles as challenges to the regulars to guess whether the star of the picture will one day reach Hollywood; or tying up the personality in some way with a Hollywood name of similar type as to appearance, acting style, etc. One concrete example is the stunt recently used by Charlie Call, manager of Century's Bliss Theatre, Long Island City, in putting up a lobby standee comparing Viviane Romance, star of the French Film "Carmen," with such American glamor girls as Betty Grable, Lana Turner and Ann Sheridan.

Determining the number and location of groups in the area to whom foreign pictures may appeal is a simple matter for the theatreman on the job. Setting up window locations that will reach the attention of these people also is simple. Once these factors are taken care of and such mailing lists as necessary are developed, the planning of the campaign for a foreign picture proceeds from the same analysis of selling appeal as that applied to any theatrical attraction.

The formula is so simple it is too often taken for granted and overlooked, so we present it again in the following brief form:

Weigh the following elements against past performances:

1. Star Appeal—Any personalities of the cast who possess local drawing power?
2. Story Appeal—Does story appeal more to men than to women or vice versa or does it have general appeal?
3. Locale—Any particular elements of story or locale that would create mass interest locally?
4. Endorsement—Has the film received any unusual endorsement or publicity acclaim which would bear box-office fruit if exploited?
5. Adaptability—Does film lend itself more readily to some definite media to a greater degree than another?
6. Style—Does film require a specific style of advertising treatment; dignity, sensationalism, ballyhoo, cast, famous book, new star build up, etc.?
7. Profit Potential—Does some feature of the film warrant above average expenditure? Does rental price of the film make possible extra profits if extra money is placed into the campaign? Is the film of such limited local appeal that even average expenditure is unwarranted?

THE MOST SENSATIONAL FILM IN YEARS!

TORMENT

A startling Experience in Adolescent Love—
A Realistic Drama of First Passion!

★★★★—"Four Stars!"
—N. Y. Daily News

"One of the best films to be seen on any screen any time!"
—Showmen's Trade Review

"Great dramatic entertainment!"
—Motion Picture Herald

"One of the year's best!"
—TIME Magazine

Now Ready for Release!

OXFORD FILMS, INC.
1819 Broadway New York

SIRITZKY

International Pictures Corporation
Distributor of Best French Films
presents 1st selection for 1947-48

Marcel Pagnol's **NAIS**
with Fernandel

Jules Romains' **VOLPONE**
with
Harry Baur and Louis Jouvet

FARREBIQUE
(Tentative Title)
Grand Prix Festival de Cannes

Viviane Romance
in Alexandre Dumas'
THE QUEEN'S NECKLACE

Raimu
in Marcel Pagnol's
THE WELL-DIGGER'S DAUGHTER

and coming soon
the Marcel Pagnol Trilogy
MARIUS-FANNY-CESAR

Siritzky International Pictures Corp.
250 W. 57th St., N. Y. (CO 5-3871)

From The Same Company That Gave You "CARMEN"
Introducing A New Era In Foreign Films.

Entire Skouras Circuit sold to play this exceptional attraction, which is another step forward proving that Foreign Films are no longer restricted to "Arty" or "so called" Foreign Policy Theatres.

"EXTRAVAGANT STORY, FABULOUS SETTINGS... GOOD CINEMA!"—*Daily News*
"SUPERB, MAGNIFICENT!"—*PM*

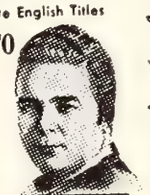


FERRUCCIO TAGLIAVINI sings the glorious arias of Giuseppe Verdi's "RIGOLETTO"

This rich film treat destined to be one of the year's best.

'The King's Jester'

Starring Italian Film • Complete English Titles
MICHEL SIMON as RIGOLETTO
and featuring the magnificent voice of
FERRUCCIO TAGLIAVINI
the sensation of the 1947 season at
The METROPOLITAN OPERA



Distributed by Superfilm Corp.

SUPERFILM DISTRIBUTING CORP.
52 Vanderbilt Ave. New York City
Mgr. of Sales and Dist.: B. Jacon (MU 4-7717)
Distributors of the Finest Continental Films.
Now Available: 20 Italian & French Attractions.

4 SKOURAS DELUXE THEATRES 4
opened
DAY AND DATE
AUGUST 18th
"ACADEMY OF MUSIC"
"PARK PLAZA"
"CROTONA"
"ASTORIA"
Balance of Circuit Dated Subsequently

Acclaimed By The N. Y. Critics:
"—has plenty to recommend it—even to non-Italians."
—Journal-American
"Excellent."
—Herald Tribune
"Recommended."
—N. Y. Post
"Impressive."
—N. Y. Times



HOFFBERG PRODUCTIONS, Inc.
620 Ninth Ave. New York 18

THE RAIDER

Smashing... RECORDS

Acclaimed!!!

"ONE OF THE TEN BEST OF THE YEAR"
New York Film Critics

Distributed in U. S. A. and Canada by
ENGLISH FILMS INC.

1560 Broadway
New York 19, N. Y.

West Coast Office:
7166 Melrose Avenue
Hollywood 46, Calif.

SHOWMEN'S CLASSIFIED ADVERTISING

Ten cents per word (10 words minimum). No cuts or borders. No charge for name and address. 5 insertions for the price of 3. Money order or check with copy. Ads will appear as soon as received unless otherwise instructed. Address: Classified Dept. SHOWMEN'S TRADE REVIEW, 1501 Broadway, New York 18, N. Y

AIR CONDITIONING EQUIPMENT

IMMEDIATE DELIVERY NEW AIRWASHERS WITH ROTO ATOMIZER SPRAY UNITS. 5,000 cfm $138.00; 7,000 cfm $168.00; 10,000 cfm $204.00; 15,000 cfm $240.00; 20,000 cfm $276.00; 40,000 cfm $310.00; Blowers with motors 8,500 cfm $172.50; 11,000 cfm $229.90; 13,500 cfm $276.00. Wire orders now. S.O.S. Cinema Supply Corp. 449 West 42nd Street, New York 18.

BUSINESS STIMULATORS

SIGNS—DISPLAYS—ARTWORK—DECORATING MATERIALS. (Postpaid Anywhere) What Do You Need? . . . Free Estimates. . . .Write . . . Anthony Di Grezio, Y. D. Sign Shop, 19 Shawmut Street, (Film Dist.) Boston 16, Mass.

FLASHY DESIGNS—14x22 window cards for all occasions, theatres, magicians, stage shows, dances, roller rinks, etc: $6.50 for 100. Bumper cards $5.00 for 100. Tribune Press, Fowler, Indiana.

COMIC BOOKS

NEW DIME COMIC BOOKS NOW available as premiums. Price 3¢ each. Sidney Ross, 334 West 44th Street, New York, N. Y.

COMIC BOOKS AGAIN AVAILABLE as premiums, give-a-ways at your kiddie matinees. Large variety latest 48 page news stand editions. Comic Premiums Co., 412 Greenwich St., New York, N. Y.

EQUIPMENT FOR SALE

PAIR DEVRY 2,000 ft. portable sound projectors and speaker $600. In use in theatre till now when replaced by arc machines. Tamaroa Theatre, Tamaroa, Ill.

DEVRY 35-mm. Portable sound projector, complete with speaker and amplifier, late model, practically new, used very little, $500.00. Jos. Vasut, Schulenburg, Texas.

NEW EQUIPMENT

HEAVY DUTY BLOWERS, BALL-BEARING EQUIPPED, 15,000 cfm to 50,000 cfm. Air washers, all sizes. Hydraulic drives two and four speed motors and controls. Immediate delivery. Dealers wanted. National Engineering and Mfg. Co., 213 W. 19th St., Kansas City, Mo.

PAIR BRAND NEW FOREST Kilowatt Lamps and Rectifiers, $900.00. P. Sabo, 916 N.W. 19th Ave., Portland, Ore.

CETRON PHOTOCELLS, FIRST QUALITY, $3.95; Exciter lamps 39¢; New 30 ampere rectifiers $115.90 pair; 30% discount on parts for Simplex and Powers. Star Cinema Supply Company, 459 West 46th Street, New York 19, N. Y.

PANIC BOLTS, $22.50; PYREX REFLECTOR SPOTLAMPS, $2.35; Latest Superior Projector Mechanisms, $695.00; Fountain Bubblers, $10.95; Sandurns, $6.95; Photocells, $1.95; Latest 75 amp Suprex Rectifiers, $315.00; Snowlike Soundscreens sizes to 10'4", special 21½¢ square foot; Sunroc Water Coolers, $230.00; Carbon Savers 1/3 cost, 6-mm. to 13-mm. 77¢; Coated Lenses, Series I $50.00; Series II $75.00; (trades taken). New Catalog ready. S.O.S. Cinema Supply Corp., 449 West 42nd Street, New York 18.

REFLECTORS, ALL SIZES, BIG DISCOUNT, Replacement parts, 30% Discount. New restifiers, $115.90 pair; Exciter lamps 39¢. STAR CINEMA SUPPLY COMPANY, 459 West 46th Street, New York City 19.

POPCORN MACHINES

BLEVINS is national headquarters for SUPER STAR and SILVER STAR popcorn machines, both theatre and counter models. Immediate delivery. Write for particulars. Blevins Bee Hive Popcorn Co., Nashville, Tenn.

POPCORN SUPPLIES

POPCORN SUPPLIES—Write us for our special contract which guarantees you more profits and greater savings on all your popcorn and popcorn supplies. Blevins Bee Hive Popcorn Co., Nashville, Tenn.

SITUATION WANTED

COUPLE 36 YEARS COMBINED EXPERIENCE, Maintenance, Manage, Cashier, Anywhere. Permanent, References, Sober. Projectionist, 2212 Orchard St., Chicago 14, Ill.

SOUND EQUIPMENT

RCA TRUMPETS WITH PM DRIVERS, $19.95; New Multicellular Hifrequency Horns, $75.00; Crystal Microphone $5.95; Floorstands, $5.95; PA Systems, Microphones, $5.95; Floorstands, $5.95; PA Systems, 20W $74.95; 30W $94.75; closing out soundfilm amplifiers, $29.50 up; 35-mm. Sound Projectors, $125.00 up. S.O.S. Cinema Supply Corp., 449 West 42nd Street, New York 18.

STUDIO EQUIPMENT

FOX MOVIETONE WALL SINGLE SYSTEM outfit, 7 lenses; 2—1000' magazines; motor; galvanometer; tripod; etc. $5475.00; Camera Lenses, $29.50 up; 5000W Studio Spots, $89.50; Bardwell Floodlights, $57.50; Berndt 16-mm. Single System outfit complete, $995.00; Moviolas, Sound, $795.00 up; ACE Film Viewers, $119.50; Hollywood Variable Area Recording System, $3750.00; Eyemo Turret, 3 lenses; rackover; magazine; freehead tripod; motor, etc. $1395.00; New Mitchell 24V Motors, $295.00. Send for latest stocklist. S.O.S. Cinema Supply Corp., 449 West 42nd Street, New York 18.

THEATRES FOR SALE

WANTA THEATRE IN THE NORTHWEST? We will keep you informed of theatres meeting your requirements. Theatre Exchange Co., 201 Fine Arts Bldg., Portland 5, Oregon.

WILL SELL TO EXPERIENCED SHOWMEN LEASES for small theatres in Norfolk and Portsmith, Virginia. Fully equipped. Reasonable. Jewel Productions, Inc., 165 West 46th Street, New York 19, N. Y.

IOWA THEATRES; $3,500; $7,000; OTHERS. Particulars Free. Wilson, Albia, Iowa.

THEATRE GAMES

DIE CUT BINGO CARDS—$25.00 in 10,000 lots. Smaller quantities, $2.75 per 1,000. 1-75, 1-100. Screen Dial $20.00. S. Klous, c/o Showmens Trade Review, 1501 Broadway, New York 18, N. Y.

FOR YOUR BINGO GAMES. Buy your cards from us—controlled or uncontrolled, dye cut, play right priced right—service supreme. Samples on request. Premium Products, 354 W. 44th St., New York 18, N. Y.

THEATRE SEATING

200 GOOD COMPLETE THEATRE CHAIRS, upholstered backs and spring bottoms. Reasonable. T. J. Arrington, New Haven, Ind.

BUY USED CHAIRS FROM RELIABLE SOURCE —We're in business 21 years. Beautiful, washable seat covers, $1.25 up; 200 Veneer chairs, rebuilt, $3.95; 1,050 Heywood Wakefield full upholstered back, boxspring cushion chairs, excellent, $4.95; (rebuilt $5.95); 400 General full upholstered back, boxspring cushion, rebuilt, $7.95. Wire for list. S.O.S. Cinema Supply Corp., 449 West 42nd Street. New York 18.

WORTH MUCH MORE—PLASTIC GREEN LEATHERETTE, 50" wide, 60 yard rolls; $1.35 yd.; Seat Patchkits, $2.24; Beautiful Aisle Lights, $3.25; Leatherette Cement, $1.25; Gum Remover, $1.25 gal.; Loose Chair Cement, $1.75. S.O.S. Cinema Supply Corp., 449 West 42nd Street, New York 18.

THEATRE UNIFORMS

USHERETTE AND CASHIER UNIFORMS—1947 catalog now ready. Send for your copy, Hollywood Advertising Co., Uniform Dept., 1914 So. Vermont Ave., Los Angeles, Calif.; 600 West 45th Street, New York City, N. Y.

USED EQUIPMENT

PAIR REBUILT POWERS 6B Projectors with Sound Heads $300.00. Pair reflector lamps with automatic feed $100.00. Pair 30 Amp Rectifiers $120.00. P Sabo, 916 N.W. 19th Ave., Portland, Ore.

GOLD SEAL 2 UNIT TICKET MACHINES, rebuilt, $157.50; Hand operated, $79.50; Strong Junior lamphouses, perfect, $135.00 pair; RCA sound system $525.00; Genuine Simplex rear shutter mechanisms, spiral gears, rebuilt like new, $340.00; Powers $115.00. Write us your requirements. Star Cinema Supply Company, 459 West 46th Street, New York 19, N. Y.

SACRIFICING SURPLUS SOUND PROJECTOR OUTFITS—New Zeiss Ikon 35-mm., $275.00; Used 16-mm. RCA $149.50; Bell & Howell, Ampro, Victor, DeVry, $195.00 up; Like new Amproarc HI $1295.00; 35-mm. Holms LI Arc equipments, $1295.00; DeVry HI Theatre equipments, $2495.00; Rebuilt Super Simplex outfits with RCA Sound, $3850.00. S.O.S. Cinema Supply Corp., 449 West 42nd Street, New York 18.

RCA BRENKERT PROJECTOR MECHANISMS, $495.00; Neumade Rewind Tables, 30" high, $19.95; Benwood-Linze Twin HI Rectifier 65 amperes, rebuilt, $345.00; Motiograph K Projector Mechanisms with changeover, rebuilt $695.00; Century rebuilt $595.00; Super Simplex rebuilt, $650.00; Ticket Machines, 2 unit manual, $99.50; 3 unit, $135.00. S.O.S. Cinema Supply Corp., 449 West 42nd Street, New York 18.

FACTORY REBUILT HOLMES, NAVY TYPE, COMPLETE, $950.00 pair; DeVry XDC, like new, $1950.00 pair; 2 unit hand operated ticket machines, rebuilt, $79.50; Simplex mechanisms, rear shutters, spiral gears, rebuilt, $330.00; Powers, $109.50. STAR CINEMA SUPPLY COMPANY, 459 W. 46th Street, New York City 19.

Regional News

(*Continued from Page 23*)

proving the salesmen's room.

Astor Pictures President Robert M. Savini is visiting with Tom Bailey, franchise owner for Denver and Salt Lake City. Together they went to Colorado Springs, Colo., where they were entertained at the ranch of Louis Dent, president of Westland Theatres.

Poklocki & Sons, Milwaukee, have given the franchise for their prefabricated quonset hut theatres and other theatre equipment, to the Empire Theatre Consultants.

Holden Swiger, 46, years ago manager of the Denver here, died after a heart attack in his home in Elyria, Ohio.

CHARLOTTE

A. W. "Hap" Bell, with the local MGM office for years, has resigned effective Sept. 7. Bel plans to open the Queen City Booking Service, to serve independent theatres desiring such a service.

Paramount Office Manager Robert Kidd has resigned, Lawrence Terrell, salesman, has been appointed to take Kidd's place.

RKO Salesman Bud Riley has resigned. He will be replaced by Jules Williamson, former office manager. Clay Jessup, who has been serving as head booker will become office manager while Jack Webb will be promoted from second booker to head booker, and Louis Owens, transferred here from Atlanta, succeeds.

Recently returned from vacations are: Robert Saxton, Exhibitor's Service; Harry Pickett, S. W. Craver Theatres; Leonard Goldstein, MGM booker; Louise Deese, Exhibitor's Service; J. D. Hexamer, United Artists office manager; Evelyn Johnston, Monogram office manager.

MGM Booker Bill Baynard will leave that company to return to school in Charleston.

Astor Exchange Branch Manager R. F. Pinson was called out of town last week by the death of his mother.

An Opportunity For Exhibitors

TO UNITE

FOR PROTECTION

OF EXHIBITOR INTERESTS against unfair trade practices, unjust taxation, censorship, unreasonable government regulation and many other threats to exhibition as a free business enterprise and

TO IMPROVE

the public standing of the industry to its lasting benefit.

• ● •

The Directors of the *American Theatres Association* and the *Motion Picture Theatre Owners of America* invite *all* exhibitors regardless of size or affiliation to attend a *joint convention* where a consolidation of these two national organizations will be considered, and where vital industry problems will be studied.

SEPTEMBER 19-20

SHOREHAM HOTEL

WASHINGTON, D. C.

FOR RESERVATIONS ADDRESS: HARDIE MEAKIN, RKO-KEITH THEATRE, WASHINGTON, D. C.

FEATURE Booking GUIDE

TITLE INDEX

Listed in the following index are titles of features (exclusive of western series releases) with name of the distributor following the title. For data as to running time, stars, etc., refer to title under distributor company listings.

A

Title	Company
Abie's Irish Rose	**UA**
A Double Life	U-I
Adventures of Don Coyotes	**UA**
Adventures of Casanova	**EL**
Adventuress, The	EL
Affairs of Geraldine	**Rep.**
A Lady Surrenders	**Univ.**
Albuquerque	**Para.**
Alexander's Ragtime Band	**20th-Fox**
Alias A Gentleman	**MGM**
Alias Mr. Twilight	**Col.**
A Likely Story	**RKO**
Always Together	WB
A Little Spanish Town	Col.
A Man About the House	Brit.
A Miracle Can Happen	**UA**
Angel and the Badman	**Rep.**
Angel on My Shoulder	**UA**
Apache Rose	**Rep.**
April Showers	WB
Arch of Triumph	**Ent.**
Arizona	Col.
Arnelo Affair	**MGM**
A Song Is Born	MGM
Atlantis	**UA**

B

Bachelor and the Bobby-Soxer	**RKO**
Bachelor's Daughters	**UA**
Backlash	**20th-Fox**
Banjo	**RKO**
Beast With Five Fingers	**WB**
Beat the Band	**RKO**
Beauty and the Bandit	**Mono.**
Bedelia	**EL**
Beginning or the End	MGM
Bells of San Angelo	**Rep.**
Berlin Express	RKO
Bells of San Fernando	**SGP**
Best Years of Our Lives	**RKO**
Beware of Pity	Brit.
Beyond Tomorrow	Astor
Big Clock, The	**Para.**
Big Town	**Para.**
Big Town After Dark	**Para.**
Big Town Scandal	**Para.**
Bill and Coo	**Rep.**
Birds and the Bees, The	**MGM**
Birth of a Star	**Astor**
Bishop's Wife, The	**RKO**
Black Angel	**Univ.**
Black Arrow, The	Col.
Black Beauty	**20th-Fox**
Black Gold	**Allied**
Blackmail	**Rep.**
Blaze of Noon	**Para.**
Blind Spot	**Col.**
Blonde Alibi	**Univ.**
Blonde Savage	EL
Blondie in the Dough	**Col.**
Blondie's Anniversary	Col.
Blondie's Big Moment	**Col.**
Blondie's Holiday	**Col.**
Blue Skies	**Para.**
Body and Soul	**UA**
Bohemian Girl	**FC**
Boomerang	**20th-Fox**
Boston Blackie and the Law	**Col.**
Born to Kill	**RKO**
Bowery Buckaroos	Mono.
Bowery, The	**20th-Fox**
Boys' Ranch	**MGM**
Brasher Doubloon	**20th-Fox**
Brief Encounter	**Univ.**
Bringing Up Father	**Mono.**
Broadway Limited	**Favorite**
Brute Force	**Univ.**
Brute Man	EL
Buck Privates Come Home	**Univ.**
Buffalo Bill Rides Again	**SGP**
Bulldog Drummond at Bay	**Col.**
Bulldog Drummond Strikes Back	**Col.**
Burning Cross, The	**SGP**
Bury Me, Dead	EL
Bush Pilot	**SGP**

Features and western series pictures are listed alphabetically by title under name of distributor. (Consult TITLE INDEX *for distributor of pictures known only by title.) Numerals at left of titles indicate* PRODUCTION OR BLOCK NUMBER, *(SP in this column indicates Special release sold separately), those at extreme right give publication date of Advance Data; a; or Box-Office Slant: b. Asterisk following title indicates color photography with adjoining letter giving name of type of color thus: *T: Technicolor, *C: Cinecolor, *M: Magnacolor, *U: Trucolor, *V: Vitacolor. Audience Classification is indicated by letters following titles: A—Adult; F—Family. Letters and combinations thereof in parenthesis indicate type of story in accordance with following key:*

(B) *Biographical*	(C) *Comedy*
(D) *Drama*	(Doc) *Documentary*
(G) *Gangster*	(M) *Musical*
(H) *Horror*	(W) *Western*
(My) *Mystery*	(Wa) *War*

ALLIED ARTISTS

Prod. No.			Run Time Mins.	Rel. Date	See Issue of
	CURRENT				
1	It Happened on Fifth Avenue (C)F	Gale Storm-Don DeFore	115	4/19/47	b2/8/47
	COMING				
2	Black Gold *C (D)F	A. Quinn-K. deMille-E. Knox	92	9/6/47	b6/28/47
3	Gangster, The	Belita-B. Sullivan-J. Lorring	86	11/22/47	
5	Hunted, The	Belita-P. Foster	85		
4	Song of My Heart	Frank Sundstrom-Audrey Long	85		a4/26/47

ASTOR PICTURES

Sp.	Birth of a Star	Danny Kaye	38		New Release
	Cheers for Miss Bishop	Martha Scott, Wm. Gargan	56		Reissue
	Courageous Dr. Christian	Jean Hersholt	69		Reissue
	Flying Deuces, The	Stan Laurel-Oliver Hardy		10/10/46	Reissue
	Her Enlisted Man (CD)	Barbara Stanwyck-Robt. Young	70		Reissued
	Hollywood Bound	Betty Grable	51		Reissue
	Jimmy Steps Out	J. Stewart-P. Goddard	89		Release
	Let 'em Have It (G)	Bruce Cabot-Virginia Bruce	70		Reissued
	Little Men	Oakie-Francis-Bancroft	83		Release
	Road to Hollywood	Bing Crosby	56		Reissue
	Second Chorus	Fred Astaire-Paulette Goddard		11/18/46	Re-release
	Silver Devil (D)F	H. Gibson-Stephin Fetchit	62		Remake
	Sky Devils (C-D)	Spencer Tracy	88		Reissued
	Stairway to a Star	Cornel Wilde	60		New Release
	Swiss Family Robinson	Marshall-Best	74		Reissue
	The Noose	Brown-Drake	78		Reissue
	Thunder in the City	Edw. G. Robinson	81		Reissued
	White Stallion	Dean-Maynard	57		New Release

COLUMBIA

	CURRENT 1946-'47				
828	**Alias Mr. Twilight (D)A**	**Michael Duane-Trudy Marshall**	69	12/19/46	b12/28/46
	Arizona	J. Arthur-W. Holden-W. William			Reissue
825	Blind Spot (My)A	Chester Morris-Constance Dowling	73	2/6/47	a11/2/46
807	**Blondie's Big Moment (C)F**	**P. Singleton-A. Lake-A. Louise**	69	1/9/47	b12/14/46
808	Blondie's Holiday (C)F	Arthur Lake-Penny Singleton	67	4/10/47	b3/1/47
822	**Boston Blackie and the Law (My)F**	**Chester Morris-Trudy Marshall**	69	12/12/46	b11/16/46
820	Bulldog Drummond at Bay (My)A	Ron Randell-Anita Louise	70	5/15/47	b4/19/47
826	Cigarette Girl (C)A	L. Brooks-J. Lloyd-J. Barton	67	2/13/47	b2/15/47
839	Corpse, Came C.O.D., The	G. Brent-J. Blondell-A. Jergens	68	5/31/47	
	Daring Young Man, The	J. E. Brown-J. Chapman			Reissue
830	Dead Reckoning (D)A	Humphrey Bogart-Lizabeth Scott	99	Feb. '47	b1/4/47
	Doctor Takes A Wife, The	Loretta Young-Ray Milland			Reissue
812	For the Love of Rusty (C-D)F	T. Donaldson-T. Powers-A. Doran	68	5/1/47	b7/5/47
834	Framed (D)A	Glenn Ford-Janis Carter	82	April '47	b3/8/47
	Golden Boy	B. Stanwyck-A. Menjou-W. Holden			Reissue
	Good Girls Go to Paris	J. Blondell-M. Douglas-W. Connolly			Reissue
836	Guilt of Janet Ames, The (D)A	Rosalind Russell-Melvyn Douglas	83	April '47	b3/8/47
838	Gunfighters *C (W)F	Randolph Scott-Dorothy Hart	87	July '47	b6/14/47
883	Johnny O'Clock (D)A	Dick Powell-Evelyn Keyes	86	Mar. '47	b1/4/47
831	Jolson Story, The *T (D-M)F	L. Parks-E. Keyes-W. Demarest	128	Jan. '47	b9/21/46
809	King of the Wild Horses (D)F	Preston Foster-Gail Patrick	79	3/27/47	b3/29/47
	Let Us Live	M. O'Sullivan-H. Fonda-R. Bellamy			Reissue
815	Little Miss Broadway (M)F	Jean Porter-John Sheldon	70	6/19/47	b8/23/47
823	**Lone Wolf in Mexico (My)A**	**Gerald Mohr-Eric Blore-Sheila Ryan**	70	1/16/47	b12/28/46
814	Millie's Daughter (D)F	Gladys George-Paul Campbell	71	3/20/47	b2/15/47
817	Millerson Case, The (M)F	W. Baxter-N. Saunders	72	5/29/47	b5/24/47
	More Than a Secretary	J. Arthur-G. Brent-L. Stander			Reissue
832	Mr. District Attorney (My)A	Dennis O'Keefe-M. Chapman	81	Feb. '47	b12/28/46
829	Return of Monte Cristo (D)F	L. Hayward-G. Macready-U. O'Connor	91	Dec. '46	b11/23/46
	She Couldn't Take It	G. Raft-J. Bennett-W. Connolly			Reissue
	Shut My Big Mouth	J. E. Brown-A. Mara-V. Jory			Reissue
804	Singin' in the Corn (C-M)F	Judy Canova-Allen Jenkins	66	12/26/46	b11/16/46
811	Sport of Kings	Gloria Henry-Paul Campbell	68	6/26/47	
	Texas	W. Holden-C. Trevor-G. Ford			Reissue
819	The Thirteenth Hour (My)A	Richard Dix-Karen Morley	65	3/6/47	b2/15/47
	COMING				
	A Little Spanish Town	Gene Autry-Elaine Marion			
	Blondie in the Dough	P. Singleton-A. Lake-L. Simms			
	Blondie's Anniversary	Penny Singleton-Arthur Lake			
	Bulldog Drummond Strikes Back (My)	Ron Randell-Gloria Henry		9/4/47	a7/26/47
	Crime Doctor's Gamble	Warner Baxter-Micheline Cheirel			
	Devil Ship	Richard Lane-Louise Campbell			
	Down to Earth *T (M-C)A	Rita Hayworth-Larry Parks	101		b8/2/47
	Glamour Girl	Jack Leonard-Michael Duane			
	Her Husband's Affairs (C)A	F. Tone-L. Ball-E. E. Horton	86		b7/26/47
	I Love Trouble (My)	F. Tone-J. Blair-J. Carter			a7/9/47
	It Had to Be You (C-D)	Ginger Rogers-Cornel Wilde			a7/5/47
803	Keeper of the Bees (D)	Gloria Henry-Michael Duane	68	7/10/47	a6/7/47
	Key Witness	John Beal-Trudy Marshall			a6/28/47
	Lady from Shanghai, The	Rita Hayworth-Orson Welles			a4/12/47
837	Last of the Redmen	J. Hall-M. O'Shea-E. Ankers	77	Aug. '47	
	Lone Wolf in London	Gerald Mohr-Nancy Saunders			
	Man from Colorado, The (D)	Glen Ford-Ellen Drew-Wm. Holden			a5/24/47
	Mating of Millie, The (D)	G. Ford-E. Keyes			a8/2/47
835	Pacific Adventure	Ron Randell-Muriel Steinbeck	80	July '47	
	Prince of Thieves	Jon Hall-Patricia Morrison-A. Jergens			

COLUMBIA (Continued)

Prod. No.		Run Time Mins.	Rel. Date	See Issue of
	COMING			
	Rose of Santa Rose — Hoosier Hot Shots-E. Noriaga			
	Relentless *T — R. Young-M. Chapman-W. Parker			a1/11/47
	Sign of the Ram, The (D) — Susan Peters-Alexander Knox			a8/16/47
813	Son of Rusty, The (D)F — T. Donaldson-T. Powers-A. Doran	67	8/7/47	b8/16/47
	Sport of Kings (D) — Gloria Henry-Paul Campbell			a7/12/47
	Strawberry Roan *C (W) — Gene Autry-Gloria Henry			a7/26/47
	Sweet Genevieve — Jean Porter-Jimmy Lydon			
	Swordsman, The — Larry Parks-Ellen Drew-G. Macready			a1/4/47
	The Last Round-Up — Gene Autry-Jean Heather			
	To The Ends of The Earth (D) — Dick Powell-Maylia			a7/19/47
	Two Blondes and a Redhead (C-D) — Jean Porter-Jimmy Lloyd			a6/14/47
	When A Girl's Beautiful — Adele Jergens-Marc Platt		9/25/47	
	Westerns (Current)			
867	Law of the Canyon (W-M)F — Charles Starrett-Smiley Burnette	55	4/24/47	b6/28/47
866	Lone Hand Texan, The (W-M)F — Charles Starrett-Smiley Burnette	54	3/6/47	b3/1/47
852	Over the Sante Fe Trail (W-M)F — Ken Curtis-Jenifer Holt	63	2/13/47	b2/15/47
868	Prairie Raiders (W-M)F — Charles Starrett-Smiley Burnette	55	5/29/47	b7/19/47
	Smoky River Serenade — P. Campbell-F. Terry-Hoosier Hotshots		Aug. '47	
865	South of the Chisholm Trail (W)F — Charles Starrett-Smiley Burnette	58	1/30/47	b2/1/47
853	Swing the Western Way — J. Leonard-M. Dugan-Hoosier Hot Shots	66	6/26/47	
864	West of Dodge City — Charles Starrett-Smiley Burnette	57	3/27/47	
	Westerns (Coming)			
	Buckaroo From Powder River — Charles Starrett-Smiley Burnette			
	Last Days of Boot Hill (W) — Charles Starrett-Smiley Burnette			a7/19/47
	Phantom Valley — Charles Starrett-Smiley Burnette			
870	Riders of the Lone Star — Charles Starrett-Smiley Burnette	55	8/14/47	
	Six Gun Law (W) — C. Starrett-S. Burnette			
851	Smoky River Serenade — P. Campbell-F. Terry-Hoosier Hotshots		Aug. '47	
869	Stranger From Ponca City — Charles Starrett-Smiley Burnette	56	7/3/47	

EAGLE-LION

	CURRENT 1946-'47			
103	Adventuress, The — Deborah Kerr-Trevor Howard	100	3/17/47	7/13/46
101	Bedelia (D)A — Margaret Lockwood-Ian Hunter	81	2/1/47	b6/3/46
714	**Brute Man, The (H)A** — Tom Neal-Jane Adams	60	10/1/46	b10/26/46
733	**Corsican Brothers** — D. Fairbanks, Jr.-Tamiroff-Warrick	111	6/21/47	Reissue
701	Devil On Wheels, The (D)F — Noreen Nash-D. Hickman-Jan Ford	67	3/2/47	b1/25/46
	Don Ricardo Returns — Isabelita-Fred Coby		11/5/46	a9/21/46
711	Gas House Kids Go West (C)F — C. Williams-J. Shelton-A. Switzer	62	7/12/47	b7/26/47
	Green for Danger (My)A — Sally Gray-Trevor Howard	91		b12/14/46
704	Heartaches (My)A — H. Ryan-C. Wills	71	6/28/47	b7/5/47
734	International Lady — G. Brent-I. Massey-B. Rathbone	102	5/24/47	Reissue
102	It's a Joke Son (C)F — Kenny Delmar-Una Merkel	64	1/25/47	b1/25/47
717	Killer At Large (My)A — Anabel Shaw-Robert Lowery	63	5/31/47	b6/14/47
731	Kit Carson — D. Andrews-L. Bart-J. Hall	97	3/22/47	
	Lady Chaser — Ann Savage-Robert Lowery	60	11/25/46	
732	Last of the Mohicans — R. Scott-B. Barnes-H. Wilcoxen	94	3/22/47	Reissue
610	Lighthouse — J. Lang-D. Castle-J. Litel	64	1/10/47	a10/19/46
104	Lost Honeymoon (C)A — Franchot Tone-A. Richards-T. Conway	71	3/29/47	b3/15/47
709	Philo Vance Secret Mission — W. Wright-T. Austin-R. Ames	64	6/14/47	b4/26/47
707	**Philo Vance's Gamble (My)A** — Alan Curtis-Terry Austin	60	4/12/47	b4/26/47
756	Philo Vance Secret Mission — **Alan Curtis-Sheila Ryan**	58	3/20/47	
107	Red Stallion *C (D)F — T. Donaldson-R. Paige-J. Dowell	82	8/16/47	b7/26/47
105	Repeat Performance (D)A — Joan Leslie-L. Hayward-F. Basehart	93	5/30/47	b5/24/47
	Return of Rin-Tin-Tin *V — D. Woods-B. Blake-C. Drake		2/20/47	
736	South of Pago Pago — V. McLaglen-J. Hall-F. Farmer	84	6/21/47	
703	Stepchild (D)A — B. Joyce-D. Woods	70	6/7/47	b6/14/47
715	Three on a Ticket (My)F — Hugh Beaumont-Cheryl Walker	64	4/5/47	b4/5/47
SP72	Untamed Fury (D)A — Mikel Conrad-Gaylord Pendleton	64	3/22/47	b3/29/47
	COMING			
	Adventures of Casanova — A. deCordova-L. Bremer- T. Bey			
	Blonde Savage (D) — L. Erickson-G. Sherwood			a8/2/47
	Bury Me Dead (My) — M. Daniels-G. McClure-C. O'Donnell			a6/7/47
579	Caravan — Stewart Granger-Jean Kent		7/26/47	
106	Enchanted Valley — A. Curtis-A. Gwynne			
	Gas House Kids in Hollywood — Alfalfa Switzer-Gas House Kids	63	8/23/47	
712	Headin' for Heaven — Stuart Erwin-Glenda Farrell			
	Linda Be Good (D) — E. Knox-J. Hubbard-M. Wilson			a8/16/47
	Love from a Stranger (D) — J. Hodiak-S. Sidney-A. Richards			a7/12/47
	Man From Texas (My-D) — J. Johnston-J. Craig-L. Bari			a7/19/47
	Man Wanted — Anabel Shaw-Robert Lowery			
	Northwest Stampede *C — J. Leslie-J. Craig-J. Oakie			
	Philo Vance's Peril — W. Wright-L. Balasco-R. Ames			b1/25/47
	Out of the Blue (C-D) — G. Brent-V. Mayo-T. Bey			a7/12/47
	Prelude to Night — Z. Scott-L. Hayward-D. Lynn			
710	Railroaded — J. Ireland-S. Ryan-H. Beaumont		8/10/47	a6/21/47
	Silent Voice — Sheila Ryan-Edward Norris			a4/26/47
	The Open Secret — John Ireland-Ellen Lowe			
	T-Man — Dennis O'Keefe			
716	Too Many Winners (M-My) — Hugh Beaumont-Trudy Marshall	60	5/24/47	b6/7/47
	Westerns (Current)			
752	Border Feud (W)F — Lash LaRue-Fuzzy St. John	55	5/10/47	b5/24/47
766	**Code of the Plains** — Buster Crabbe-Fuzzy St. John	36	4/26/47	Reissue
761	Frontier Fighters — B. Crabbe-Fuzzy St. John	39	4/26/47	Reissue
751	Law of the Lash (W)F — Lash LaRue-Fuzzy St. John	54	2/28/47	b3/1/47
765	Panhandle Trail — Buster Crabbe-Fuzzy St. John	40	4/26/47	Reissue
	Prairie Rustlers (W)F — Buster Crabbe-Al St. John	54	11/7/45	b8/10/46
763	Raiders of Red Rock — Buster Crabbe-Fuzzy St. John	38	4/26/47	
745	Range Beyond the Blue (W-M)F — Eddie Dean-Roscoe Ates	55	3/17/47	
764	Shootin' Irons — Tex O'Brien-Jim Newhill	40	4/26/47	Reissue
762	Thundergap Outlaws — Tex O'Brien-Jim Newhill	40	4/26/47	Reissue
746	West to Glory — Eddie Dean-Roscoe Ates	71	4/12/47	
744	Wild Country (W)F — Eddie Dean-Roscoe Ates	59	1/17/47	b2/1/47
706	Wild West *C (W)F — Eddie Dean-Roscoe Ates	73	12/1/46	b11/30/46
	Westerns (Coming)			
	Black Hills — Eddie Dean-Roscoe Ates			
	Check Your Guns — E. Dean-R. Ates-N. Gates			
757	Cheyenne Takes Over — Lash LaRue-Fuzzy St. John-J. Holt	56	10/25/47	b8/2/47
756	Fighting Vigilante — Lash LaRue-Fuzzy St. John		10/18/47	
758	Frontier Crusader — Lash LaRue-Fuzzy St. John		11/1/47	

Title	Company
C	
Calcutta	Para.
Calendar Girl	Rep.
California	Para.
Canyon Passage	Univ.
Captain from Castile	20th-Fox
Captain Caution	Favorite
Captain Fury	Favorite
Captains Courageous	MGM
Captive Heart	Univ.
Caravan	EL
Carnegie Hall	UA
Carnival	Brit.
Carnival in Costa Rica	20th-Fox
Case of the Baby Sitter	SGP
Cass Timberlane	MGM
Cat Creeps	Univ.
Centennial Summer	20th-Fox
Chase, The	UA
Cheers for Miss Bishop	Astor
Cheyenne	WB
Child of Divorce	RKO
Christopher Blake	WB
Cigarette Girl	Col.
Claudia and David	20th-Fox
Cockeyed Miracle	MGM
Code of the West	RKO
Copacabana	UA
Corpse Came C. O. D., The	Col.
Corsican Brothers	EL
Courage of Lassie	MGM
Courageous Dr. Christian	Astor
Courtneys of Curzon Street	Brit.
Crack Up	RKO
Crime Doctor's Gamble	Col.
Criminal Court	RKO
Crimson Key, The	20th-Fox
Crossfire	RKO
Cross My Heart	Para.
Cry Wolf	WB
Cuban Pete	Univ.
Curly	UA
Cynthia	MGM
D	
Daisy Kenyon	20th-Fox
Dancing With Crime	Brit.
Danger Woman	Univ.
Dangerous Millions	20th-Fox
Dangerous Money	Mono.
Dangerous Venture	UA
Dangerous Years	20th-Fox
Daring Desperadoes	Favorite
Daring Young Man, The	Col.
Dark Delusion	MGM
Dark Horse	Univ.
Dark Mirror	Univ.
Dark Passage	WB
Dark Road, The	SG
Dead Don't Dream, The	UA
Dead Reckoning	Col.
Dear Murderer	Brit.
Dear Ruth	Para.
Deception	WB
Deep Valley	WB
Desert Fury	Para.
Desire Me	MGM
Destry Rides Again	Univ.
Desperate	RKO
Devil Ship	Col.
Devil on Wheels	EL
Devils Playground	UA
Devil Thumbs a Ride	RKO
Devil to Pay	FC
Dick Tracy Meets Gruesome	RKO
Dick Tracy's Dilemma	RKO
Dick Tracy Versus Cueball	RKO
Dillinger	Mono.
Dishonored Lady	UA
Doctor Takes a Wife, The	Col.
Don Ricardo Returns	EL
Down to Earth	Col.
Dragnet	SG
Dream Girl	Para.
Driftwood	Rep.
Duel in the Sun	Selznick
Dust Be My Destiny	WB
E	
Easy Come, Easy Go	Para.
Easy to Wed	MGM
Egg and I	Univ.
Emperor Waltz, The	Para.
Enchanted Valley	EL
Escape Me Never	WB
Ever the Beginning	WB
Exile, The	Univ.
Exposed	Rep.
F	
Fabulous Dorseys	UA
Fabulous Suzanne	Rep.
Fabulous Texan, The	Rep.
Faithful in My Fashion	MGM
Falcon's Adventure	RKO
Fall Guy	Mono.
Fangs of the Wild	Astor
Fanny By Gaslight	UA
Farmer's Daughter	RKO
Fear in the Night	Para.
Fiesta	MGM
Fighting Father Dunne	RKO
Flame, The	Rep.
Flying Dueces	Astor
Fool's Gold	UA
Forever Amber	20th-Fox
Foxes of Harrow, The	20th-Fox
Framed	Col.
Frieda	Brit.
Front Page Scandal	Mono.

Title	Company
Fun and Fancy Free	RKO
Fun on a Weekend	UA
Fugitive	RKO

G

Gallant Bess	MGM
Gangster, The	Allied
Gas House Kids	EL
Gas House Kids in Hollywood	EL
Gay Ranchero, The	Rep.
Gas House Kids Go West	EL
Genius at Work	RKO
Gentlemen's Agreement	20th-Fox
Ghost and Mrs. Muir	20th-Fox
Ghost Goes Wild	Rep.
Ginger	Mono.
Give My Regards to Broadway	20th-Fox
Glamour Girl	Col.
God's Country	SGP
Golden Boy	Col.
Golden Earrings	Para.
Good Girls Go to Paris	Col.
Good News	MGM
Good Sam	RKO
Great Expectations	Univ.
Great Waltz	MGM
Green Dolphin Street	MGM
Green Fingers	Brit.
Green for Danger	E-L
Green Grass of Wyoming	20th-Fox
Green Years	MGM
Guilt of Janet Ames	Col.
Guilty	Mono.
Gunfighters	Col.

H

Hard Boiled Mahoney	Mono.
Hat Box Mystery	SG
Headin' for Heaven	EL
Heartaches	EL
Heart of Arizona	SGP
Heaven Only Knows	UA
Heldorado	Rep.
Henry the Fifth	UA
Her Adventurous Night	Univ.
Her Enlisted Man	Astor
Her Husband's Affairs	Col.
Here Comes Trouble	UA
High Barbaree	MGM
High Conquest	Mono.
High School Hero	Mono.
High Tide	Mono.
High Wall, The	MGM
Hit Parade of 1947	Rep.
Hollywood Barn Dance	SG
Hollywood Bound	Astor
Homecoming	MGM
Home in Oklahoma	Rep.
Homestretch	20th-Fox
Home Sweet Homicide	20th-Fox
Honeymoon	RKO
Hoppy's Holiday	UA
Housekeeper's Daughter	Favorite
How Green Was My Valley	20th-Fox
Hucksters, The	MGM
Hue and Cry	Brit.
Humoresque	WB
Hungry Hill	Brit.
Hunted, The	Allied

I

I Cover Big Town	Para.
If I'm Lucky	20th-Fox
If Winter Comes	MGM
If You Knew Susie	RKO
I Know Where I'm Going	Univ.
I Love Trouble	Col.
Imagination	U.I.
Imperfect Lady	Para.
In Old Sacramento	Rep.
Indian Summer	RKO
Intermezzo	Selznick
International Lady	EL
Intrigue	UA
Invisible Wall, The	20th-Fox
I Remember Mama	RKO
I Stole a Million	Univ.
It Had to Be You	Col.
It Happened at the Inn	MGM
It Happened in Brooklyn	MGM
It Happened on Fifth Avenue	Allied
It's a Joke, Son	EL
It's a Wonderful Life	RKO
I'll Be Yours	Univ.
I've Always Loved You	Rep.
Ivy	Univ.
I Walk Alone	Para.
I Wonder Who's Kissing Her Now	20th-Fox

J

Jewels of Brandenburg	20th-Fox
Jimmy Steps Out	Astor
Joe Palooka in the Knockout	Mono.
Johnny Frenchman	Univ.
Johnny O'Clock	Col.
Jolson Story	Col.
Jungle Book	FC
Jungle Flight	Para.

K

Keeper of the Bees	Col.
Key Witness	Col.
Kid Millions	FC
Killer at Large	EL
Killer-Dill	SGP
Killer McCoy	MGM
Kilroy Was Here	Mono.
King of the Bandits	Mono.
King of the Wild Horses	Col.
Kings Row	WB
Kissing Bandit	MGM
Kiss of Death	20th-Fox
Kit Carson	EL

EAGLE-LION (Continued)

Prod. No.	Westerns (Coming)		Run Time	Rel. Date	See Issue of
754	Ghost Town Renegades (W)F	Lash LaRue-Fuzzy St. John-J. Holt	56	7/26/47	b8/2/47
	Gun Fighter	Lash LaRue-Al St. John-Mary Scott			a12/18/46
753	Pioneer Justice (W)F	Lash LaRue-Fuzzy St. John-J. Holt	55	6/28/47	b7/5/47
755	Return of the Lash	Lash LaRue-Al St. John		10/11/47	
	Shadow Valley	Eddie Dean-Roscoe Ates			
	Stage to Mesa City	Lash LaRue-Fuzzy St. John			
	Tornado Range	E. Dean-J. Holt-R. Ates			

FAVORITE FILMS CORP.

Broadway Limited	Dennis O'Keefe-V. McLaglen	74	1/1/47	Reissue
Daring Desperadoes	I. Lupino-L. Carrillo-N. Martini		May '47	Reissue
Of Mice and Men (D)A	B. Meredith-Betty Field-L. Chaney, Jr.	105	12/1/46	Reissue
Road Show	C. Landis-J. Hubbard-A. Menjou	86	Mar. '47	Reissue
Sea Bandits	D. Morgan-Steffi Duna		May '47	Reissue
There Goes My Heart	Frederic March-Virginia Bruce	82	Mar. '47	Reissue
Topper Takes Trip	C. Bennett-R. Young-A. Mowbray	79	Feb. '47	Reissue
Topper Returns	O'Keefe-Landis-Blondell-Young	87	Feb. '47	Reissue

FILM CLASSICS

CURRENT

Devil to Pay	R. Colman-L. Young-M. Loy	74		
Jungle Book	Sabu	105		
North Star	Anne Baxter-Dana Andrews	109		
Palmy Days	Eddie Cantor-George Raft	80		
Return of the Scarlet Pimpernel	B. Barnes-J. Mason-S. Stewart	81		
Scarlet Pimpernel, The	Merle Oberon-Leslie Howard	98		
Stella Dallas	J. Boles-R. Stanwyck-A. Shirley	107		
The Patient Vanishes (My)A	James Mason-Mary Clark-M. Vyner	78		b5/31/47
The Thief of Bagdad	Sabu-Conrad Veidt-June Duprez	109		
Unholy Garden	R. Colman-Fay Wray	77		
Westerner, The	G. Cooper-D. Davenport-W. Brennan	102		
Woman Chases Man	Miriam Hopkins-Joel McCrea	70		

METRO-GOLDWYN-MAYER

CURRENT

716	Beginning Or the End, The (D)F	B. Donlevy-R. Walker-G. Tearle	112	Mar. '47	b2/22/47
724	Dark Delusion (D)F	L. Barrymore-J. Craig-L. Bremer	90	June '47	b4/12/47
727	Fiesta *T (D-M)F	Esther Williams-John Carroll	101	July '47	b5/17/47
702	Gallant Bess *C (D)F	Marshall Thompson-Jim Davis	99	Jan. '47	b9/7/46
723	Great Waltz, The (M)F	L. Rainer-F. Gravet-M. Korjus	110	July '47	Reissue
721	High Barbaree (D)F	Van Johnson-June Allyson	91		b3/15/47
728	Hucksters, The (C-D)A	C. Gable-D. Kerr-A. Menjou	115	July '47	b6/28/47
	It Happened at the Inn	Fernand Ledoux-Maurice Rollin	103	April '47	b9/21/46
718	It Happened in Brooklyn (C-M)F	F. Sinatra-K. Grayson	103		b3/8/47
712	Lady in the Lake (My)A	Robert Montgomery-Audrey Totter	103	Jan. '47	b11/30/46
719	Little Mister Jim (C)F	James Craig-Frances Gifford	92	April '47	b6/8/46
725	Living in a Big Way (C-D)F	Gene Kelly-Marie MacDonald	104	June '47	b5/31/47
714	Love Laughs at Andy Hardy (C)F	M. Rooney-B. Granville-D. Ford	93	Feb.	b12/7/46
711	Mighty McGurk, The (C)F	Wallace Beery-Aline McMahon	85	Jan. '47	b11/23/46
715	My Brother Talks to Horses (C-D)F	Butch Jenkins-Peter Lawford	93	Jan. '47	b11/30/46
720	Sea of Grass (D)A	K. Hepburn-S. Tracy-M. Douglas	131	April	b2/15/47
709	Secret Heart, The (D)A	C. Colbert-W. Pidgeon-J. Allyson	97	Dec.	b11/30/46
708	Show-Off, The (C)F	R. Skelton-Marilyn Maxwell	83	Dec.	b8/17/46
710	Till the Clouds Roll By *T (M)F	J. Garland-R. Walker-F. Sinatra	135	Jan. '47	b11/15/46
722	Undercover Maisie (C)A	Ann Sothern-Barry Nelson	90	May	b3/8/47
707	Undercurrent (D)A	K. Hepburn-A. Taylor	115	Nov.	b10/5/46
717	Yearling, The *T (D)F	G. Peck-J. Wyman-C. Jarman	128	May	b11/30/46

COMING

	Alias A Gentleman	Wallace Beery-Gladys George			
803	Arnelo Affair, The (D)A	John Hodiak-Frances Gifford	87	Sept.	b2/15/47
	Birds and the Bees, The *T	J. MacDonald-J. Iturbi-J. Powell			a3/1/47
	Boom Town	C. Gable-S. Tracy	120	Feb. '47	Reissue
	Captains Courageous	Spencer Tracy-Mickey Rooney			Reissue
	Cass Timberlane	Spencer Tracy-Lana Turner			
726	Cynthia (C-D)F	E. Taylor-G. Murphy-M. Astor	98	July '47	b5/17/47
	Desire Me	G. Garson-Richard Hart			a9/7/46
	Good News	J. Allyson-P. Lawford-J. McCracken			
	Green Dolphin Street	Lana Turner-Van Heflin			a2/1/47
	High Wall, The	R. Taylor-A. Totter-H. Marshall			
	Homecoming	C. Gable-L. Turner-A. Baxter			
	If Winter Comes	W. Pidgeon-D. Kerr-A. Lansbury			
	Killer McCoy	M. Rooney-E. Taylor-B. Donlevy			
	Kissing Bandit *T	F. Sinatra-K. Grayson			a8/23/47
	Luxury Liner	G. Brent-F. Gifford-J. Powell			
805	Merton of the Movies (C)F	Red Skelton-Virginia O'Brien	82	Oct.	b7/19/47
	On an Island With You *T (C-M)	E. Williams-P. Lawford			a8/23/47
	Piccadilly Incident (D)A	Anne Neagle-Michael Wilding	100		b8/31/46
	Pirate, The *T	J. Garland-G. Kelly-W. Slezak			a7/5/47
729	Romance of Rosy Ridge, The (D)F	V. Johnson-T. Mitchell-J. Leigh	105	Aug. '47	b7/5/47
804	Song of Love (DM)A	K. Hepburn-P. Henreid-R. Walker	119	Oct.	b7/26/47
801	Song of the Thin Man (My)F	William Powell-Myrna Loy	86	Sept.	b7/26/47
	Stormy Waters (D)A	J. Gabin-M. Morgan	77		b7/9/47
	Summer Holiday *T	Mickey Rooney-Gloria DeHaven			a9/7/46
	Tenth Avenue Angel	M. O'Brien-G. Murphy-P. Thaxter			a9/21/46
	The Kissing Bandit *T	Frank Sinatra-Kathryn Grayson			
	This Time For Keeps *T	E. Williams-L. Melchior			a9/7/46
802	Unfinished Dance, The *T (D)F	Margaret O'Brien-Cyd Charisse	101	Sept.	b8/2/47
	Virtuous	V. Johnson-J. Allyson			

MONOGRAM

CURRENT 1946-'47

604	Bringing Up Father (C)F	Joe Yule-Renie Riano	68	11/23/46	b10/19/46
613	Fall Guy (My)A	Cliff Penn-Teala Loring	64	3/15/47	b3/8/47
609	Ginger	Frank Albertson-Barbara Reed	67	1/4/47	a9/28/46
614	Guilty, The (My)A	Bonita Granville-Don Castle	71	3/22/47	b3/22/47
616	Hard Boiled Mahoney	L. Gorcey-Bowery Boys	63	5/10/47	a3/22/47
620	High Conquest (D)A	A. Lee-G. Roland-W. Douglas	83	6/21/47	b3/15/47
608	Mr. Hex (CD)F	L. Gorcey-H. Hall	63	12/7/46	b12/14/46
617	Queen of the Yukon	Charles Bickford-Irene Rich		5/31/47	Reissue
610	Riding the California Trail	Gilbert Roland-Teala Loring	61	1/11/47	a10/26/46
618	Sarge Goes to College (C)F	A. Hale, Jr.-F. Stewart-J. Preisser	63	5/17/47	b5/10/47
699	Suspense (D)A	Belita-Barry Sullivan-E. Pallette	101	6/5/46	b3/20/46
606	Sweetheart of Sigma Chi (M)F	Elyse Knox-P. Regan-P. Brito	75	12/21/46	b11/30/46
607	Trap, The (My)F	Sidney Toler-Victor Sen Yung	69	11/30/46	b1/11/47
611	Vacation Days (D-M)F	F. Stewart-J. Preisser	66	1/25/47	b4/5/47

MONOGRAM (Continued)

Prod. No.			Run Time Mins.	Rel. Date	See Issue of
	CURRENT 1946-'47				
615	Violence (D)A	Nancy Coleman-M. O'Shea	72	4/12/47	b4/12/47
619	Wolf Call	John Carroll-Movita	62	6/7/47	Reissue
	COMING				
625	Bowery Buckaroos	Leo Gorcey-Bowery Boys-Julie Briggs	66	10/11/47	
	Dillinger	Lawrence Tierney-Anne Jeffreys	70	7/5/47	Reissue
4701	High Tide (D)A	Lee Tracy-D. Castle-A. Shaw	70	9/13/47	b7/9/47
4702	Joe Palooka in the Knockout	Joe Kirkwood, Jr.-Elyse Knox	72	9/20/47	
621	Kilroy Was Here (C)F	J. Cooper-J. Coogan-W. McKay	68	7/19/47	b7/5/47
624	King of the Bandits	G. Roland-C. Martin-A. Greene	66	10/4/47	
4703	Louisiana (C-D)F	Jimmie Davis-Margaret Lindsay	85	11/15/47	b7/9/47
	Mutiny in the Big House	Charles Bickford-Barton McLane	89	7/5/47	Reissue
622	News Hounds (C)F	Leo Gorcey-H. Hall-B. Jordan	68	8/9/47	b6/21/47
	Quest of Willie Hunter, The	Don Castle-Audrey Long			
	Red Hornet, The	Roland Winter-Mantan Moreland			
623	Robin Hood of Monterey (D)F	Gilbert Roland-Evelyn Brent	56	8/2/47	b8/16/47
	Rocky	Roddy McDowall-Gale Sherwood		11/22/47	
666	Thunderbolt *T	Documentary		7/26/47	
	Westerns (Current)				
677	**Code of the Saddle**	J. M. Brown-R. Hatton	53	6/25/47	
671	**Land of the Lawless (W)F**	J. M. Brown-R. Hatton-J. Harrison	59	4/15/47	b5/31/47
672	Law Comes to Gunsight, The	J. M. Brown-R. Hatton	56	5/24/47	
564	**Raiders of the South (W-M)F**	J. H. Brown-Raymond Hatton	85	1/18/47	b2/22/47
683	Rainbow Over the Rockies (W-M)F	J. Wakely-"Lasses" White	56	2/6/47	b3/1/47
618	**Silver Stallion**	David Sharpe-Leroy Mason	59	12/14/46	Reissue
684	Six Gun Serenade	Jimmy Wakely-"Lasses" White	55	4/5/47	
682	Song of the Wasteland	J. Wakely-"Lasses" White	58	6/31/47	
681	Song of the Sierras (M-W)F	J. Wakely-"Lasses" White	56	12/28/46	b1/25/47
616	Trailing Danger	J. M. Brown-R. Hatton	58	3/29/47	
675	**Valley of Fear (W)F**	J. M. Brown-R. Hatton	57	2/15/47	b4/19/47
	Westerns (Coming)				
673	Flashing Guns	J. Brown-R. Hatton	59	8/16/47	
	Man From Powder River, The	J. M. Brown-R. Hatton-C. McIntyre			
	Prairie Express	J. M. Brown-R. Hatton-V. Belmont		9/27/47	
685	Ridin' Down the Trail	J. Wakely-D. Taylor-B. Jones	53	8/23/47	

PARAMOUNT

Prod. No.			Run Time Mins.	Rel. Date	See Issue of
	CURRENT 1946-'47				
4622	Big Town	Philip Reed-Hillary Brooke	60	5/23/47	a2/9/47
4611	Blaze of Noon (D)A	A. Baxter-W. Holden-S. Tufts	90	5/2/47	b3/8/47
4602	Blue Skies *T (M)F	Bing Crosby-F. Astaire	104	12/27/46	b9/23/46
4612	Calcutta (My)A	A. Ladd-G. Russell-W. Bendix	83	5/10/47	b3/19/47
4606	California *T (WD)	Ray Milland-B. Stanwyck	93	2/21/47	b12/21/47
4603	Cross My Heart (C-M)F	Betty Hutton-Sonny Tufts	83	1/10/47	b11/23/46
4623	Danger Street (My)A	J. Withers-R. Lowery	66	6/20/47	b8/1/47
4616	Dear Ruth (C)A	J. Caulfield-W. Holden-E. Arnold	95	7/18/47	b5/31/47
4607	Easy Come, Easy Go (C)F	D. Lynn-S. Tufts-Virginia Field	78	3/7/47	b2/8/47
4621	Fear in The Night (D)A	DeForest Kelley-Kay Scott	72	4/18/47	b2/22/47
4610	Imperfect Lady (D)A	R. Milland-T. Wright-V. Field	97	4/25/47	b3/15/47
4605	Ladies Man (C-M)F	Eddie Bracken-Virginia Field	90	2/7/47	b1/11/47
4609	My Favorite Brunette (C)F	B. Hope-D. Lamour	87	4/4/47	b2/22/47
4604	Perfect Marriage, The (C-D)A	L. Young-D. Niven-V. Field	87	1/24/47	b11/23/46
4615	Perils of Pauline *T (C-S)F	B. Hutton-J. Lund	92	7/4/47	b5/31/47
4620	Seven Were Saved	Richard Denning-Catharine Craig	73	3/28/47	a5/25/46
4608	Suddenly It's Spring (C)A	F. MacMurray-P. Goddard	87	3/21/47	b2/15/47
4614	Trouble With Women, The (C)A	T. Wright-B. Donlevy-R. Milland	80	6/27/47	b5/24/47
4601	Two Years Before the Mast (D)A	Donlevy-Ladd-Bendix	98	11/22/46	b8/24/46
4613	Welcome Stranger (CD)F	Bing Crosby-Barry Fitzgerald	107		b5/3/47
4702	Adventure Island *C (D)A	R. Calhoun-R. Fleming-P. Kelly	67	10/10/47	b7/9/47
	Albuquerque	Randolph Scott-Barbara Britton			a3/15/47
	Big Clock, The (M)	R. Milland-M. O'Sullivan-C. Laughton			a5/17/47
	Big Town After Dark	Philip Reed-Hillary Brooke			
	Big Town Scandal	Phillip Reed-Hillary Brooke			
4617	Desert Fury *T (D)F	Lizabeth Scott-John Hodiak	98	8/15/47	b8/2/47
	Dream Girl (C-D)	B. Hutton-M. Carey-V. Field			a6/7/47
	Emperor Waltz, The *T	Bing Crosby-Joan Fontaine			a7/13/46
4703	Golden Earrings	Marlene Dietrich-Ray Milland	95	10/31/47	a9/28/46
4624	I Cover Big Town (My)A	P. Reed-H. Brooke	63	7/25/47	b3/1/47
	I Walk Alone	B. Lancaster-Kirk Douglas			a3/1/47
4625	Jungle Flight (D)F	Robert Lowery-Ann Savage	67	8/22/47	b3/1/47
	My Own True Love (D)	Phyllis Calvert-M. Douglas			a8/16/47
	Night Has a Thousand Eyes, The (D)	E. G. Robinson-J. Lund			a7/9/47
	Paleface, The	Bob Hope-Jane Russell			
	Road to Rio	B. Crosby-B. Hope-D. Lamour			a2/1/47
	Saigon	Alan Ladd-Veronica Lake-Douglas Dick			a1/4/47
	Shaggy *C	B. Joyce-G. Nokes-R. Shayne			
	Unconquered *T	Gary Cooper-Paulette Goddard			a9/28/46
4618	Variety Girl (C-M)F	Mary Hatcher-DeForest Kelley	93	8/29/47	b7/19/47
4613	Welcome Stranger (CD)F	B. Crosby-B. Fitzgerald	106		b5/3/47
	Where There's Life	B. Hope-S. Hasso-W. Bendix			a5/25/46
	Whispering Smith *T	A. Ladd-R. Preston-B. Marshall			a6/14/47
4701	Wild Harvest (D)A	A. Ladd-D. Lamour-R. Preston	92	9/26/47	b7/9/47

RKO-RADIO

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	CURRENT 1946-'47				
724	A Likely Story (C)F	Bill Williams-Barbara Hale	88	May	b4/19/47
801	Bachelor and the Bobby-Soxer (C)F	G. Grant-M. Loy-S. Temple	95	July	b6/7/47
725	Banjo (C-D)F	S. Moffet-J. White-W. Reed	67	May	b4/19/47
718	Beat the Band (M)F	Frances Langford-Gene Krupa	67	Feb.	b3/1/47
751	Best Years of Our Lives, The (D)A	D. Andrews-M. Loy-F. March	172	Dec.	b11/23/46
722	Born to Kill (D)A	C. Trevor-L. Tierney-W. Slezak	91	April	b4/19/47
708	Child of Divorce (D)A	Sharyn Moffett-Regis Toomey	62	Oct.	b10/19/46
720	Code of the West (W)F	J. Warren-J. Laurenz	57	Feb.	b2/22/47
627	Crack-Up (D)A	P. O'Brien-C. Trevor-H. Marshall	93	June	b6/15/46
709	Criminal Court (My)A	T. Conway-M. O'Driscoll	62	Aug.	b8/10/46
802	Crossfire (D)A	R. Young-R. Mitchum-G. Grahame	85	Aug.	b6/28/47
728	Desperate (G)A	Steve Brodie-Audrey Long	73	May	b5/17/47
719	Devil Thumbs a Ride, The (D)A	Lawrence Tierney-N. Leslie	62	Feb.	b3/1/47

Title	*Company*
L	
Ladies Man	Para.
Lady from Shanghai, The	Col.
Lady in the Lake	MGM
Lady Chaser	EL
Last of the Mohicans	EL
Last of the Redmen	Col.
Late George Apley	20th-Fox
Laughing Lady	Brit.
Legend of Black Bart, The	Mono.
Let 'Em Have It	Astor
Letter From an Unknown Woman	U-I
Let Us Live	Col.
Les Miserables	20th-Fox
Life With Father	WB
Lighthouse	EL
Linda Be Good	EL
Little Iodine	UA
Little Men	Astor
Little Miss Broadway	Col.
Little Mister Jim	MGM
Living in a Big Way	MGM
Locket, The	RKO
Lone Wolf in London	Col.
Lone Wolf in Mexico	Col.
Long Night	RKO
Lost Honeymoon	EL
Lost Moment's, The	Univ.
Louisiana	Mono.
Love and Learn	WB
Love from a Stranger	EL
Love Laughs at Andy Hardy	MGM
Love of Joanna Godden, The	Brit.
Lured	UA
Luxury Liner	MGM
M	
Macbeth	Rep.
Macomber Affair	UA
Mad Wednesday	UA
Magic Bow	Univ.
Magic Town	RKO
Magnificent Doll	Univ.
Magnificent Obsession	Univ.
Magnificent Rogue	Rep.
Man About Town	RKO
Man from Colorado, The	Col.
Man from Texas	E-L
Man Wanted	EL
Man Within, The	Brit.
Marauders, The	UA
Margie	20th-Fox
Marked Woman	WB
Mating of Millie	Col.
Meet Me at Dawn	20th-Fox
Memory of Love	RKO
Men of Two Worlds	Brit.
Merton of the Movies	MGM
Michigan Kid	Univ.
Mighty McGurk, The	MGM
Millerson Case, The	Col.
Millie's Daughter	Col.
Miracle of the Bells	RKO
Miracle on 34th St.	20th-Fox
Mr. Ace	UA
Mr. District Attorney	Col.
Mr. Hex	Mono.
Monsieur Verdoux	UA
More Than a Secretary	Col.
Mortal Coils	U-I
Moss Rose	20th-Fox
Mother Wore Tights	20th-Fox
Mourning Becomes Electra	RKO
Mutiny in the Big House	Mono.
My Brother Talks to Horses	MGM
My Dog Shep	SGP
My Darling Clementine	20th-Fox
My Favorite Brunette	Para.
My Heart Goes Crazy	Univ.
My Own True Love	Para.
My Wild Irish Rose	WB
N	
Naked City	Univ.
Never Say Goodbye	WB
New Mexico	UA
New Orleans	UA
Newshounds	Mono.
Nicholas Nickelby	Brit.
Nightmare Alley	20th-Fox
Night Has a Thousand Eyes	Para.
Night Unto Night	WB
Nobody Lives Forever	WB
Nocturne	RKO
Nora Prentiss	WB
North Star	FC
Northwest Outpost	Rep.
Northwest Stampede	E-L
Notorious Gentleman	Univ.
Notorious Lone Wolf	Col.
O	
Odd Man Out	Univ.
Of Mice and Men	Favorite
Oh Say Can You Sing	Univ.
On an Island With You	MGM
One Hundred Men And A Girl	Univ.
One Million B.C.	Favorite
One Romantic Night	Astor
On the Old Spanish Trail	Rep.
Other Love	UA
Out California Way	Rep.
Out of the Blue	EL
Out of the Past	RKO
P	
Pacific Adventure	Colo.
Pale Face	Para.
Palmy Days	FC
Paradine Case	Selznick
Perfect Marriage	Para.
Perils of Pauline	Para.
Phantom Valley	Col.
Philo Vance's Gamble	EL

Title	Company
Philo Vance Returns	EL
Philo Vance's Peril	EL
Philo Vance's Secret Mission	EL
Piccadilly Incident	MGM
Pilgrim Lady	Rep.
Pirates, The	MGM
Pirates of Monterey	Univ.
Plainsman and the Lady	Rep.
Portrait of Jennie	SRO
Possessed	WB
Prairie, The	SG
Prelude to Night	EL
Pretender, The	Rep.
Prince of Thieves	Col.
Prison Story	RKO
Private Affairs of Bel Ami	UA
Pursued	WB

Q

Queen of the Amazons	SGP
Queen of the Yukon	Mono.
Queen's Necklace, The	Misc.
Quest of Willie Hunter, The	Mono.

R

Race Street	RKO
Rachel	RKO
Rage in Heaven	MGM
Railroaded	EL
Ramrod	UA
Razor's Edge	20th-Fox
Red Hornet, The	Mono.
Red House	UA
Red Pony, The	Rep.
Red Stallion	EL
Relentless	Col.
Renegade Girl	SGP
Repeat Performance	EL
Return of Monte Cristo	Col.
Return of Rin-Tin-Tin	EL
Return of the Badmen	RKO
Return of the Scarlet Pimpernel	FC
Ride the Pink Horse	Univ.
Riding the California Trail	Mono.
Riff-Raff	RKO
River Lady	U-I
Road to Rio	Para.
Road Show	Favorite
Road To Hollywood	Astor
Robin Hood of Monterey	Mono.
Rocky	Mono.
Romance in High C	WB
Romance of Rosy Ridge, The	MGM
Root of All Evil	Brit.
Rose of Santa Rose	Colo.
Roses Are Red	20th-Fox
Roughshod	RKO
Rupert of Hentzau	SRO
Runaround	Univ.

S

Saigon	Para.
San Demetrio, London	2th-Fox
San Quentin	RKO
Sarge Goes to College	Mono.
Scared to Death	SGP
Scarface	Astor
Scarlet Pimpernel, The	FC
School for Danger	Misc.
School for Secrets	Brit.
Sea Bandits	Favorite
Sea Hawk, The	WB
Sea of Grass	MGM
Sea Wolf, The	WB
Searching Wind	Para.
Second Chance	20th-Fox
Second Chorus	Astor
Secret Beyond the Door, The	U-I
Secret Heart, The	MGM
Secret Life of Walter Mitty	RKO
Senator Was Indiscreet	U-I
Seven Keys to Baldpate	RKO
Seven Were Saved	Para.
Shadow of a Woman	WB
Shadows Over Chinatown	Mono.
Shaggy	Para.
She Couldn't Take It	Col.
Shocking Miss Pilgrim	20th-Fox
Show-Off	MGM
Shoot to Kill	Screen Guild
Shut My Big Mouth	Col.
Silent Voice	EL
Silver Devil	Astor
Silver River	WB
Sinbad the Sailor	RKO
Singapore	Univ.
Singin' In the Corn	Col.
Sign of the Ram, The	Col.
Sky Devils	Astor
Slave Girl	Univ.
Sleep, My Love	UA
Slippy McGee	Rep.
Smash-Up	Univ.
Snake Pit, The	20th-Fox
Something in the Wind	Univ.
Son of Rusty	Col.
Song of Love	MGM
Song of My Heart	Allied
Song of Scheherazade	Univ.
Song of the South	RKO
Song of the Thin Man	MGM
South of Pago Pago	EL
So Well Remembered	RKO
Spoilers of the North	Rep.
Sport of Kings	Col.
Springtime in the Sierras	Rep.
Stairway to Heaven	Univ.
Stallion Road	WB
Stampede	UA
Stations West	RKO
Stella Dallas	FC
Step-Child	EL
Stork Bites Man	UA
Strange Journey	20th-Fox

RKO-RADIO (Continued)

Prod. No.	CURRENT 1946-'47		Run Time	Trade Shown	See Issue of
729	Dick Tracy's Dilemma (M)A	Ralph Byrd-Kay Christopher	60	June	b5/17/47
714	Dick Tracy vs. Cueball (D)F	Morgan Conway-Anne Jeffreys	62	Dec.	b11/9/46
715	Falcon's Adventure (D)F	Tom Conway-Madge Meredith	61	Dec.	b12/14/46
716	Farmer's Daughter, The (C-D)A	L. Young-J. Cotten-E. Barrymore	97	Feb.	b2/22/47
710	Genius at Work (C)F	A. Carney-W. Brown-A. Jeffreys	61	July	b8/3/46
721	Honeymoon (C)F	S. Temple-F. Tone-G. Madison	74	June	b5/19/47
781	It's a Wonderful Life (D)	J. Stewart-D. Reed-L. Barrymore	128	Dec.	b12/21/46
711	Locket, The (D)	Laraine Day-B. Aherne	86	Dec.	b12/21/46
861	Long Night, The (D)A	Henry Fonda-Barbara Bel Geddes	96	May	b5/31/47
706	Nocturne (D)A	George Raft-Lynn Bari	85	Oct.	b10/19/46
761	Notorious (My-D)A	Cary Grant-Ingrid Bergman	101	July	b7/27/46
712	San Quentin (D)A	L. Tierney-M. Carr-B. MacLane	66	Dec.	b12/7/46
	Secret Life of Walter Mitty *T (C)F	D. Kaye-V. Mayo-F. Bainter	105	July	b7/19/47
762	Sinbad the Sailor T (F)F	D. Fairbanks. Jr.-M. O'Hara	117	Jan.	b1/18/47
791	Song of the South *T (D-M)F	Luana Patten-Bobby Driscoll	95	Nov.	b11/2/47
723	Tarzan and the Huntress (D)F	J. Weissmuller-B. Joyce	70	April	a3/22/47
726	They Won't Believe Me (D)A	Robert Young-Susan Hayward	95	May	b5/17/47
730	Thunder Mountain (W)F	T. Holt-R. Martin-M. Hyer	60	May	b5/17/47
717	Trail Street (W)F	R. Scott-R. Ryan-A. Jeffreys	83	Mar.	b2/1/47
713	Vacation in Reno (C)F	Jack Haley-Anne Jeffreys	60	Oct.	b10/12/46
727	Woman on the Beach, The (D)A	J. Bennett-R. Ryan-C. Bickford	71	June	b5/17/47
	COMING				
	A Song Is Born	Danny Kaye-Virginia Mayo			
	Berlin Express	M. Oberon-R. Ryan-P. Lukas			a7/5/47
Sp.	Bishop's Wife, The (D)	G. Grant-T. Wright-D. Niven			
	Dick Tracy Meets Gruesome (My)	R. Byrd-B. Karloff-A. Gwynne			a8/2/47
	Fighting Father Dunne	P. O'Brien-M. Dell-D. Hickman			
Sp.	Fun and Fancy Free *T (F)F	E. Bergen-D. Shore	72	Aug. '47	b8/23/47
	Fugitive, The (D)	Henry Fonda-Dolores Del Rio			a7/26/47
	Good Sam	G. Cooper-A. Sheridan-E. Lowe			
	If You Knew Susie (C)	Eddie Cantor-J. Davis-A. Joslyn			a7/19/47
	Indian Summer (D)	A. Knox-A. Sothern-G. Tobias			a7/5/47
	I Remember Mama	I. Dunne-B. Bel Geddes-O. Homolka			
Sp.	Magic Town (C-D)F	James Stewart-Jane Wyman	103	Aug. '47	b8/23/47
	Man About Town	Maurice Chevalier			
	Memory of Love	D. Andrews-M. Oberon-E. Barrymore			
Sp.	Mourning Becomes Electra	R. Russell-K. Paxinou-R. Massey			
	Out of the Past	Robert Mitchum-Jane Greer			a2/1/47
	Race Street	G. Raft-M. Maxwell-W. Bendix			
	Rachel	L. Young-W. Holden-R. Mitchum			
	Return of the Badmen	Randolph Scott-Jacqueline White			
803	Riff-Raff (My)A	Pat O'Brien-Anne Jeffries	80	June	b6/7/47
	Roughshod	R. Sterling-C. Jarman-G. Grahame			
804	Seven Keys to Baldpate (M)A	Phillip Terry-Jacqueline White	68	June	b6/7/47
	So Well Remembered	M. Scott-J. Mills			
	Stations West	D. Powell-J. Greer-A. Moorehead			
	Tarzan and the Mermaids	J. Weissmuler-B. Joyce			
	Tycoon *T	John Wayne-Laraine Day			
	Under Arizona Skies	T. Holt-N. Leslie-R. Martin			a7/12/47
805	Under the Tonto Rim (W)F	T. Holt-N. Leslie-R. Martin	61	June	b6/7/47
	War Party	Shirley Temple-John Agar			
	Wild Horse Mesa	Tim Holt-Nan Leslie			

REPUBLIC

Prod. No.	Current 1945-46		Run Time	Trade Shown	See Issue of
543	Heldorado (WM)F	Roy Rogers-Dale Evans-"Gabby" Hayes	70	12/15/46	b12/23/46
5542	Home in Oklahoma (W-M)F	R. Rogers-G. Hayes-D. Evans	72	11/8/46	b11/2/46
5503	Out California Way *U (WM)F	Monte Hale-Adrian Booth	67	12/5/46	b12/14/46
532	Plainsman and the Lady (W)F	W. Elliott-V. Ralston-G. Patrick	82	11/15/46	b11/9/46
533	That Brennan Girl (D)A	James Dunn-Mona Freeman	95	12/23/46	b11/16/46
	CURRENT 1946-'47				
603	Affairs of Geraldine (C-D)F	Jane Withers-Jimmy Lydon	68	11/18/46	b10/26/46
608	Angel and the Badman (W)F	J. Wayne-G. Russell-I. Rich	100	2/15/46	b2/15/46
641	Apache Rose *U (W-M)F	Roy Rogers-Dale Evans	75	2/15/46	b3/22/47
642	Belles of San Angelo *U (W)	R. Rogers-D. Evans	71	5/15/47	b5/24/47
607	Calendar Girl (M)F	J. Frazee-W. Marshall	88	1/31/47	b2/8/47
604	Fabulous Suzanne (C)	Barbara Britton-Rudy Vallee	71	12/15/46	b12/21/46
605	Ghost Goes Wild, The (C)F	James Ellison-Anne Gwynne	66	3/8/47	b4/5/47
610	Hit Parade of 1947 (M)	E. Albert-C. Moore-J. Edwards	90	3/22/47	b5/3/47
601	I've Always Loved You *T (DM)F	Catherine McLeod-Philip Dorn	117	12/2/46	b8/31/46
606	Magnificent Rogue, The (C-D)A	L. Robert-W. Douglas	74	2/15/47	b11/23/46
615	Northwest Outpost (O)F	Nelson Eddy-Ilona Massey	91	6/25/47	b5/10/47
602	Pilgrim Lady, The (C-D)A	Warren Douglas-Lynne Roberts	67	1/22/46	b1/25/47
612	Spoilers of the North (D)A	Paul Kelly-Evelyn Ankers	66	4/24/47	b5/10/47
609	That's My Gal *U (M)A	L. Roberts-D. Barry	66	5/15/47	b5/31/47
613	That's My Man (D)A	D. Ameche-C. McLeod	99	6/1/47	b5/12/47
616	Web of Danger (D)F	A. Mara-B. Kennedy	58	6/10/47	b6/21/47
614	Winter Wonderland (C-R)A	L. Roberts-C. Drake	71	5/17/47	b5/31/47
618	Wyoming (W)F	W. Elliott-V. Ralston	84	8/1/47	b7/26/47
611	Yankee Fakir (C)F	D. Frawley-J. Woodbury-C. Bevans	71	4/1/47	b4/12/47
	COMING				
	Bill and Coo	George Burton's Birds			
617	Blackmail (My)F	W. Marshall-A. Mara-S. Bachelor	67	7/24/47	b7/9/47
	Driftwood	Wood-Brennan-Warrick-Jagger			
	Exposed	Adele Mara-Robert Scott			
	Fabulous Texan, The (W)	W. Elliott-J. Carrol-C. McLeod			
	Flame, The	John Carroll-Vera Ralston			a8/16/47
	Gay Ranchero, The *U	R. Rogers-T. Guizar-A. Devine			
	Macbeth (D)	Orson Welles-J. Nolan			
	On the Old Spanish Trail *U	R. Rogers-T. Guizar-J. Frazee			a8/23/47
620	Pretender, The	A. Dekker-L. Stirling-C. Drake	69	8/16/47	
	Red Pony, The *T	M. Loy-R. Mitchum-L. Calhern			
	Slippy McGee	D. Barry-D. Evans-T. Brown			
646	Springtime in the Sierras *U (W)F	R. Rogers-J. Frazee-A. Devine	75	7/15/47	b7/26/47
619	The Trespasser (My)A	J. Martin-W. Douglas	71	7/3/47	b7/12/47
	Westerns (Current)				
553	Cherokee Flash (W)F	Sunset Carson-Linda Stirling	55	12/13/46	a3/2/46
664	Homesteaders of Paradise Valley (W)F	Allan Lane-Bobby Blake	58	4/1/47	b4/12/47
554	Last Frontier Uprising *U (W-M)F	Monte Hale-Adrian Booth	65	2/1/47	b4/12/47
665	Oregon Trail Scouts (W)F	Allan Lane-Bobby Blake	58	5/15/47	b5/24/47
558	Rio Grande Raiders	Sunset Carson-Linda Stirling	56	9/9/46	
684	Saddle Pals (W)F	G. Autry-L. Roberts	72	6/15/47	b6/21/47
661	Santa Fe Uprising (W)F	Allan Lane-Bobby Blake	57	11/15/46	b4/25/47

REPUBLIC (Continued)

Prod. No.			Run Time Mins.	Rel. Date	See Issue of
681	Sioux City Sue (W)F	Gene Autry-Lynne Roberts	69	11/21/46	b11/30/46
662	Stagecoach to Denver (W)F	Allan Lane-Bobby Blake	56	12/23/46	b1/4/47
682	Trail to San Antone (W)F	Gene Autry-Peggy Stewart	57	4/1/47	b4/18/47
683	Twilight on the Rio Grande (W)F	G. Autry-S. Holloway-Cass County Boys	71	4/1/47	b4/19/47
663	Vigilantes of Boomtown (W)F	Allan Lane-Bobby Blake	56	2/15/47	m2/15/47
	Westerns (Coming)				
651	Along the Oregon Trail *U	Monte Hale-Adrian Booth	64	8/30/47	
667	Marshal of Cripple Creek (W)F	Allan Lane-Bobby Blake	58	8/15/47	b8/23/47
	Outlaws of Ghost Town	Allen "Rocky" Lane-Bob Steele			
685	Robin Hood of Texas	Gene Autry-Lynne Roberts-Adele Mara	71	7/15/47	
666	Rustlers of Devil's Canyon (W)F	Allan Lane-Bobby Blake	58	7/1/47	b7/12/47
	Under Colorado Skies *U	M. Hale-A. Booth			
	Wild Frontier, The	Allan "Rocky" Lane-Jack Holt			

SCREEN GUILD PRODUCTIONS

	CURRENT				
HC12	Bar 20 Justice	Wm. Boyd-R. Hayden-G. Hayes	65	7/19/47	Reissue
4614	Bells of San Fernando (D)F	Donald Woods-Gloria Warren	69	4/5/47	b4/5/47
4613	Buffalo Bill Rides Again (W)F	Richard Arlen-Jennifer Holt	66	4/19/47	b4/5/47
4616	Bush Pilot	R. Hudson-J. LaRue-A. Willis	60	6/7/47	
HC10	Cassidy of Bar 20	Wm. Boyd-H. Clark-R. Hayden	59	5/10/47	Reissue
HC11	Heart of Arizona	Wm. Boyd-G. Hayes-R. Hayden	68	6/14/47	Reissue
4701	Hollywood Barn Dance (C-D)F	E. Tubb-L. Talbott-H. Boyce	72	6/21/47	b6/7/47
4609	My Dog Shep	Flame (dog)-Tom Neal	60	12/1/46	
4610	North of the Border	R. Hayden-I. Cooper	46	10/1/46	a8/24/46
HC09	Partners of the Plains	Wm. Boyd-H. Clark-R. Hayden	71	4/26/47	Reissue
4611	Queen of the Amazons (D)A	Patricia Morison-Robert Lowery	62	1/15/47	b3/29/47
4612	Renegade Girl (D)F	Alan Curtis-Ann Savage-Jack Holt	65	12/25/46	b3/29/47
HC07	Rustlers Valley	Wm. Boyd-G. Hayes-R. Hayden	60	3/15/47	Reissue
4608	Scared to Death *C	B. Lugosi-J. Compton	65	5/3/47	
4615	Shoot to Kill (D)A	R. Wade-E. MacDonald-S. Walters	60	5/17/47	b4/12/47
HC08	Texas Trail	Wm. Boyd-R. Hayden-G. Hayes	59	4/12/47	Reissue
	COMING				
	Burning Cross, The (D)A	H. Daniels-V. Patton	77		b8/2/47
4618	Case of the Baby Sitter, The	Tom Neal-A. Jenkins-P. Blake	40	7/26/47	
	Dark Road, The	John Shelton-Ann Doran			
4703	Dragnet (My)A	M. Brian-H. Wilcoxon	71	8/16/47	b7/12/47
4617	Hat Box Mystery, The (My)	T. Neal-A. Jenkins-V. Sale	40	7/12/47	a7/5/47
4701	Hollywood Barn Dance (C-D)F	E. Tubb-L. Talbott-H. Boyce	65	6/21/47	b6/7/47
4702	Killer Dill (C-D)A	S. Erwin-A. Gwynne-F. Albertson	71	8/2/47	b5/17/47
	Prairie, The	Alan Baxter-Lenore Aubert			

SELZNICK RELEASING ORGANIZATION

	CURRENT				
	Duel in the Sun *T (WD)A	J. Jones-G. Peck-J. Cotten	135	4/17/47	b1/4/47
	COMING				
	Intermezzo	I. Bergman-L. Howard			Reissue
	Paradine Case, The	G. Peck-A. Todd-C. Laughton			
	Portrait of Jennie	J. Jones-J. Cotten			
	Rupert of Hentzau	Louis Jourdan-Valli			
	Tender is the Night	J. Jones-A. Kjellin			

20TH-FOX

	CURRENT 1946-'47				
620	Behind Green Lights (D)A	Carole Landis-William Gargan	64	Feb.	b1/19/46
642	Bowery, The	Wallace Beery-Jackie Cooper	84	Oct.	Re-release
648	Dangerous Millions (D)F	Kent Taylor-Dona Drake	69	Dec.	b12/7/46
640	Home Sweet Homicide (MyC)F	P. Ann Garner-R. Scott	90	Oct.	b7/20/46
646	Margie *T (C-D)F	Jeanne Crain-Alan Young	93	Nov.	b10/19/46
645	My Darling Clementine (W-D)F	H. Fonda-L. Darnell-V. Mature	97	Nov.	b10/12/46
641	Sun Valley Serenade	Sonja Henie-John Payne	86	Sept.	Re-release
639	Three Little Girls in Blue *T (M)F	Hayer-Blaine-G. Montgomery	90	Oct.	b9/7/46
649	Wake Up and Dream *T (M)F	John Payne-June Haver	92	Dec.	b11/30/46
644	Wanted for Murder (D)A	Eric Portman-Dulcie Gray	91	Nov.	b4/13/46
	CURRENT 1947-'48				
709	Alexander's Ragtime Band	T. Power-A. Faye-D. Ameche	106	Mar.	Re-release
711	Backlash (My)A	R. Travis-J. Rogers-L. Blake	66	Mar.	b3/22/47
706	Boomerang (D)A	Dana Andrews-Jane Wyatt	88	Feb.	b1/25/47
707	Brasher Doubloon, The (My)A	G. Montgomery-Nancy Guild	72	Feb.	b2/8/47
710	Carnival in Costa Rica *T (M)F	D. Haymes-C. Holm-C. Romero	96	April	b3/29/47
715	Ghost and Mrs. Muir, The (D)A	G. Tierney-R. Harrison-G. Sanders	104	May	b5/24/47
713	Homestretch, The *T (D)A	Maureen O'Hara-Cornel Wilde	99	May	b4/26/47
723	I Wonder Who's Kissing Her Now *T (M)F	June Haver-Mark Stevens	104	Aug.	b6/14/47
716	Jewels of Brandenburg (D)A	Richard Travis-Micheline Cheirel	64	May	b4/12/47
725	Kiss of Death (D)A	Victor Mature-Brian Donlevy	98	Sept. '47	b8/16/47
712	Late George Apley, The (D)A	Ronald Colman-Peggy Cummins	98	April	b2/3/47
704	Les Miserables	Fredric March-Chas. Laughton	109	Jan.	Re-release
718	Miracle on 34th St. (C)F	J. Payne-M. O'Hara	96	June	b5/10/47
717	Moss Rose (M-D)A	V. Mature-P. Cummings-E. Barrymore	82	June	b5/24/47
701	Razor's Edge, The (D)A	T. Power-G. Tierney-J. Payne	146	Jan.	b11/23/46
714	San Demetrio, London (D)A	W. Fitzgerald-A. Young-R. Michael	76	April	b4/4/47
703	Shocking Miss Pilgrim *T	Betty Grable-Dick Haymes	85	Jan.	b1/4/47
705	Stanley & Livingstone	Spencer Tracy-Richard Green	101	Jan.	Re-release
708	Strange Journey (D)F	Paul Kelly-Osa Massen	67	Feb.	b9/14/46
702	13 Rue Madeleine (D)	James Cagney-Annabella	95	Jan.	b12/21/46
719	Western Union	Robert Young-Randolph Scott	95	June	Re-release
	COMING				
	Captain from Castile *T	T. Power-J. Peters-C. Romero			a7/26/47
722	Crimson Key, The (My)F	Kent Taylor-Doris Dowling	76	July	b7/5/47
	Daisy Kenyon (D)	J. Crawford-D. Andrews-H. Fonda			a8/2/47
	Dangerous Years	William Halop-Ann E. Todd			
	Forever Amber *T	L. Darnell-C. Wilde-G. Sanders			
	Foxes of Harrow, The	R. Harrison-M. O'Hara-R. Haydn			
	Gentleman's Agreement (D)	G. Peck-D. McGuire-J. Garfield			a7/26/47
	Give My Regards to Broadway *T	N. Guild-D. Daily-C. Winninger			a5/17/47
	Green Grass of Wyoming *T (C-D)	P. Cummins-R. Arthur-C. Coburn			a7/19/47
727	How Green Was My Valley	W. Pidgeon-M. O'Hara	118	Sept.	Reissue
	Invisible Wall, The	Don Castle-Virginia Christine			
725	Kiss of Death (D)A	Victor Mature-Brian Donlevy	98	Sept.	b8/16/47
721	Meet Me At Dawn (C-D)F	William Eythe-Hazel Court	99	July	
724	Mother Wore Tights *T (M)F	B. Grable-D. Dailey	106	Sept. '47	b8/23/47
	Nightmare Alley (D)	T. Powell-J. Blondell-Helen Walker			a7/9/47
	Roses Are Red	Don Castle-Peggy Knudsen			
726	Second Chance (D)A	K. Taylor-Louise Currie-D. Hoey	62	Sept. '47	b7/26/47
	Summer Lightning *T	J. Haver-L. McCallister-A. Revere			a7/17/47
728	Swamp Water	W. Brennan-W. Huston	90	Sept.	Reissue
	Tender Years, The	Joe E. Brown-R. Ryan-J. Hutchinson			
720	Thunder in the Valley *T (D)F	P. A. Garner-L. McCallister	103		b6/7/47

Title	Company
Strange Woman	UA
Stranger, The	RKO
Strawberry Roan	Col.
Suddenly It's Spring	Para.
Susie Steps Out	UA
Summer Holiday	MGM
Summer Lightning	20th-Fox
Sun Valley Serenade	20th-Fox
Suspense	Mono.
Swamp Water	20th-Fox
Swell Guy	Univ.
Sweet Genevieve	Col.
Sweetheart of Sigma Chi	Mono.
Swiss Family Robinson	Astor
Swordsman	Col.

T

Take My Life	Brit.
Tap Roots	Univ.
Tarzan and the Huntress	RKO
Tarzan and the Mermaids	RKO
Temptation	Univ.
Temptation Harbour	Brit.
Tender is the Night	SRO
Tender Years, The	20th-Fox
Tenth Avenue Angel	MGM
Texas	Col.
Texas Trail	SGP
That Brennan Girl	Rep.
That Hagen Girl	WB
That's My Gal	Rep.
That's My Man	Rep.
That Way with Women	WB
The Brothers	Brit.
The Kissing Bandit	MGM
The Last Round-Up	Col.
The Man I Love	WB
The Open Secret	EL
The Patient Vanishes	FC
The Time, the Place & the Girl	WB
There Goes My Heart	Favorite
They Made Me a Killer	Para.
They Won't Believe Me	RKO
Thief of Bagdad	FC
Thieves' Holiday	UA
13 Rue Madeleine	20th-Fox
Thirteenth Hour	Col.
This Happy Breed	Univ.
This Time for Keeps	MGM
Three Little Girls in Blue	20th-Fox
Three on a Ticket	EL
Thunderbolt	Mono.
Thunder in the City	Astor
Thunder in the Valley	20th-Fox
Thunder Mountain	RKO
Till the Clouds Roll By	MGM
Time of Your Life	UA
Time Out of Mind	Univ.
T-Man	E-L
Tom Brown's Schooldays	Astor
Too Many Winners	PRC
Topper Returns	Favorite
Topper Takes a Trip	Favorite
To the Ends of the Earth	Col.
To the Victor	WB
Trail Street	RKO
Trap, The	Mono.
Treasure of the Sierra Madre	WB
Trespasser, The	Rep.
Trouble With Women	Para.
Two Blondes and a Redhead	Col.
Two Guys From Texas	WB
Two Mrs. Carrols	WB
Two Years Before the Mast	Para.
Tycoon	RKO

U

Unconquered	Para.
Undercover Maisie	MGM
Undercurrent	MGM
Under Arizona Skies	RKO
Under the Tonto Rim	RKO
Unexpected Guest	UA
Un faithful	WB
Unfinished Dance	MGM
Unholy Garden	FC
Unsuspected, The	WB
Untamed Fury	EL

V

Vacation Days	Mono.
Vacation in Reno	RKO
Variety Girl	Para.
Vendetta	UA
Verdict	WB
Vigiliantes Return	Univ.
Violence	Mono.
Virtuous	MGM
Voice of the Turtle	WB

W

Wake Up and Dream	20th-Fox
Wallflower	WB
Wanted for Murder	20th-Fox
War Party	RKO
Web, The	Univ.
Web of Danger	Rep.
Welcome Stranger	Para.
Welldigger's Daughter	Misc.
Westerner, The	FC
Western Union	20th-Fox
When a Girl's Beautiful	Col.
Where There's Life	Para.
While the Sun Shines	Brit.
Whiplash	WB
Whispering Smith	Para.
White Cradle Inn	Brit.
Who Killed Doc Robin	UA
Wicked Lady	Univ.
Wild Bill Hickok Rides	WB
Wild Harvest	Para.

Title	Company
Wild West	EL
Winter Wonderland	Rep.
Wistful Widow of Wagon Gap	U-I
Wolf Call	Mono.
Woman Chases Man	FC
Woman in White	WB
Woman on the Beach	RKO
Wyoming	Rep.

Y

Yankee Fakir	Rep.
Yearling, The	MGM
Years Between	Univ.
You Can't Cheat an Honest Man	Univ.
Your Red Wagon	RKO

TITLE CHANGES

"They Passed This Way" (UA) now NEW MEXICO

NEW PICTURES STARTED LAST WEEK

EAGLE-LION

Enchanted Valley—Principals: Alan Curtis, Anne Gwynne. Director, Robert E. Tansey.

Prelude to Night—Principals: Zachary Scott, Louis Hayward, Diana Lynn. Director, Edgar Ulmer.

Tornado Range—Principals: Eddie Dean, Jennifer Holt, Roscoe Ates. Director, Ray Taylor.

METRO-GOLDWYN-MAYER

Homecoming—Principals: Clark Gable, Lana Turner, Anne Baxter, John Hodiak. Director, Mervyn LeRoy.

MONOGRAM

The Man From Powder River—Principals: Johnny Mack Brown, Raymond Hatton, Christine McIntyre. Director, Lambert Hillyer.

The Red Hornet—Principals: Roland Winter, Mantan Moreland. Director, William Beaudine.

REPUBLIC

Slippy McGee—Principals: Donald Barry, Dale Evans, Tom Brown. Director, Al Kelley.

UNIVERSAL-INTERNATIONAL

Letter From an Unknown Woman—Principals: Joan Fontaine, Louis Jourdan, Mady Christians. Director, Max Ophuls.

WARNER BROS.

April Showers—Principals: Jack Carson, Ann Sothern. Director, James Kern.

Christopher Blake—Principals: Alexis Smith, Robert Douglas, Ted Donaldson. Director, Peter Godfrey.

ADVANCE DATA
On Forthcoming Product

GOOD NEWS (MGM) *Comedy-Drama. Principals*: June Allyson, Peter Lawford, Joan McCracken. *Director*, Charles Walters. *Plot*: Into the midst of a happy college group in the 1920s bursts a wealthy young flapper, the *femme fatale* of her generation. The boys are smitten; the girls chagrined. She annexes the football hero, and he drops his steady girl for her, flunks French, and has no heart for football. A clever ruse by the other students straightens out the mixup and everything is peaceful again.

I REMEMBER MAMA (RKO) *Comedy-Drama. Principals*: Irene Dunne, Barbara Bel Geddes, Oscar Homolka. *Director*, George Stevens. *Plot*: This is the story of a patient and understanding mother whose sagacity and wisdom gives everyone confidence. She frequently refers to their "savings," an account which is talked about but never touched. One by one, she helps her children and husband past the vicissitudes which buffet their lives. Finally, with major crises past, Mama reveals the fact that the "savings" was merely her invention for dispelling panic—it never existed at all!

UNITED ARTISTS

Prod. No.	CURRENT 1946-'47		Run Time	Rel. Date	See Issue of
	Abie's Irish Rose (C)F	Joanne Dru-Michael Chekhov	96	12/27/46	b11/30/46
	Adventures of Don Coyote *C (W)F	F. Rafferty-M. Cramer	66	5/9/47	m5/3/47
	Carnegie Hall (D-M)A	M. Hunt-W. Prince-M. O'Driscoll	134	8/8/47	b3/1/47
	Chase, The (D)A	Robert Cummings-Michele Morgan	85	11/22/46	b10/19/46
	Copacabana (M-C)F	C. Miranda-A. Russell-G. Marx	92	5/30/47	b5/24/47
	Dangerous Venture (W)F	A. Clyde-W. Boyd-B. Alexander	59	5/23/47	a2/22/47
	Devil's Playground, The (W)F	William Boyd-Andy Clyde	65	11/15/46	b9/21/46
	Dishonored Lady (D)A	H. Lamarr-D. O'Keefe-J. Loder	89	5/19/47	b4/26/47
	Fabulous Dorseys, The (M)F	T. Dorsey-J. Dorsey-J. Blair	87	2/21/47	b3/1/47
	Fool's Gold (W)F	William Boyd-Andy Clyde	65	1/31/47	b10/12/46
	Fun on a Weekend (C)A	Priscilla Lane-Eddie Bracken	93	5/15/47	b4/12/47
	Little Iodine (C)F	J. Ann Marlowe-Marc Cramer	57	10/11/46	b9/14/46
	Lured (My)A	G. Sanders-L. Ball	102	Sept. '47	b7/19/47
	Macomber Affair, The (D)A	Gregory Peck-Joan Bennett	90	3/21/47	b1/25/47
	New Orleans (D-M)A	A. deCordova-D. Patrick	90	4/16/47	b5/3/47
	Other Love, The (D)A	B. Stanwyck-David Niven	96	7/11/47	b4/5/47
	Private Affairs of Bel Ami, The (D)A	George Sanders-Angela Lansbury	115	3/7/47	b3/1/47
	Ramrod (W-D)A	J. McCrea-V. Lake-D. DeFore	94	5/2/47	b3/1/47
	Red House, The (My)A	Ed. G. Robinson-L. McCallister	98	2/7/47	b2/8/47
	Sin of Harold Diddlebock, The	H. Lloyd-R. Washburn-J. Conlin	89	4/4/47	a2/9/46
	Stork Bites Man (C)A	Jackie Cooper-Gene Roberts	67	6/21/47	b8/16/47
	Strange Woman, The (D)A	H. Lamarr-G. Sanders-L. Hayward	100	10/25/46	b11/2/46
	Susie Steps Out (C-D)F	David Bruce-Cleatus Caldwell	65	12/13/46	b11/23/46
	Unexpected Guest, The (W)F	Wm. Boyd-Andy Clyde	60	3/28/47	b12/14/46
	COMING				
	A Miracle Can Happen	James Stewart-Henry Fonda			
	Arch of Triumph (D)	I. Bergman-C. Boyer			a5/3/47
	Atlantis	Maria Montez-Jean Pierre Aumont			a4/5/47
	Body and Soul (D)A	John Garfield-Lilli Palmer	105	8/22/47	b8/16/47
	Christmas Eve	G. Raft-G. Brent-R. Scott-J. Blondell			a3/29/47
	Comedy Carnival	Rafferty-Olsen-Abel-Grahame	112	8/29/47	
	Dead Don't Dream, The (W)	W. Boyd-A. Clyde			
	Fanny By Gaslight	James Mason-Phyllis Calvert			
	Heaven Only Knows (F-D)A	Robert Cummings-Brian Donlevy	96		b8/2/47
	Henry the Fifth (D)F *T	L. Olivier-R. Asherson	134		b4/27/46
	Here Comes Trouble	William Tracy-Patti Morgan			a8/24/46
	Hoppy's Holiday (W)F	W. Boyd-Mary Ware	60	7/18/47	b5/10/47
	Intrigue	G. Raft-J. Havoc-D. Seymour			
	Mad Wednesday (D)F	H. Lloyd-R. Washburn-J. Conlin	89	4/8/47	b2/22/47
	Marauders, The (W)F	W. Boyd-R. Brooks-A. Clyde	63		b7/19/47
	Monsieur Verdoux (C-D)A	Charles Chaplin-Martha Raye	123		b4/19/47
	New Mexico	Joel McCrea-Frances Dee			
	Sleep, My Love	C. Colbert-R. Cummings-D. Ameche			
	Stampede	John Wayne-Walter Brennan			
	Time of Your Life	J. Cagney-Wm. Bendix-J. Cagney			
	Vendetta (D)	Hillary Brooke-Faith Domergue			
	Without Honor	William Boyd-Andy Clyde			a5/10/47
	Who Killed Doc Robin?	E. Janssen-L. Olsen-D. Belding			a5/31/47

UNIVERSAL-INTERNATIONAL

	CURRENT				
	Black Narcissus *T (D)F	Deborah Kerr-David Farrar	100	Aug. '47	b5/3/47
	Brief Encounter (D)A	Celia Johnson-Trevor Howard	86		b5/3/47
620	Brute Force (D)A	B. Lancaster-H. Cronyn-C. Bickford	98	Aug. '47	b6/21/47
612	Buck Privates Come Home (C)F	Bud Abbott-Lou Costello	77	April	b3/15/47
	Captive Heart, The (D)A	Michael Redgrave-Mervyn Johns	87		b4/13/47
601	Dark Mirror, The (My)A	O. DeHavilland-Lew Ayres	85	Oct.	b10/15/46
2791	Destry Rides Again	M. Dietrich-J. Stewart	94	Mar.	Reissue
613	Egg and I, The (C)F	Claudette Colbert-Fred MacMurray	108		b3/23/47
	Freida (D)A	David Farrar-Mai Zetterling	65	Aug. '47	b6/28/47
619	Great Expectations (D)F	J. Mills-Valerie Hobson	116	July	b12/21/46
	I Know Where I'm Going (D)F	W. Hiller-R. Livesy-P. Brown	91		b1/5/46
607	I'll Be Yours (C-M)F	D. Durbin-T. Drake-W. Bendix	93	Jan.	b1/25/47
2794	I Stole a Million	G. Raft-C. Trevor-D. Foran	78	April	Reissue
616	Ivy (D)A	Joan Fontaine-Patric Knowles	99	June	b6/14/47
	Johnny Frenchman	Francoise Rosay-Patricia Roc	104		
602	Magnificent Doll (D)F	G. Rogers-D. Niven-B. Meredith	94	Nov.	b11/23/46
2795	Magnificent Obsession	Irene Dunne-Robert Taylor	101	May	Reissue
610	Michigan Kid *C (W)F	John Hall-Rita Johnson	69	Mar.	b2/15/47
1066	Notorious Gentleman, The (D)A	Rex Harrison-Lilli Palmer	106	Nov.	b2/16/46
617	Odd Man Out (D)A	James Mason-Robert Newton	116	June	b2/14/47
2796	One Hundred Men and a Girl	Deanna Durbin-L. Stokowski	84	May	Reissue
608	Song of Scheherazade *T (M)F	Y. DeCarlo-B. Donlevy-J. P. Aumont	106	Mar.	b2/1/47
623	Slave Girl *T (C-R)A	Yvonne deCarlo-George Brent	80	Aug.	b7/19/47
609	Smash-Up, The Story of a Woman (D)A	S. Hayward-L. Bowman-E. Albert	102	Mar.	b2/8/47
611	Stairway to Heaven *T (D)A	David Niven-R. Massey	103	Mar.	b11/16/46
606	Swell Guy (D)A	Sonny Tufts-Ann Blyth	86	Jan.	b12/14/46
604	Temptation (D)A	M. Oberon-G. Brent-C. Korvin	98	Dec.	b12/14/46
	This Happy Breed *T (D)A	Robert Newton-Celia Johnson	110		b4/19/47
614	Time Out of Mind (D)A	P. Calvert-R. Hutton-E. Raines	88	May	b3/22/47
2793	You Can't Cheat an Honest Man	W. C. Fields-Edgar Bergen	73	April	Reissue
618	Vigilantes Return *C	Jon Hall-Margaret Lindsay	67	July	a7/13/46
615	Web, The (M)	V. Prince-E. Raines	87	June	b5/24/47
2792	When the Daltons Rode	R. Scott-K. Francis-B. Donlevy	81	Mar.	Reissue
605	Wicked Lady, The (D)A	M. Lockwood-J. Mason-P. Roc	98	Jan.	b1/12/47
	COMING				
	A Double Life	Ronald Colman-Signo Hasse			
	A Lady Surrenders (D)A	Margaret Lockwood-Stewart Granger	113		b10/12/46
	Exile, The	D. Fairbanks, Jr.-M. Montez-P. Croset			a6/28/47
	Imagination (D)	R. Colman-S. Hasso-E. O'Brien			a8/16/47
	Legend of Black Bart, The *T	Y. DeCarlo-D. Duryea			a8/2/47
	Letter From an Unknown Woman	Joan Fontaine-Louis Jourdan			
	Lost Moment, The	S. Hayward-R. Cummings-J. Loring			
	Magic Bow, The (D-M)F	Stewart Granger-Phyllis Calvert	106		b9/28/46
	My Heart Goes Crazy *T (M)F	Sid Field-Greta Gynt	120		b9/7/46
	Naked City, The (My)	B. Fitzgerald-D. Hart			
	Oh Say Can You Sing	Sheila Ryan-Fred Brady			a5/25/46
	Pirates of Monterey *T	Maria Montez-Rod Cameron-P. Reed			a5/25/46
	Ride the Pink Horse (D)	R. Montgomery-W. Hendrix			a7/9/47
	Secret Beyond the Door (D)	J. Bennett-M. Redgrave-A. Revere			a5/17/47
	Senator Was Indiscreet, The (D)	W. Powell-E. Raines			a7/9/47
622	Singapore (D)A	F. MacMurray-A. Gardner-P. Dorn	79	Sept.	b8/16/47
621	Something in the Wind (M)A	D. Durbin-J. Dall-D. O'Connor	89	Sept.	b7/26/47
	Tap Roots	Van Heflin-Susan Hayward			
	Wistful Widow of Wagon Gap (C)	B. Abbott-L. Costello-M. Main			a7/12/47
	Years Between, The	M. Redgrave-V. Hobson-F. Robson			

WARNER BROS.

CURRENT 1946-'47

613	**Beast With Five Fingers, The (H)**	Robert Alda-Andrea King	88	2/8/47		b12/21/46
622	**Cheyenne (W-D)F**	Dennis Morgan-Jane Wyman	100	6/14/47		b4/26/47
625	**Cry Wolf (My)A**	Errol Flynn-Barbara Stanwyck	83	7/6/47		b7/5/47
605	**Deception (D)A**	B. Davis-P. Henreid-C. Rains	112	10/26/46		b10/19/46
627	Dust Be My Destiny	J. Garfield-A. Hale-P. Lane	88	8/7/47		Reissue
612	Humoresque (D)A	J. Crawford-J. Garfield-O. Levant	126	1/25/47		b12/23/46
608	**Kings Row**	A. Sheridan-R. Cummings-R. Reagan	127	12/7/46		Reissue
620	Love and Learn (C-M)A	J. Carson-R. Hutton-M. Vickers-J. Paige	83	5/3/47		b3/29/47
626	Marked Woman	B. Davis-H. Bogart	96	8/7/47		Reissue
606	Never Say Goodbye (C)F	Errol Flynn-Eleanor Parker	96	11/9/46		b10/26/46
614	**Nora Prentiss (D)A**	A. Sheridan-K. Smith-R. Alda	113	2/22/47		b2/8/47
604	Nobody Lives Forever (D)A	J. Garfield-G. Fitzgerald	100	10/12/46		b9/28/46
624	Possessed (D)A	J. Crawford-Van Heflin-R. Massey	108	7/28/47		b5/31/47
615	Pursued	Teresa Wright-Robert Mitchum	101	3/2/47		
616	**The Sea Hawk**	Errol Flynn-Claude Rains	109	4/26/47		Reissue
619	The Sea Wolf	E. G. Robinson-I. Lupino-J. Garfield	87	4/25/47		Reissue
602	Shadow of a Woman (D)A	Andrea King-Helmut Dantine	78	9/14/46		b8/17/46
617	Stallion Road (D)A	R. Reagan-A. Smith-Z. Scott	97	4/12/47		b3/2/47
616	**That Way With Women (C)F**	S. Greenstreet-M. Vickers-D. Clark	85	3/29/47		b2/15/47
611	The Man I Love (D)A	Ida Lupino-Robert Alda	97	1/11/47		b12/28/46
621	**Two Mrs. Carrolls, The (D)A**	H. Bogart-B. Stanwyck-A. Smith	99	5/24/47		b4/5/47
723	Unfaithful, The (D)A	A. Sheridan-Z. Scott-L. Ayers	110	7/5/47		b5/31/47
609	**Wild Bill Hickok Rides**	C. Bennett-B. Cabot-W. William	72	12/7/46		Reissue

COMING

	Always Together	J. Reynolds-R. Hutton				
	April Showers	J. Carson-A. Sothern				
	Christopher Blake	A. Smith-R. Douglas				
	Dark Passage (D)	H. Bogart-L. Bacall-B. Bennett				a5/17/47
701	Deep Valley	Dane Clark-Ida Lupino-Wayne Morris	105	9/1/47		a4/5/47
	Escape Me Never	E. Flynn-I. Lupino-G. Young				a3/8/46
	Ever the Beginning	L. Palmer-S. Wanamaker-A. Tamiroff				
702	Life With Father *T (C-D)F	I. Dunne-W. Powell-E. Taylor	118	9/13/47		b8/16/47
	My Wild Irish Rose *T	D. Morgan-A. King-A. Dahl				
	Night Unto Night (D)	Ronald Reagan-Viveca Lindfors				a5/10/47
	Romance in High C *T	Jack Carson-Doris Day-Janis Paige				
	Silver River	E. Flynn-A. Sheridan-T. Mitchell				
	That Hagen Girl	S. Temple-R. Reagan-R. Calhoun				
	To the Victor	Dennis Morgan-Viveca Lindfors				
	Treasure of the Sierra Madre	H. Bogart-W. Huston-T. Holt				
	Two Guys From Texas *T	J. Carson-D. Morgan-D. Malone				
	Unsuspected, The (D)	C. Rains-J. Caulfield-A. Totter				a6/14/47
	Voice of the Turtle, The (C-D)	R. Reagan-E. Parker-E. Arden				a7/5/47
	Wallflower (C-D)	Robert Hutton-Joyce Reynolds				a7/12/47
	Whiplash	D. Clark-A. Smith-S. Z. Sakall				
	Woman in White, The	A. Smith-E. Parker-S. Greenstreet				a4/26/47

BRITISH PRODUCT (U. S. Distribution Not Set)

	A Man About the House (D)A	Margaret Johnson-Dulcie Gray	97	Lon. Films		b6/28/47
	Beware of Pity (D)A	Lilli Palmer-Albert Lieven	105	Rank		b6/29/46
	Carnival (D)A	Sally Gray-Michael Wilding	93	Rank		b10/26/46
	Courtneys of Curzon St. (D-M)	Anna Neagle-Michael Wilding	120	London		b4/19/47
	Dancing With Crime (D)A	Richard Attenborough-Sheila Sim	82	Para.		b6/28/47
	Dear Murderer (D)A	E. Portman-G. Gynt-D. Price	94	Rank		b6/7/47
	Green Cockatoo, The (G)A	J. Mills-R. Ray-R. Newton	65	Devonshire		b8/2/47
	Green Fingers (D)A	Robert Beaty-Carol Raye	85	ABPC		b10/26/46
	Holiday Camp (D)A	F. Robson-D. Price-J. Warner	97	Rank		b8/16/47
	Hue and Cry (D)F	Alastair Sim-Valerie White	82	Rank		b2/22/47
	Hungry Hill (D)A	Margaret Lockwood-Dennis Price	109	Rank		b1/18/47
	Jassy *T (D)A	M. Lockwood-P. Roc-D. Price	102	Rank		b8/23/47
	Laughing Lady *T (M)F	Anne Zeigler-Webster Booth	90	ABPC		b10/26/46
	Loves of Joanna Godden, The (D)A	G. Withers-J. Macallum	85			b6/21/47
	The Man Within *T (D)A	Michael Redgrave-Jean Kent	85	Rank		b4/12/47
	Men of Two Worlds *T (D)A	Phyllis Calvert-Eric Portman	109	Rank		b7/27/46
	Nicholas Nickelby (D)F	Cedric Hardwicke-Sally Howes	105	Rank		b3/22/47
	Root of All Evil (D)A	Phyllis Calvert-Michael Rennie	110	Rank		b2/22/47
	School for Secrets (D)F	Ralph Richardson-Pamela Matthews	108	Rank		b11/16/46
	Take My Life (D)F	Hugh Williams-Greta Gynt	79	Rank		b5/17/47
	Temptation Harbour (D)A	Robert Newton-Simone Simon	110	ABPC		b3/29/47
	The Brothers (D)A	Patricia Roc-Will Fyffe-M. Reed	98	Rank		b5/24/47
	Upturned Glass, The (D)A	J. Mason-Rosamond John	86	Univ. Int.		b6/28/47
	While the Sun Shines (C)A	Barbara White-Ronald Howard	89	ABPC		b2/8/47
	White Cradle Inn (D)F	M. Carroll-I. Hunter-M. Rennie	83	London		b3/29/47

MISCELLANEOUS

	Angel and Sinner (D)A	Micheline Preslie-Louis Salou	86	A.F.E.		b3/1/47
	Anything for a Song (M-C)A	F. Tagliavini-C. Campanini	76	Superfilm		b7/9/47
	A Yank in Rome (D)F	Valentina Cortese-Leo Dale	97	Film Rights		b3/22/47
	Barber of Seville (Opera)	F. Tagliavini-T. Gobbi	110	Excelsior		b4/19/47
	Before Him All Rome Trembled (D-M)A	Anna Magnani-Gina Sinimberghi	105	Superfilm		b3/1/47
	Broken Love (D)A	B. Gigli-E. Grammatica	92	Ital.		b8/2/47
	Bellman, The (D)A	Lucien Coedel-Fernand Ledoux	95	Mage		b4/5/47
	Carmen (D)A	Viviane Romance-Jean Marais	101	Superfilm		b12/7/46
	Citizen Saint (B)F	J. Prouty-L. MacMartin	65	Elliott		b5/3/47
	Clandestine (D)A	Constant Remy-Suzy Carrier	89	W. Hem.		b1/18/47
	Colonel Chabert (D)A	Raimu-M. Bell	93	Siritzky		b6/21/47
	Devil's Hand, The (D)A	Pierre Fresnay-Josseline Gael	80			b11/16/46
	Francis the First (C)A	Ferandel-Mona Goya	90	Vog Films		b1/25/47
	Genius & the Nightingale, The (D)F	M. Cebotari-R. Brazzi	100	Superfilm		b8/2/47
	Girl and the Devil, The (D)A	Gunn Wallgren-Strig Jarrell	87	Scandia		b5/17/27
	Great Dawn, The (D-M)A	Pierino Gamba-Renee Faure	83	Superfilm		b8/9/47
	Ivan the Terrible (D)A	N. Cherkassov-L. Tselikovskaya	96	Artkino		b3/15/47
	King's Jester, The (D-M)A	M. Simon-R. Brazzi	94	Superfilm		b6/21/47
	Laugh, Pagliacci (D-M)F	Alida Valli-Beniamino Gigli	82	Continental		b5/10/47
	Miracle of Monte Cassino (R-B)F	Fosco Giachetti-Nino Pavese	90	Simpex		b5/31/47
	On Parade	G. Davis-F. Blanchard-T. Harmon				
	Queen for a Night (O)A	Gurlie Lemon Bernhard-G. Bjoerling	89	Saga Films		b1/4/47
	Queen's Necklace, The (D)A	Viviane Romance-Marion Dorian	105	Siritzky		b5/10/47
	Roosevelt Story, The (Doc)F	Documentary	80	Tola		b7/5/47
	St. Francis of Assisi (D)F	Jose Luis Jimenez-Alicia DePhillips	119	Simpex		b4/5/47
	School for Danger (Doc)F	Capt. H. Ree-J. Nearne	60	Eng. Films		b2/22/47
	Sepia Cinderella (C-M)A	B. Daniels-S. Guyse-Tondaleyo	58	Herald		b7/26/47
	Shop Girls of Paris (D)A	M. Simon-A. Prejean	90	Mage		b6/21/47
	Swing, Cowboy, Swing (W-M)F	C. Shrun-D. Weston-A. Lee	57	Westernair		b9/7/46
	They Made Me a Fugitive (D)A	Sally Gray-Trevor Howard		Alliance		b7/12/47
	Thunder in the Hills (D)A	J. Prucha-J. Kacer-V. Nasova	78	Gen. Film		b5/10/47
	Torment (D)A	Alf Kjellin-Mai Jetterling	95	Oxford		b4/19/47
	Two Anonymous Letters (D)A	C. Calamai-A. Checchi	83	Film Rights		b5/3/47
	Vow, The (D)A	M. Gelovani	103	Artkino		b6/21/47
	Welldigger's Daughter, The (C)A	Raimu-Fernandel	122	Siritzky		b10/5/46

ADVANCE DATA

(*Continued from Preceding Page*)

FIGHTING FATHER DUNNE (RKO) *Drama. Principals:* Pat O'Brien, Myrna Dell, Charles Kemper. *Director,* Ted Tetzlaff. *Plot:* The pastor of a church starts a home for newsboys to keep them off the streets and out of trouble. Only one boy eludes Father Dunne's efforts, and this boy, involved in a robbery, kills an officer and is sentenced to hang. The Father works desperately to have the sentence commuted, but to no avail. Depressed at his failure, his confidence is restored when a small boy seeks him out for aid.

THE DARK ROAD (Screen Guild) *Drama. Principals:* John Shelton, Ann Doran, Guinn Williams. *Director,* Walter Colmes. *Plot:* A bank clerk steals $200,000, hides it in his cemetery plot. When apprehended he refuses to reveal its whereabouts, is content to serve sentence knowing that some day the fortune will be his. When he emerges from jail he discovers that his loyal wife has found the money and returned it to the bank. The relieved couple go to their shabby home to start life anew together.

NATIONAL REVIEWING COMMITTEES' CLASSIFICATIONS

LURED (UA)
CLASS A—SEC. II—National Legion of Decency.
ADULT—General Federation of Women's Clubs.

SECRET LIFE OF WALTER MITTY (RKO)
FAMILY—National Board of Review.
CLASS A—SEC. I—National Legion of Decency.

SON OF RUSTY (Col.)
FAMILY—National Board of Review.
CLASS A—SEC. I—National Legion of Decency.

The authorities quoted in this column are as follows:

GENERAL FEDERATION OF WOMEN'S CLUBS. The motion picture committee is headed by Mrs. Arretus F. Burt, chairman, of St. Louis. Two reviewing committees are maintained—Mrs. Mary Lilly, New York, Eastern Committee chairman; Mrs. John Sterns Thayer, Los Angeles, Western Committee chairman. Designations used; FAMILY—8 years and up; MATURE FAMILY—14 years and up; ADULTS—Senior High School Students and Adults; **—indicates picture is rated as "Exceptional."

NATIONAL BOARD OF REVIEW: Founded in 1909 "to represent the interest of the motion picture public." The reviewing committee consists of some 300 men and women of all ages, "representing a cross-section of public taste." Designations used: FAMILY—14 years of age and up (recommendations for age groups under 14 are by Schools M. P. Committee of the National Board); MATURE—18 years old up; *—indicates picture "especially worth seeing."

NATIONAL LEGION OF DECENCY: Committee of International Federation of Catholic Alumnae reviews pictures and publishes its classifications for guidance of members of the Legion—composed of those members of the Catholic Church who join the Legion. Designations used: Class A—Section I — Unobjectionable for General Patronage; Class A—Section II—Unobjectionable for Adults; Class B—Objectionable in Part; Class C—Condemned.

SHORT Booking GUIDE

Short subjects are listed by series under headings of companies distributing them. Numerals in parenthesis following series title indicate number of releases in that group announced for, or sold for, the season. Numerals at left of titles is production or release number. Films reviewed are indicated by reviewers' ratings following titles. Third column gives running time of the subject and final column refers to date on which review of the subject was published.

1946-1947 RELEASES

COLUMBIA

ALL-STAR COMEDIES (10)

8431	Society Mugs ..... Fair	16	..12/28/46
8432	So's Your Antenna..... Juvenile	17	..11/16/46
8433	Slappily Married ..... Nonsense	16½	..12/ 7/46
8434	Meren Than Off..... Fair	18	.. 2/ 8/47
8435	Andy Plays Hookey.... Fair	18	.. 3/15/47
8436	Meet Mr. Mischief..... Good	17½	.. 5/10/47
8437	Scooper Dooper ..... Funny	18	.. 5/10/47
8438	The Good Bad Egg.....	17	.....
8439	Bride and Gloom.....	16	.....
8440	Two Jills and a Jack.....	18	.....

ASSORTED 2-REEL COMEDIES (6)

8421	Pardon My Terror.....	16½	.....
8422	Honeymoon Blues ..... Dull	17	..11/16/46
8423	Rene-vated	17	.....
8424	Hot Heir ..... Funny	18	.. 4/ 5/47
8425	Cupid Goes Nuts.....		.....
8426	Nervous Shakedown	15½	.....
8427	Training for Trouble.... Fair	15½	.....

THREE STOOGES COMEDIES (10)

8401	G. I. Wanna Home.....	15½	.....
8402	Rhythm and Weep..... Fair	17½	..11/ 2/46
8403	Three Little Pirates.... Funny	18	..3/15/47
8404	Half-Wit's Holiday .... Funny	17½	.. 3/29/47
8405	Fright Night ..... Funny	17	.. 5/10/47
8406	Out West ..... Funny	17½	.. 5/10/47
8407	Hold That Lion.....	16½	.....

COLOR RHAPSODIES—Technicolor (10)

8501	Lose Lobo ..... Cute	6	..12/ 7/46
8502	Cockatoos for Two.....	6	.....
8503	Big House Blues.....	7	.....
8504	Mother Huba-Huba-Hubbard	6	.....
8505	Up 'N Atom..... Hilarious	6	.....

COLOR PHANTASIES (12)

8701	Fowl Brawl ..... Funny	6	.. 4/ 5/47
8702	The Uncultured Vulture.. Funny	5½	.. 5/10/47
8703	Wacky Quacky ..... Good	6	.. 8/ 2/47
8704	Leave Us Chase It.....	6½	.....
8705	Tooth or Consequences... Funny	6½	.....

COMMUNITY SINGS (10)

8651	No. 1 (Leibert) The Gypsy	9½	.....
8652	No. 2 (Bakers) It's a Pity to Say Goodnight. Entertaining ..	10	..11/ 2/46
8653	No. 3 (Leibert) Surrender ..... Good	9½	..11/16/46
8654	No. 4 (Baker) Pretending	9½	.....
8655	No. 5 (Liebert) Rumors Are Flying ..... Singable	10	.. 3/15/47
8656	No. 6 (Baker) Ole Buttermilk Sky ..... Good	10	.. 5/10/47
8657	No. 7 (Leibert) The Coffee Song & Open the Door Richard ..... Good	9½	.. 5/10/47
8658	No. 8 (Baker) I'll Close My Eyes	10½	.....
8659	No. 9 (Leibert) For Sentimental Reasons	10½	.....
8660	No. 10 Managua, Nicaragua ..... Good	10	.....

THRILLS OF MUSIC (8)

8951	Jerry Wald & Orch.....	10	.....
8952	Machito & Orch..... Good	10½	..11/16/46
8953	Les Elgart & Orch..... Fair	10	.. 1/25/47
8954	Ray McKinley & Orch.....	9½	.....
8955	Shorty Sherock & Orch... Good	8½	.. 5/ 3/47
8956	Buddy Morrow & Orch.....	9½	.....
8957	George Towne & Orch.....	10	.....
8958	Ray Anthony & Orch.....	10½	.....

SCREEN SNAPSHOTS (12)

8851	No. 1 (Radio Characters).....	10	.....
8852	No. 2 (Looking Down on Hollywood ..... Good	10	..11/16/46
8853	No. 3 (Rodeo) ..... Very Good	10	.. 2/ 8/47
8854	No. 4 (Skolsky Party).....	9½	.....
8855	No. 5 (Movie Columnists) ..... Interesting	9	.. 3/15/47
8856	No. 6 (Behind the Mike) ..... Fair	9	.. 3/29/47
8857	No. 7 (Holiday in Las Vegas)	10	.....
8858	No. 8 My Pal Ringeye (Smiley Burnette)	10	.....

SCREEN SNAPSHOTS (Series 26) 1 Reel

8859	Famous Hollywood Mothers	10	.....
8860	So This Is 'Ollywood.....	9	.....

SPORTS REELS (12)

8801	Army Football Champions. Excellent	11	..11/ 2/46
8802	Ten Pin Magic ..... Fair	10	..11/16/46
8803	Hi-Li ..... Interesting	9½	..12/28/46
8804	Best in Show (Dogs).....	9	.....
8805	Polo ..... Interesting	9	.. 5/10/47
8806	Cue Tricks	9	.....
8807	Tennis Wizards	9	.....
8808	Goofy Golf ..... Good	9	.. 8/23/47
8809	Grappling Groaners	9	.....
8810	Volley-Oop!	8	.....

SERIALS

8120	Son of the Guardsmen..... 15 Chaps. 26		.10/26/46
8140	Jack Armstrong ..... 15 Chap. 26-25..		3/ 1/47
8160	The Vigilante ..... Exploitable .... 20-25..		7/19/47

METRO-GOLDWYN-MAYER

MGM TECHNICOLOR CARTOONS (16)

W-831	Henpecked Hoboes		.....
W-834	Hound Hunters	7	.....
W-836	Red Hot Rangers.....	8	.. 5/31/47
W-839	Uncle Tom's Cabana.....	8	.....

TOM & JERRY (Technicolor) CARTOONS

W-832	Cat Fishin'	8	.....
W-833	Part Time Pal.....	8	.....
W-835	Cat Concerto ..... Excellent	7	.. 5/10/47
W-837	Dr. Jekyll & Mr. Mouse	7	.....
W-838	Salt Water Tabby.....	7	.....

PETE SMITH SPECIALTIES (10)

S-851	Football Thrills of 1945.....	10	.....
S-852	Sure Cures ..... Excellent	10	..10/ 5/46
S-853	I Love My Husband But.....		.....
S-854	Playing By Ear.....		.....
S-855	Athletiquiz		.....
S-856	Diamond Demon ..... Amazing	10	.. 3/ 1/46
S-857	Early Sports Quiz.....	9	.....
S-858	I Love My Wife But.....	9	.....
S-859	Neighbor Pests		.....
S-860	Pet Peeves	9	.....

TWO REEL SPECIALS (4)

A-801	Luckiest Guy in the World		.....

PASSING PARADE (6)

K-871	A Really Important Person		.....

TRAVELTALKS

T-811	Glimpses of California.....		.....
T-812	Calling on Costa Rica.....	10	.....
T-813	Around the World in California	9	.....5/17/47
T-814	On the Shores of Nova Scotia	8	.....

MGM SPECIALS

A-802	Give Us The Earth.....		.....6/21/47

PARAMOUNT

NOVELTOONS—Technicolor (65)

P6-1	Spree for All ..... Good Start	7	..10/26/46
P6-2	The Stupidstitious Cat.... Funny	7	.. 5/10/47
P6-3	The Enchanted Square... Very Good	10	.. 5/10/47
P6-4	Madhattan Island ..... Excellent	9	.....
P6-5	Much Ado About Mutton. Good	8	.....
P6-6	The Wee Men..... Wonderful	10	.....
P6-7	The Mild West.....	7	.....
P6-8	Naughty But Mice.....	7	.....

PACEMAKERS (6)

K6-1	Brooklyn I Love You.... Superb	10	..10/26/46
K6-2	Love in Tune..... Different	9½	..11/16/46
K6-3	Radio, Take It Away.... Swell Satire ...	11	.. 3/ 1/47
K6-4	Try and Catch Me.....	9	.....
K6-5	Brains Can Be Beautiful. Interesting	10	.. 7/ 9/47
K6-6	Everybody Talks About It.....	11	.....

POPULAR SCIENCE—Magnacolor (6)

J6-1	No. 1 ..... Average	11	..11/16/46
J6-2	The Sponge Divers..... Fair	11	.. 1/25/46
J6-3	Air-Borne Pastures ..... Good	11	.. 2/ 8/47
J6-4	Marine Miracles ..... Fascinating ...	10	.. 5/ 3/47
J6-5	Moon Rockets ..... Excellent	10	.. 7/ 9/47
J6-6	20th Century Vikings..... Interesting	11	.....

SPORTLIGHTS (10)

R6-1	Race Horses Are Born... Good	9	..10/26/46
R6-2	Dive-Hi Champs ..... Good	10	..11/16/46
R6-3	Queen of the Court..... Very Good	10	.. 1/25/46
R6-4	Like Father—Like Son... Interesting	10	.. 1/25/46
R6-5	Jumping Jacks ..... Excellent	9½	.. 3/15/47
R6-6	Selling the Sun..... Excellent	10	.. 2/ 8/47
R6-7	Under White Sails.....	9	.....
R6-8	Iced Lightning ..... Good	10	.. 5/10/47
R6-9	Making the Varsity..... Interesting	10	.. 7/26/47
R6-10	Diamond Gals ..... Excellent	10	.....

UNUSUAL OCCUPATIONS—Magnacolor (6)

L6-1	No. 1 ..... Average	10	..11/16/46
L6-2	Swedish Glass Makers.... Interesting	10	.. 2/ 5/47
L6-3	G.I. Hobbies	11	.....
L6-4	Stunt Girl ..... Good	11	.. 7/19/47
L6-5	Arctic Artisan ..... Interesting	11	.....
L6-6	Film Tot Fairyland.....	11	.....

SPEAKING OF ANIMALS (6)

Y6-1	Stork Crazy ..... Very Good	10	.. 1/25/47
Y6-2	Pooch Parade ..... Good	10	.. 1/25/47
Y6-3	Country Life	9	.....
Y6-4	They're Not So Dumb.....	8	.....
Y6-5	In Love ..... Very Funny	10	.. 7/26/47
Y6-6	As Our Friends..... Hilarious	10	.....

MUSICAL PARADES (6)

FF6-1	Sweet and Low.....	18	.....
FF6-2	Champagne for Two..... Good	20	.. 7/ 9/47
FF6-3	Smooth Sailing ..... Good	20	.....
FF6-4	Paris in the Spring.....	19	.....
FF6-5	Midnight Serenade		.....
FF6-6	Jingle, Jangle, Jingle.....		.....

GEORGE PAL PUPPETOONS—Technicolor (6)

U6-1	Wilbur the Lion..... Excellent	10	.. 5/ 3/47
U6-2	Tubby the Tuba.....	10	.....
U6-3	Date With Duke.....		.....
U6-4	Rhapsody in Wood.....		.....

POPEYE (6)

E6-1	Abusement Park	7	.....
E6-2	I'll Be Ski-ing Ya.....	8	.....
E6-3	Popeye and the Pirates.....	8	.....
E6-4	Royal Four Flusher.....	6	.....
E6-5	Wotta Knight		.....
E6-6	Safari So Good.....		.....

TWO REEL SPECIAL

87	Two Decades of History.....	22½	.....

LITTLE LULU

D6-1	Loose in the Caboose..... Funny	8	.. 5/10/47
D6-2	Cad and Caddy..... Amusing	8	.....
D6-3	A Bout With a Trout.....	8	.....
D6-4	Super Lulu		.....
D6-5	The Baby Sitter.....		.....
D6-6	The Dog Show-Off.....		.....

RKO RADIO

EDGAR KENNEDY (8)

73401	I'll Build It Myself..... Hilarious	15	..10/26/46
73402	Do Or Diet..... Good	18	.. 3/15/47
73403	Social Terrers	18	.....
73404	Heading for Trouble.... Funny	18	.....
73405	Host-to-a-Ghost	17	.....

FLICKER FLASHBACKS (8)

74201	No. 1 ..... Excellent	8	..10/26/46
74202	No. 2 ..... Good	9	..11/16/46
74203	No. 3	8	.....
74204	No. 4	10	.....
74205	No. 5 ..... Good	8	.. 5/10/47
74206	No. 6	8	.....
74207	No. 7	9	.....

RAY WHITLEY MUSICALS (4)

73501	Bar Buckaroo	18	.....
73502	Cupid Rides the Range.....	18	.....
73503	Bandits and Ballads.....	17	.....
73504	A Buckaroo Broadcast.....	18	.....

SPORTSCOPES (13)

74301	Skating Lady ..... Smooth	8	..10/26/46
74302	Hail Notre Dame.....	8	.....
74303	Bowling Fever ..... Fair	8	..12/28/46
74304	Kentucky Basketeers .... Excellent	8	.. 1/25/46
74305	College Climbers	8	.....
74306	Ski Champion ..... Excellent	8	.. 3/15/47
74307	Ice Skippers	8	.....
74308	Wild Turkey	8	.....
74309	Racing Sleuth ..... Good	8	.. 8/23/47
74310	Summer Tale	8	.....
74311	Ski Belles ..... Excellent	8	.....
74312	Chasing Rainbows	8	.....

THIS IS AMERICA (13)

73101	Beauty for Sale..... Interesting	17	..12/ 7/46
73102	Germany Today ..... Informative ...	16	.. 1/25/46
73103	A Nation Is Born.....	20	.....
73104	Campus Boom ..... Timely	16	.. 3/15/47
73105	San Francisco—Pacific Gateway ..... Excellent	16	.. 3/22/47
73106	Forgotten Island	18	.....
73107	Big Party	17	.....
73108	I Am An Alcoholic.....	18	.....
73109	Passport to Nowhere..... Stirring	19	.. 7/12/47
73110	Whistle in the Night... Entertaining ..	18	.. 8/ 2/47

MUSICAL FEATURETTES (4)

73201	Melody Time ..... Very Good	18	.. 1/25/47
73202	Follow That Music.....	18	.....
73203	Let's Make Rhythm.....	20	.....

SPECIAL

73901	Football Highlights of 1946	20	.....

LEON ERROL

73701	Borrowed Blonde ..... Fair	15	.. 3/29/47
73702	Wife Tames Wolf..... Fair	17	.. 5/10/47
73703	In Room 303.....	17	.....
73704	Hired Husband	18	.....

WALT DISNEY

64116	Rescue Dog ..... Hilarious	7	.. 5/10/47
64117	Straight Shooters ..... Funny	6	.. 8/ 2/47
64118	Sleepy Time Donald.....	7	.....
74101	Figaro and Frankie.....	7	.....
74102	Clown of the Jungle.....	6	.....
74103	Donald's Dilemma ..... Very Funny	7	.. 7/19/47

20th CENTURY-FOX

MOVIETONE ADVENTURES (12)

7201 Fantasy of Siam .....Excellent ..... 8 .. 2/ 8/46
7202 Royalty of the Range....Interesting ... 9 ..
7203 Harvest of the Sea.....Interesting .... 8 .. 3/29 47

(Color)

7251 Sons of Courage..... 8 .....
7252 Jamaica .....Excellent ..... 8 ..10/26/46
7253 Historic Capetown .....Excellent ..... 8 .. 9/21/46
7254 Girls and Gags..... 8 .....
7255 The Cape of Good Hope..Interesting .... 8 .. 5/10/47
7256 Zululand .....Interesting .... 8 .. 3/29/47
7257 Gardens of the Sea.....
7258 Romance of the Fjords.....
7259 Sweden .....

SPORTS REVIEWS—Technicolor (6)

7301 Football Fanfare .....Good ..... 8 .. 3/14/46
7302 Style of the Stars.....Good ..... 10 .. 3/29/47
7303 Tanbark Champion .....

(Technicolor)

7351 Winter Holiday .....Good ..... 8 .. 9/21/46
7352 Summer Trails .....Beautiful ..... 8 .. 1/25/46
7353 Playtime's Journey ..... 8 .....

TERRYTOONS—Technicolor (20)

7501 Winning the West.....Good ..... 7 .. 9/14/46
7502 The Tortoise Wins Again..Good ..... 7 .. 8/17/46
7503 The Eltetronic Mouse Trap .....Very Good .... 7 .. 2/ 8/47
7504 The Jail Break.....Fine ..... 7 ..10/ 5/46
7505 The Snow Man..... 7 .....
7506 The Housing Problem....Funny ..... 7 .. 9/21/46
7507 The Crockpot King.....Wonderful .... 7 .. 1/25/46
7508 The Uninvited Pests..... 7 .....
7509 Mighty Mouse and the Hep Cat .....Very Good .... 7 .. 1/25/47
7510 Beanstalk Jack ..... 7 .....
7511 Crying Wolf ..... 7 .....
7512 McDougal's Rest Farm..Very Funny ... 7 .. 3/28/47
7513 Dead End Cats..... 7 .....
7514 Happy Go Lucky..... 7 .....
7515 Mexican Baseball ..... 7 .....
7516 Aladdin's Lamp ..... 7 .....
7517 Cat Trouble ..... 7 .....
7518 Sky Is Falling..... 7 .....
7519 The Intruder ..... 7 .....
7520 Mighty Mouse Meets Deadeye Dick ..... 7 .....

MARCH OF TIME (13)

1 Is Everybody Happy ..... 18 .....
2 World Food Problem....Excellent ..... 17 ..10/ 5/44
3 The Soviets' Neighbor...Revealing .... 18 ..11/ 2/46
4 The American Cop.....Good ..... 18 ..12/8/46
5 Nobody's Children .....Excellent ..... 17 ..12/28/46
6 Germany—Handle With Care .....Excellent ..... 19 .. 2/ 8/47
7 Fashion Means Business.Excelent ..... 17½.. 3/ 1/47
8 The Teachers' Crisis .....
9 Storm Over Britain.....
10 The Russians Nobody Knows .....
11 Your Doctors—1947 ..... 19 .....
12 New Trains for Old?....Good ..... 18½.. 7/12/47
Turkey's 100 Million.....Informative .... 18 .. 8/16/47

DRIBBLE PUSS PARADE

7901 Monkey-Tone News ....Amusing ..... 8 .. 2/ 8/47
7951 Fisherman's Nightmare .Entertaining .. 8 .. 3/15/47

UNITED ARTISTS

DAFFY DITTIES

Choo Choo Amigo.....Excellent ..... 8 .. 8/ 7/46
The Lady Said No..... 8 .....
Pepito's Serenade ..... 7½.....

MUSICOLORS (7)

Toccata and Fugue.....Intriguing .... 10 ..10/26/46

WORLD TODAY

Wonder Eye .....Interesting .... 10 .. 7/12/47

UNIVERSAL

NAME BAND MUSICALS (13)

2301 Frontier Frolic .....Good ..... 15 ..12/28/46
2302 Champagne Music .....Good ..... 15 .. 1/25/47
2303 Tumbleweed Tempos ....Very Good .... 15 ..12/28/47
2304 Moonlight Melodies .....Excellent ..... 15 ..12/28/46
2305 Tex Beneke & the Glenn Miller Orch. ..... 15 .....
2306 Melody Maestro ..... 15 .....
2307 Tommy Tucker Orch..... 15 .....
2308 Charlie Barnet Orch..... 15 .....
2309 Charlie Spivac Orch..... 15 .. 7/26/47
2310 Jitterumba ..... 15 .....
2311 Record Party .....Good ..... 15 .....

SING AND BE HAPPY (8)

2381 A Bit of Blarney.....Good ..... 11 ..10/12/46
2382 The Singing Barbers..... 10 .....
2383 Let's Sing a College Song..... 10 .....
2384 Let's Sing a Western Song..... 10 .....
2385 Let's Go Latin.....Amusing ..... 10 .....

TECHNICOLOR CARTUNES (13)

2321 Fair Weather Fiends....Funny ..... 7 ..12/28/46
2322 The Wacky Weed..... Good ..... 7 ..12/28/46
2323 Musical Moments ..... 7 .....
2324 Smoked Hams .....Good ..... 7 .. 5/10/47
2325 Coo-Coo Bird ..... 7 .....
2326 Overture to William Tell ..... 7 .....
2327 Well Oiled .....Funny ..... 7 .....

THE ANSWER MAN (8)

2391 No. 1 .....Interesting .... 10 ..10/26/46
2392 Nature's Atom Bomb....Interesting .... 10 ..12/28/46
2393 The Jungle Gangster.....Good ..... 9 .. 5/10/47
2394 Red Fury .....Interesting .... 8 .. 5/10/47
2395 Storm Warning .....Entertaining .. 10 .....
2396 Here's Your Answer.....Good ..... 10 .....
2397 Lights of Broadway.....Pleasing ..... 10 .....

VARIETY VIEWS (8)

2341 Bear Facts ..... 9 .....
2342 Pelican Pranks .....
2343 Wild West Chimp..... Funny ..... 9 .. 5/10/47
2344 Rhumba Holiday .....Good ..... 9 .. 5/10/47
2345 Patio Museum .....Interesting ... 9 .....
2346 Bronco Babes .....Good ..... 9 .....
2347 Brooklyn, U.S.A. .....Excellent ..... 10 .....
2348 Play and Plenty.....Informative ... 9 .....

JUVENILE JURY SERIES (8)

2361 Juvenile Jury No. 1..... 10 ...
2362 Juvenile Jury No. 2.....Poor ..... 10 .. 5/10/47
2363 Juvenile Jury No. 3.....Poor ..... 11 .....
2364 Juvenile Jury No. 4.....Poor ..... 11 .....

SERIALS (1)

2581 Mysterious Mr. M.....(13 episodes) .....

SPECIALS (2 reels each)

Harnessed Lightning .....
Fight of the Wild Stallions.....

VITAPHONE-WARNER BROS.

BLUE RIBBON CARTOONS—Technicolor (18)

3301 Fox Pop ..... 7 .....
3302 Wacky Worm ..... 7 .....
3303 You're an Education..... 7 .....
3304 Have You Got Any Castles ..... 7 .....
3305 Pigs is Pigs..... 7 .....
3306 Cat's Tale .....Funny ..... 7 .. 8/16/47
3307 Goofy Groceries ..... 7 .....
3308 Doggone Modern ..... 7 .....
3309 Sneezing Weasel ..... 7 .....
3310 Rhapsody in Rivets..... 7 .....
3311 Sniffles Bells the Cat..... 7 .....

FEATURETTES (6)

3102 Minstrel Days ..... 20 .....
3103 Alice in Movieland ..... 20 .....
3104 Dog in the Orchard..... 20 .....
3105 Keystone Hotel ..... 18 .....
3106 Remember When ..... 20 .....

MELODY MASTERS (6)

3601 Desi Arnaz & Orch..... 18 .....
3602 Melody of Youth.....Very Good .... 10 .. 3/ 1/47
3603 Big Time Review.....Fair ..... 10 .. 3/29/47
3604 Stan Kenton & Orch....Fair ..... 10 .. 4/ 5/47
3605 Vaudeville Revue .....Fair ..... 10 .. 8/16/47
3606 Zero Girl .....Good ..... 10 .....

MERRIE MELODIES—Technicolor (20)

2701 Kitty Kornered .....All Right ..... 7 .. 7/26/46
2702 Hollywood Daffy .....Very Good .... 7 .. 8/ 3/46
2703 Eager Beaver .....Very Good .... 7 .. 8/14/46
2704 Great Piggy Bank Robbery .....Good ..... 7 .. 9/14/46
2705 Bacall to Arms.....Novel ..... 7 .. 9/14/46
2706 Of Thee I Sting.....Very Good .... 7 .. 9/ 7/46
2707 Walky Talky Hawky....Excellent ..... 7 .. 9/ 7/46
2708 Fair and Wormer.....Fast ..... 7 ..10/12/46
2709 Mousemerized Cat .....Fair ..... 7 ..11/16/46
2710 Mouse Menace .....Good ..... 7 ..12/28/46
2711 Roughly Squeaking ..... 7 .....
2712 One Meat Brawl.....Funny ..... 7 .. 5/ 3/47
2713 Goofy Gophers ..... Very Funny ... 7 .. 5/10/47
2714 Gay Anties ..... Good ..... 7 .. 5/10/47
2715 Scent-imental Over You..Amusing ..... 7 .. 8/16/47
2716 Birth of a Notion.....Amusing ..... 7 .. 8/ 2/47
2717 Tweetie Pie ..... 7 .....
2719 Hobo Bobo ..... 7 .....
2720 Along Came Daffy.....Very Funny ... 7 .....

BUGS BUNNY SPECIALS—Technicolor

2718 Rabbit Transit ..... 7 .....
2721 Hair Raising Hare..... 7 .....
2722 Acrobatty Bunny ..... 7 .....
2723 Rackateer Rabbit ..... 7 .....
2724 Big Snooze ..... 7 .....
2725 Rhapsody Rabbit ..... 7 .....
2726 Hare Grows in Manhattan..... 7 .....
3719 Easter Yeggs ..... 7 .....

SPORTS PARADE—Technicolor (13)

3501 King of the Everglades..... 10 .....
3502 Lazy Hunter .....Good ..... 10 ..11/16/46
3503 Battle of Champs.....Excellent ..... 10 .. 5/ 3/47
3504 American Sports Album..Interesting .... 10 .. 4/ 5/47
3505 Let's Go Swimming.....Good ..... 10 .. 3/ 1/47
3506 Arrow Magic .....Good ..... 10 .. 8/23/47
3507 Harness Racing ..... 10 .....
3508 Flying Sportsman in Jamaica ..... 10 .....
3509 A Day at Hollywood Park .....Excellent ..... 10 .....
3510 Tennis Town .....Good ..... 10 .....
3511 Sportsman's Playground..Good ..... 10 .....
3512 Carnival of Sports..... 10 .....

TECHNICOLOR ADVENTURES (6)

3801 Star Spangled City.....Excellent ..... 10 ..11/16/46
3802 Rubber River .....Fair ..... 10 ..12/28/46
3803 Kingdom of the Wild..... 10 .....
3804 Circus Horse .....Fair ..... 10 .....
3505 Glamour Town ..... 10 .....
3806 Branding Irons ..... 10 .....

TECHNICOLOR SPECIALS (8)

3001 Cinderella's Feller ..... 20 .....
3002 The Last Bomb.....Tremendous ... 20 .. 9/21/46
3003 A Boy and His Dog..... 20 .....
3004 Saddle Up ..... 16 .....
3005 Song of a Nation..... 20 .....
3006 Hollywood Wonderland ..Good ..... 20 .....
3007 Romance and Dance..... 20 .....

VITAPHONE VARIETIES (6)

3401 So You Want to Keep Your Hair .....Fair ..... 10 ..12/28/46
3402 So You Want to Play the Horses .....Funny ..... 10 ..11/ 2/46
3403 So You Think You're a Nervous Wreck .....Fair ..... 10 .. 3/29/47
3405 So You Want to Be in Pictures .....Good ..... 10 .....
3406 So You're Going on Vacation ..... 10 .....
3513 Fishing the Florida Keys..... 10 .....

1947-1948 RELEASES

COLUMBIA

THREE STOOGES COMEDIES (8)

9401 Heavenly Daze .....

ASSORTED AND ALL-STAR COMEDIES (10)

9431 Rolling Down to Reno..... 16½.....
9432 Hectic Honeymoon ..... 17 .....

COLOR RHAPSODIES (8)

9501 Swiss Tease ..... 6 .....

THRILLS OF MUSIC (12)

9951 Boyd Raeburn & Orchestra .....

SCREEN SNAPSHOTS (12)

9851 Hollywood Cowboys ..... 9½.....

WORLD OF SPORTS (12)

9801 Cinderella Cagers .....

COMMUNITY SINGS (12)

9651 No. 1 Linda, Heartaches..... 10 .....

SERIALS—15 CHAPTERS (3)

9120 The Sea Hound.....15 Chaps. .....

20th CENTURY-FOX

MOVIETONE ADVENTURES (12)

8201 Horizons of Tomorrow..... 8 .....
8202 The 3 R's Go Modern..... 9 .....
8251 Holiday in South Africa..... 8 .....
8252 Home of the Danes..... 8 .....
8253 Jungle Closeups ..... 8 .....
8254 Copenhagen Pageantry ..... 8 .....

SPORTS REVIEWS—TECHNICOLOR (6)

8301 Gridiron Greatness ..... 9 .....
8351 Vacation Magic ..... 8 .....
8352 Aqua Capers ..... 8 .....

TERRYTOONS—TECHNICOLOR (20)

8502 The Talking Magpies in Flying South ..... 7 .....
8503 Mighty Mouse in a Date for Dinner..... 7 .....
8504 The Talking Magpies in Fishing by the Sea..... 7 .....
8505 Mighty Mouse in the First Snow ..... 7 .....
8506 The Talking Magpies in the Super Salesman..... 7 .....
8507 Mighty Mouse in a Fight to the Finish..... 7 .....
8508 The Wolf's Pardon..... 7 .....
8509 Mighty Mouse in Swiss Cheese ..... 7 .....
8510 The Talking Magpies in Hitch Hikers ..... 7 .....
8511 Mighty Mouse in Lazy Little Beaver ..... 7 .....

DRIBBLE PUSS PARADE

8901 Album of Animals..... 8 .....

VITAPHONE-WARNER BROS.

MELODY MASTERS (6)

4601 Freddy Martin & Orch..... 10 .....

MERRIE MELODIES

3701 Inki at the Circus.....Amusing ..... 7 .....
3702 Growing Pains .....Funny ..... 7 .....
3703 Pest in the House..... 7 .....
3704 Foxy Duckling ..... 7 .....
3705 House Hunting Mice..... 7 .....

MEMORIES OF MELODY LANE (6)

4201 Let's Sing a Song of the West ..... 10 .....

VITAPHONE VARIETIES (6)

4401 So You Want to Be a Salesman ..... 10 .....

Shorts Reviews

I'll Be Ski-ing Ya *(Funny)*

Para. (E6-2) 8 mins.

The only difference between this and other Popeye cartoons is the fact that the adventures and conflict between the redoubtable Popeye and Bluto take place in some sort of a winter wonderland where Popeye tries to teach Olive Oyl to ski and skate. It's funny, though, and it's in Technicolor.

The Dead End Cats *(Funny)*

20th-Fox (7513) Terrytoon 7 mins.

Because Mighty Mouse is interfering in that cats' black market in mousemeat, the Boss in his Edward G. Robinson get-tough manner, orders the gang to get rid of him. It is necessary to report only that, despite what should be fool-proof methods, Mighty Mouse escapes from every trap set by the gang and emerges victorious once again. A funny cartoon in Technicolor that should please all types of moviegoers.

Happy Go Lucky *(Funny)*

20th-Fox (7514) Terrytoon 7 mins.

The Talking Magpies, apparently new Terrytoon characters, get off to a good start in this amusing Technicolor cartoon. The wisecracking birds make such pests of themselves that the old watchdog attempts to get rid of them. Audiences may be sure that the dog gets the worst of it until the end of the film when one of the magpies' stunts backfires on them.

DON'T MISS THE BOAT!

Get Back to SHOWMANSHIP!



Sure, you can wait until your patrons stay away in *droves*...or until your Box Office gets lonely for revenue . . . before going into *action!* . . . But . . . WHY WAIT? . . . The *Showman*SHIP is moving ahead . . . and smart showmen have already *booked passage* . . . with increased advertising "sock" . . . in the *Newspapers* . . . on the *Radio* . . . with stepped-up Bill-Posting campaigns . . . and at point-of-contact . . . through *Lobby, Front* and SCREEN! . . . That's YOUR cue to *get started* . . . with the kind of BALLYHOO that GETS patrons . . . and Brings Them BACK! . . . DON'T MISS THE BOAT! . . . Get ABOARD, Now! . . . Get Back To Showmanship . . . with The PRIZE BABY!

NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY



SEP 16 '47

SHOWMEN'S TRADE REVIEW

THE SERVICE PAPER OF THE MOTION PICTURE INDUSTRY

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Vol. 47 No. 10

SEPTEMBER 6, 1947

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CHARLES E. 'CHICK' LEWIS
Editor and Publisher

Advertising Code for the Motion Picture Industry

(Following is the text of the revised code adopted by the Board of Directors of the Motion Picture Association of America, on recommendation of its Advertising Advisory Council, "to encourage wider observance of voluntary self-regulation of advertising and with the objective of making high advertising standards effective throughout the entire film industry.")

1. We subscribe to a code of business ethics based upon truth, honesty and integrity. All motion picture advertising shall: (a) Conform to fact. (b) Scrupulously avoid all misrepresentation.

2. Good taste shall be the guiding rule of motion picture advertising.

3. Illustrations and text in advertising shall faithfully represent the pictures themselves.

4. No false or misleading statements shall be used directly, or implied by type arrangements or by distorted quotations.

5. No text or illustration shall ridicule or tend to ridicule any race, religion or religious faith; no illustration of a character in clerical garb shall be shown in any but a respectful manner.

6. The history, institutions and nationals of all countries shall be represented with fairness.

7. Profanity and vulgarity shall be avoided.

8. Pictorial and copy treatment of officers of the law shall not be of such nature as to undermine their authority.

9. Specific details of crime, inciting imitation, shall not be used.

10. Motion picture advertisers shall be guided by the Production Code that the use of liquor in American life shall be restricted to the necessities of characterization and plot.

11. Nudity with meretricious purpose and salacious postures shall not be used; and clothed figures shall not be represented in such manner as to be offensive or contrary to good taste or morals.

12. Court actions relating to censoring of pictures, or other censorship disputes, are not to be capitalized in advertising or publicity.

PEACE EFFORTS FAIL IN COAST STRIKE
(See Page 20)

In This Issue: 'THE GOOD OLD DAYS'
(See Page 8)


SEE!
EARTHQUAKE!
TIDAL WAVE!
SHIPWRECK!
TRIBAL WARS!
GREEN Dolphin STREET
Elizabeth Goudge
METRO-GOLDWYN-MAYER presents
Green Dolphin Street
LANA TURNER
VAN HEFLIN · DONNA REED · RICHARD HART
FRANK MORGAN · EDMUND GWENN
DAME MAY WHITTY · REGINALD OWEN
GLADYS COOPER
Screen play by Samson Raphaelson · Based on the Novel by Elizabeth Goudge
Directed by VICTOR SAVILLE
Produced by CAREY WILSON
20 MILLION READERS AWAIT IT!
Metro-Goldwyn-Mayer $200,000 Prize Novel of a fiery girl who dares the dangers of the sea and a savage land to fight for the love of a bold adventurer is a production of road-show stature!



PULSE OF THE PUBLIC BEATS 100% FOR M-G-M's "GREEN DOLPHIN STREET"!

There has never been an audience reaction as emphatic as the one just given "Green Dolphin Street" at the Prospect Theatre, Flushing, N. Y. This Preview, which topped even the thunderous ovation accorded this picture in California, confirms industry opinion that M-G-M has for showmen the Biggest Attraction in 15 years!



R is for the Records she is setting!



1st Week at the Roxy, N.Y., topped the record grosses of 20th's most sensational Technicolor triumphs – "State Fair," "Margie," "The Dolly Sisters!" ...and 2nd Week tops the 1st!

M. P. Herald Boxoffice Champion July—**"Miracle on 34th Street"**

M. P. Herald Boxoffice Champion August—**"I Wonder Who's Kissing Her Now"** TECHNICOLOR

Every Showman's R is 20th CENTURY-FOX

THE EDITORIAL PAGE

Readjustment

To our way of thinking the British tax situation could easily be a blessing in disguise.

Production costs had gotten completely out of hand and there seemed no reason to stem the tide of these rising costs, what with increased domestic revenue plus the lush foreign gravy adding up to pretty good profits for all of the producers.

Now that the British duty dents the foreign yield there can only be one course for the American companies to follow. Namely, to reduce production costs to offset the estimated sixty million loss from Britain, plus the shrinkage in markets elsewhere should other countries follow Britain's lead against U. S. film revenues.

Although labor costs are terrifically high, they represent but a fraction of the increase in production costs. However, studio labor must come down to earth and recognize the cold, hard facts that if the overall costs are to be reduced they must share in the reductions too.

It should not be too difficult for the combined production plants to realize an aggregate saving in the neighborhood of the sixty-eight million. Indeed, top studio executives should eagerly accept the challenge to prove their mettle and their merit to the titles and responsibilities they hold.

By so doing they will be able to continue to operate profitably and sensibly until such time as the foreign picture begins to look brighter and when revenue from abroad can again bring increased profits and a possible reduction in picture costs to the theatres here at home.

To achieve this requires but two factors. The will to do it, and the ability to do it efficiently and without hurting the box-office values of the pictures made.

We are confident the industry can meet and beat this latest difficulty.

▲ ▲ ▲

The ASCAP Slug

In our opinion there has never been such bad timing as the recent announcement of the new formula for the music tax by ASCAP.

But here again it may be a blessing in disguise. Because, what the exhibitor organizations were content to leave alone must now be fought tooth and nail, lest those organizations be forced to admit they are incapable of protecting their members' interests.

This writer has contended for many years that the basis for the ASCAP charges was predicated on the fact that when they were first invoked there was some justification for them because all theatres employed some form of live musician help through the use of orchestras, organs, stage shows, etc.

When all-sound pictures became the vogue and a prime theatre necessity, that justification ceased to exist except for the very limited number of theatres still employing live musicians and stage talent.

It would seem reasonable to assume that when ASCAP exacted a toll from the producers when pictures are made, that would be as far as they could go since, obviously, they certainly knew when they made their music license deals that pictures made had to be exhibited in theatres.

In asking for a second fee from the theatres to reproduce the music already paid for in production, they went too far and changed what might have been considered a legitimate business into some form of a racket.

Now they apparently seek to expand the racket through an exhorbitant increase in their charges to the theatres for the privilege of exhibiting the pictures. After all, the theatreman has no control whatsoever over what music comes out of his horns when it is picked up by his sound projectors.

We are confident that properly fought, the exhibition branch of this industry, acting with unity and full accord, can break up the ASCAP racket and eventually do away with it altogether.

Should the courts sustain this belief, ASCAP will have none to blame but themselves for killing a goose that was laying such rich eggs.

▲ ▲ ▲

A Great Lady Passes

Mrs. Eleanor M. Harris, mother of John H. Harris, and widow of one of the movie theatre pioneers, the late Senator John P. Harris, passed away this week at her home in Pittsburgh.

Mrs. Harris' late husband was the founder of the Harris Amusement Companies operating motion picture theatres throughout Pennsylvania and Ohio.

She was, also, the only woman to hold honorary membership in the Variety Clubs International, the organization her son formed in 1928 when a foundling was left in their Sheridan Square Theatre and from which has grown an organization with thirty-three branches and over seven thousand members, mostly from our industry.

Until her death, Mrs. Harris maintained her work and interest in many charitable activities and was known and loved by all with whom she had contact.

We extend to her family sincere and heartfelt condolences.

—CHICK LEWIS

WHAT'S NEWS

In the Film Industry This Week

EXHIBITION—Years ago the late Victor Herbert who was as tough a fighter as he was an excellent cellist and composer, walked into a restaurant, ordered a hearty meal and over his apple strudel did a bit of thinking.

Herbert had no objection to the strudel. But he did object to something else—the fact that the orchestra was playing his music and that he was receiving no remuneration for it. The Celtic Mr. Herbert decided to do something about it. Shortly afterward Ascap—which is short for the American Society of Authors, Composers and Publishers—was organized. Mr. Herbert and other composers began to collect for their music whenever it was played. Ascap got to be a big organization. Last week Ascap asked for a boost in its rates from motion picture theatres. Exhibitors, who think that they pay for the music when they buy the film and who have always objected to having to take out music licenses with Ascap and other organizations to boot, were loud in their complaints. After the initial flurry which saw the main exhibitor organizations moving to do something about it this time, the music tax fight front saw a lull.

This week found the Allied Theatre Owners of Indiana advising members to take out an interim Ascap license at the old rates pending further discussion; saw the Gulf States Allied urging members to get their congressmen to thinking about Ascap; saw the Michigan Theatre Owners moving to raise $25,000 to take Ascap to court. Ascap meanwhile was standing by its raise.

Out in Iowa a public opinion pool showed that the tall corn state's inhabitants go pretty regularly to the movies. In Syracuse, Maurice A. Bergman, eastern ad and publicity director for Universal-International, told exhibitors to sell their theatres as well as their attractions and made a bid for more ballyhoo and public relations. In Newark, Ohio, the mayor vetoed an amusement tax not because he doesn't approve of the tax in principle but because he thought in its present form it was "illegal." In Kansas City, Fox Midwest was experimenting with a three-house, day-and-date run and a one-house move-over policy, and in New Orleans the RKO Orpheum and Liberty went back to their day-and-date policy with "The Bachelor and the Bobby-Soxer.

* * *

DISTRIBUTION—Great Britain indicated that it was not firm in its 75 per cent film import tax and optimists saw some hope of future settlement, probably through the American companies investing their earnings in British industry.

Paul McNamara was made public relations vice-president of both Selznick Releasing and Vanguard Films; Eagle-Lion announced appointment of Del Goodman as west coast division manager.

Universal-International appointed John L. (Les) Kaufman as studio publicist and Walt Disney's William Levy announced a four-theatre premiere for "Bambi" in Paris and said that American exhibitors were beginning to appreciate the fact that shorts would cost them more. United Artists' Directors approved plans for production in England and for the reduction of overhead in the United States by 25 per cent.

* * *

LABOR—Eleven months ago Hollywood started to get into another labor struggle when the Conference of Studio Unions, supporting the position taken by the United Brotherhood of Carpenters and Joiners as to its right to construct sets within a studio, called a strike.

This week, the strike, which for many months had not seriously affected production, but which had kept many a worker from getting his weekly pay check, continued and two efforts made in Hollywood to settle it had failed. The first failure came when a House investigating sub-committee which went to the film capital to study the entire labor picture, failed to bring the warring factions together. The second failure came after a voluntary meeting called by a Catholic archbishop, found Richard Walsh, president of the International Alliance of Theatrical Stage Employes, who has consistently claimed for his unions the righ to construct sets within the studios, refused to attend.

Walsh had some reason for his refusal. Arch-enemy William Hutcheson, president of the United Brotherhood of Carpenters and Joiners earlier had managed not to attend the House sub-committee inquiry, and Walsh was insisting that he would do business with no other representative but Hutcheson.

Meanwhile a third meeting—due at the Drake Hotel, in Chicago next week—had been called by the unions after Rep. Kearns, chairman of the House committee had warned them that their failure to settle this strike would lead to congressional action.

Strangely enough, the main problem now seems to be no longer the one which caused the strike—who constructs the sets within the studios. The CSU unions want to go back to work and negotiate the jurisdiction. But the IATSE, which has replaced striking CSU-ers with its own membership doesn't want these members thrown out of work.

Also in Hollywood the Screen Actors Guild reported that it had partially solved the Negro actor employment question by an agreement with producers that would spread the work for Negroes. In New York the Screen Office and Professional Workers Guild was trying to get Loew's to reconsider the discharge of 14 employes and study the notice that Paramount had given to some 24 more.

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TRADE SLANTS

an open letter to

CHAIRMAN SCHLAIFER

and the MPA Ad & Publicity Committee

by TOM KENNEDY

I see where you boys have gotten together on a public relations program on behalf of our not-so-fairly-treated industry.

This appears to me to be the smartest thing any committee in and around this business has undertaken in some time.

As to all the time that's been wasted for lack of some such coordinated program in the past, that's water under the bridge. But it isn't a bad idea to be reminded that this idea is late in arriving and therefore had better get the lead out and start performing.

This particular trade journal has been urging for years some such action as this announcement of the MPA committee's promises. Don't think the idea is being claimed as original with STR. Indeed, this paper started pressing for some kind of intelligently organized public relations job by the industry as a result of receiving many and many a letter from practical theatremen suggesting that something be done to harness the superior advertising and publicity manpower of the picture business to produce a continuing, coordinated public relations job along modern lines.

According to the information, the plan of your operation calls for strong ties with the individual theatreman. That's most important. (In the past nearly all of the so-called "public relations" or "institutional industry" jobs went on their high falutin' way with some or several big shots spouting pretty speeches and making with the two-dollar words all over the lot, while the men who really know the public and have the pipe-lines to reach the common people were completely ignored.)

No details have yet been revealed as to how, precisely, this public relations plan will be put into execution. That it has the basic requirements of a thorough-going and intelligently mapped program is shown by the fact that it will be a continuing effort and will embrace cooperation with the exhibitors.

There is an added element, not so far mentioned, but which may be in the general scheme of your "concrete plan." But if not yet provided for, most certainly it should receive prompt consideration and action.

This reference is to utilization of the coordinated effort so successfully applied by producer-distributors during the war for bond drives and other such efforts. These slogans briefly added to every and all film company advertising in magazines and newspapers can do a lot to help good-will between distributors and theatremen as well as to sell the industry to the public. Selection and use of a slogan or brief selling line in all ads during a definite period should play up pictures as the world's best entertainment with—directly tied into the general slogan—a line urging people to attend picture shows regularly at their favorite local theatre.

That bit of space given over to an institutional plug for the local theatre will mean lots to the exhibitors. It will give added prestige to them, and strengthen their position as an integral unit of the great film industry, because it will proclaim that producers and distributors stand behind the local theatre.

SRO Promotes McNamara

Paul McNamara this week was elected vice-president in charge of public relations for both the Selznick Releasing Organization and Vanguard Films, the principal Selznick producing unit, David O. Selznick announced Wednesday following a meeting of the parent companies' directors.

The office of public relations chief is a new one for both companies and McNamara's appointment to the post was intended to coordinate the publicity, advertising and exploitation activities of Selznick throughout the world. McNamara, a Hearst magazine alumnus, has been advertising and publicity director for Selznick studios during the past two years.

MPA Movement to Counteract Bad Publicity on Industry

Expects Exhibitors to Play Part in Its New Long-Range Public Relations Program

A long-range motion picture industry public relations program in which the exhibitor is expected to play an integral part and which will seek not only to prevent dissemination of false reports but will attempt to spread the good done by the industry was presented to the Motion Picture Association this week by its advertising and publicity committee.

The program, arising out of a long-felt want in the industry, which has been subjected to barrages of bad publicity, will not be just a drive, but a steady movement according to Committee Chairman Charles Schlaifer of 20th Century-Fox. It will seek to achieve its ends by reaching "the opinion makers" of the country with facts.

"We don't intend to cover things up for the sake of covering them up," Schlaifer told SHOWMEN'S TRADE REVIEW, "and when someone is wrong, we're not going to defend them."

But, he added, unwarranted attacks on the industry, were often based on half facts and falsehoods. The campaign, he said, would not only seek to counteract them, but would seek to prevent them by keeping the press, radio and the public informed. To do this the program will make use of all media necessary, he said.

"We want to do a vital job that will keep the attacks from coming," Schlaifer declared. "Naturally, the exhibitor has to be in with it (the program) because the exhibitor is the local contact. We can work on a national basis," he continued, adding that in the local field the exhibitor and exchange were needed.

Good Points

Some of the good points about the industry which could be publicized, Schlaifer said, were:

The high level of Hollywood production, which is too often ignored.

The self-regulation with which the industry regulates itself; its record of the free way of life to the world; its development of arts and sciences; its promotion of education; its war and humanitarian record; its tax bill and economic contribution to the country; the part that exhibitors and exchanges play in the economic life of the community.

Members of the MPA advertising and publicity committee in addition to chairman Schlaifer are: Ben Serkowich, Columbia; Howard Dietz and Si Seadler, Metro-Goldwyn-Mayer; Curtis Mitchell and Stanley Shuford, Paramount; S. Barret McCormick, RKO Radio; Paul Lazarus, Jr., United Artists; Maurice Bergman and Hank Linet, Universal-International; Mort Blumenstock and Gil Golden, Warner Bros.

3 More Exhibitor Units Line Up Against Ascap Tax

The situation on the increased music rate battlefront between the American Society of Composers, Authors and Publishers and various exhibitor units had quieted down this week, with three more exhibitor associations suggesting action on the matter.

In Indiana, the Allied Theatre Owners of Indiana, protesting the rate which they said would be an approximate 300 per cent boost, advised exhibitors to accept Ascap's offer of an interim agreement on the old terms until new agreements can be drafted. Ascap had suggested that exhibitors could extend their old agreements until their representatives could get around to explain the new terms. Since this will take considerable time, some sources thought this might be a break for the smaller exhibitor).

In New Orleans, the Allied Theatre Owners of the Gulf States, which embraces the New Orleans sales area, was urging its members to get in touch with their Congressmen and Senators with a view to amending the copyright law. Local sources thought that an effort would be made to impede Ascap here.

Seek $25,000

In Detroit, the Theatre Owners of Michigan held a special meeting attended by over 250 exhibitors who voted to raise $25,000 and fight Ascap in federal court there. A committee to act on the matter was appointed consisting of Alex Schreiber, Elliott Cohen, Ray Branch, Lew Wisper, Joseph P. Uvick, Paul Broder, Sam Carver and Davis Newman. Another mass

(*Continued on Page* 20)

Bergman, in Schine Talk, Stresses Need for Institutional Advertising

Declaring that it was "just as important to sell the institution of the motion picture theatre as it is the attraction," Universal-International Eastern Advertising and Publicity Director Maurice A. Bergman Wednesday appealed for better exploitation and public relations in the theatre field before a regional meeting of the Schine Chain Theatres at Syracuse, N. Y.

"Most of us have lost sight of the fact," Bergman said, "that the parade is just as important as the circus and that the ballyhoo is just as important as the show. The time has come for us again to dress up our business with all the glamor that we can mobolize. Hollywood still remains the glamor capital of the world, but the motion picture theatre has the job of getting the glamor before the public. . . .

"In the old days, we who worked in the theatres tried to make our theatres a showplace and an institution in the community. Even if the pictures weren't as good as they could be, we tried to get across the point of view that it was fun to go to the movies. I say that we must come back to this point of view. . . .

"It is impossible to have a great picture every week, but it is not impossible to sell the idea that the movies are still the public's best and cheapest entertainment. . . .

More Ballyhoo

"Parallel with the need for more ballyhoo today is the need for better public relations for the motion picture industry. It is just as important to sell the institution of the motion picture theatre as it is the attraction. . . ."

Bergman urged unaffiliated circuits to support the Motion Picture Association's advertising code and asked the assembled managers if, in line with public relations, they had done:

(1) Any promotion to make their theatres "more interesting than the grocery store, department store or bowling alley"; (2) Anything to emphasize comfort to patrons; (3) Any advertising to sell a picture for its full worth; (4) Anything to make their theatre atmosphere inviting to patrons.

(*Continued on Page* 20)

79 Per Cent of Iowans Attend Film Theatres

Approximately 79 per cent of Iowa's population attends motion pictures at some time or another with 30 per cent going weekly, 24 per cent monthly and 17 per cent twice a month, a public opinion poll conducted by the *Des Moines Register and Tribune* shows.

The poll, part of a weekly survey made by the paper on public questions, revealed that 65 per cent of Iowa's citizens feel the industry is trying to make better pictures, 23 per cent feel that it is not seeking to better its product and 12 per cent have no opinion on the subject.

As to drinking, the poll reveals that 19 per cent feel scenes showing men drinking are okay: 40 per cent feel these scenes are sometimes overdone, 39 per cent would like them left out, 16 per cent approve women drinking scenes, 52 per cent feel they should be left out and two per cent had no opinion. As to smoking, 53 per cent felt it was okay for men, 31 per cent said "too much smoking." Scenes showing women smoking had the approval of 31 per cent, the disapproval of 40 per cent while another 31 per cent found it was overdone.

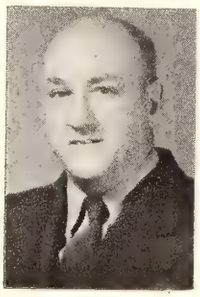
The poll also gave top star position to Greer Garson and Bing Crosby and selected "The Jolson Story" as the best picture of the past six months.

The Good Old Days

Col. Kelly Makes A Move

By Bill Specht

Col. Bob Kelly moved his straw hat last week from the New Orleans offices of Republic, where he had been a booker, to those of Screen Guild where he is now office manager.



Col. Kelly

The move had no immediate film row repercussions and reliable observers declared that Mike and Mary continued to serve a leisurely lunch to hungry filmrowites at their grill and the temperature of the beer at the Film Row Club remained unchanged even though local residents declared it was one of the hottest summers in human memory.

For Col. Kelly, whose title was bestowed upon him by film rowites who evidently believe that a slight paunch and venerable graying hair give him the appearance of a southern gentleman such as those who gracefully serve on a governor's staff, is a veteran of many years' film business and for the Colonel to make a change once in awhile, though surprising, causes no upheaval in the ways of film row life.

'Twas 30 Years Ago

He came to the row over 30 years ago, a heavily-thatched youngster with a broad grin who started out with the Mutual as assistant booker. To those who lift an eyebrow at the thought that a youngster from school could start as an assistant booker, even though he had the advantage of knowing how to spell, the colonel quietly explains that in those days the assistant booker held no such complicated job as he does today and that frequently in his spare time he assisted the shipper.

After this, Col. Kelly made his first move—to Triangle as head booker— where he stayed for seven years. The reason for the change? "More dough."

The Triangle picture enterprise of William S. Hart and other marquee names of the day passed to S. A. Lynch who formed S. A. Lynch Enterprises which covered 11 southern states and who moved the Colonel up to New Orleans branch manager.

Personality

Mr. Lynch, an enterprising showman who owned a string of theatres also and who operated out of Atlanta, is one of the personalities of show business. As Kelly remembers, his new employer did not like employes who looked with an interested eye upon women other than their wives or who sipped from the cup that cheers.

To Kelly whose Irish temperament was also coupled with the film row liking for the juice of crushed corn, this was no great problem for as he explained: "Mr. Lynch didn't come down here much. He stayed in Atlanta. When he came down we had the church in order."

The second Kelly move came after the seven years with Lynch when he turned exhibitor to operate the Valentino Theatre for a time, after which he moved to Fox as office manager where he stayed for two years. Then he made a change for the better to Tiffany, and sound struck the industry. Col. Kelly with an eye on trends, joined Vitaphone. After a period with them he moved to Educational Wide World, then to Grand National, then did a five-year stint with Columbia to be followed by four years with Republic.

Interesting

They were all grand jobs, he says, because film row is pretty much like a family. But even at this day and age, the Colonel believes that his job with Vitaphone was the most interesting.

Anyway it led to some adventures. He recalls the number of rival sound units which sprang up to sell for less than Western Electric. And he remembers especially one Character who was selling such equipment and who had the misfortune to have several breakdowns. A salesman pure and simple who also had a perfect background in the coin machine business but was no electrical technician, the Character soon found that he would have to go through the motions of satisfying his customers who kicked about the quality of their sound.

One day Kelly found him in a Brookhaven, Miss. theatre seriously thumping the walls and listening to the sound he made—with a doctor's stethoscope.

While the Colonel gazed in wonder, the Character looked seriously at the exhibitor who was watching him and said:

"The reason your sound is bad is because there's a loose piece of tin in the wall, up around the roof."

And he continued to sound with the stethoscope and find fault with the theatre construction before the exhibitor watching him could let loose with the speech he had prepared about the "lousy equipment."

Col. Kelly's job, though, as a Vitaphone salesman was not altogether one of roses. In fact, the Colonel is a bit mystified that today he is still unhurt.

'Score Charge' Kelly

Those were the days when sound was very new and something of a mystery with sales policies developing. The Colonel's task was to follow up the sale of a film and advise the exhibitor that he was selling the sound that went along with the film—at an additional charge.

Usually he was met with an "I thought I had bought that" from an angry exhibitor. Then Kelly would have to explain the difference between buying a film and buying the sound that went along with it. By the time he was through the exhibitor usually was pretty mad.

This exhibitor resistance and the accompanying rupture of pleasant relations began to tell on Kelly. It reached a climax when he reached Bastrop, La., a city which was once in national headlines over a Klu Klux Klan incident.

The exhibitor there was a well-liked individual named Charles Goodwin, who also was the mayor.

So Salesman Kelly called upon his old friend Charley at the City Hall. After friendly preliminaries, Col. Kelly explained his mission.

Some Mayor

The affable exhibitor mayor listened. Finally, as Kelly recalls it, he said with great restraint:

"Bob, if it were anybody else but you, I'd have one of my policeman come and put you in jail and keep you there."

"And," concludes Col. Kelly, "it's just probable that he would have done it."

Reject Giveaways

While giveaways as business stimulators are in force in some eastern Canadian situations, exhibitors in Vancouver, B. C., assert they are not interested in premiums. Giveaways were never used in Vancouver even before the war. Foto-Nite is still operating in a very few Vancouver spots.

Monkey Jail Break

When an exploitation stunts gets out of control and runs away, that's news for any trade paper. Manager Herman Comer of the Stanley-Warner Capitol Theatre in Philadelphia caged two white monkeys in the lobby to lend atmosphere to a jungle dual bill. The monkeys "broke" jail while they were being fed, scampered across the street and took refuge in Lit Bros. department store. There they raised havoc with the merchandise on several counters for 10 minutes before they were finally recaptured and turned over to Comer.

Mother of Variety Clubs' Big Boss John Harris, Dies

Mrs. Eleanor M. Harris, 75, mother of Variety Clubs International Big Boss John H. Harris and widow of the late Sen. John P. Harris who reportedly opened the world's first all motion picture theatre and founded the Harris Amusement companies, died at Crafton, Pa., Tuesday. Mrs. Harris was the only woman to hold honorary membership in the Variety Clubs International and was mother of Pittsburgh's Variety Club Canteen.

Funeral services are scheduled for Saturday at 11 a.m. in St. Philip's Church at Crafton. She is survived by two sons—John H. and Harry—and three daughters.

James Hagan Dies

James Hagan, former St. Louis newspaper reporter who turned actor, playwright and movie writer, died at his home in Cincinnati Monday of a heart attack. He was best known for "One Sunday Afternoon" which was made twice as a motion picture—once under its own title and once as "Strawberry Blonde." Surviving are his son and his widow.

Resume As First-Runs

RKO's Orpheum and Liberty Theatres in New Orleans this week resumed a day-and-date, first-run policy with "The Bachelor and the Bobby-Soxer." Previously the Orpheum had been running "Great Expectations" which started weak but built up surprisingly, as word of mouth advertising got around, to the point where standees waited in line to buy tickets.

Four-Theatre Premiere For 'Bambi' in Paris

Arrangements for a four-theatre Paris premiere of "Bambi" were announced in New York Tuesday by William Levy, Walt Disney world wide representative, upon his return from Europe.

Levy, who said that this was the first time to his knowledge that such a day-and-date policy had been used in Paris, said the four theatres —the Rex, the Gaumont Palace, the Marignan, the Marieveaux—had a seating capacity of about 12,000.

On the American front, he remarked, "Progress has been made in getting higher film rentals" for shorts. He added that he believed the American exhibitor understood the producers' problem of increased costs which necessitated these higher rentals for shorts.

Discussing the British tax situation, the Disney executive said it had now reached a level where it was a matter between governments and no longer one between the American motion picture industry and the British. He declared the matter had to be studied with care and urged consideration of the hardships the British had to face in their daily lives. Theatre construction in England, he said, was non-existent.

Disney, he said, appeared in good position in England, depending upon interpretation of the tax law, since prints of "Fun and Fancy Free" had entered before the tax took effect, and there were aproximately 12 months of Disney shorts in that country.

Fox-Midwest Move-over Plan on Trial in K.C.

Experiment with a move-over plan which may lead to a change in the Fox-Midwest run policies in Kansas City was on trial in that city last week.

The circuit had been operating the Tower, Uptown and Fairway Theatres as a three-way combination first-run and the downtown Esquire as a separate first-run.

With the booking of Universal-International's "Brute Force," the Esquire was used as a move-over house after the picture had concluded a week's run at the Tower, Uptown and Fairway. This marks the first move-over attempt recently, but if it clicks, Fox-Midwest may use the same policy frequently, City District Manager Leon Robertson declared.

Newark, O., Mayor Vetoes 3 Per Cent Amusement Tax

Mayor James E. Neighbor of Newark, Ohio, this week vetoed the city council's three per cent amusement tax, terming it "illegal legislation" and advising the council that the tax, passed Aug. 18, is inconsistent with the Ohio General Code.

The Mayor's action does not place him as against the tax, but merely that he did not approve the bill as drawn.

Bans Negro Scenes

Memphis Censor Lloyd Binford was active again this week, this time moving against another one of his objections, scenes of Negroes in motion pictures. The Pearl Baily sequence in "Variety Girl" had to be eliminated and the Hal Roach "Comedy Karnival," which featured several Negro sequences, was so hacked that it was pulled.

NEWSREEL CLIPS

Movies Exercise Eyes

Movies don't hurt the eyes. They actually can improve vision. This is the statement which Hollywood Columnist **Harold Heffernan** advances in an article appearing in *The Saturday Evening Post* which should put a welcome end to the recurring report that movie attendance can be harmful to vision.

"In viewing a motion picture the eye cannot escape helpful exercise," Heffernan explains. "Dormancy is impossible because of the rapid stop-go requirement of the projector, plus action of the story itself." Consistent viewing of film over a long period of years has failed to work any noticeable damage to the eyes of the pioneer executives. They see film footage by the hundreds of thousands each year."

Heffernan also quotes **Margaret D. Corbett** of the Bates-Corbett Eye Training System who says: "Eye relaxation is essential and the movies automatically provide that function."

Bookings

Republic has closed a deal for its 1947-48 product with the Fourth Avenue Amusement Company covering first-runs in Indianapolis, Louisville, Terre Haute and Lafayette. **Fred J. Dolle** represented the circuit and Indianapolis Branch Manager **Ed Brauer,** the distributor.

Sales Conclaves

Paramount Pictures has set Nov. 29 as the closing date for its 1947 sales drive which opened with Paramount week.

Universal-International is holding a series of sales meetings in all branches with Vice-President and General Sales Manager **William A. Scully** presiding.

Names

MGM Director **Edward Cahn** last week celebrated his 10th year in the field and the company told him his next would be the John Nesbitt Passing Parade one-reeler, "Goodbye, Miss Turlock."

Allied Artists Vice-President **Harold Mirisch** is due in New York for conference on "Black Gold," regional openings with Eastern Vice-President **Edward Morey.**

Ralph L. McCoy is the new district manager for Eagle-Lion in the Southeast, which covers, Charlotte, Memphis and Atlanta. Paramount Australia and New Zealand secretary-treasurer **James A. Sixsmith** is off to Australia again after a visit to New York; Producer **Hal Wallis** and his wife **Louise Fazenda** arrived in New York this week. He has just completed "So Evil My Love" in England.

Republic Executive Vice-President **James R. Grainger** and Assistant General Sales Manager **Edward L. Walton** are off on trips again, with both of them schedule to end up in Los Angeles.

Universal-International appointed **John L. (Les) Kaufman** to the post of studio publicist, National Director of Advertising and Publicity **John Joseph** announced this week. Kaufman had been director of promotion and radio activities for U-I. Before that he was a director for International and publicity director for Republic.

Eagle-Lion Director of Advertising, Publicity and Exploitation **Max E. Youngstein** has hired **Monroe Greenthal Co., Inc.,** of New York to act as a representative for the film company. First assignment will be the national campaign on "I See a Dark Stranger."

Leslie F. Morrison, who operates the Western Elextric Company, Ltd., of England, is in New York for a series of conferences with Westrex officials on engineering. He plans to return Sept. 26.

Sol Krugman is Selznick Releasing's new district manager for the Pittsburgh-Philadelphia-Washington territories, replacing **E. J. Fontaine,** who has moved up to eastern division manager.

Calendar

SEPTEMBER

10, Theatre Owners of Michigan Anti-ASCAP license increase meeting, Detroit.

19, annual golf tournament, Tent 13, Variety Club of Philadelphia, Cedarbrook Country Club.

19-20, ATA-MPTOA Ratification Convention, Shoreham Hotel, Washington, D. C.

22, testimonial dinner for Tom O'Brien by the M. P. Salesmen's Club, Boston.

23, House public hearing on Communism in Hollywood in Washington.

25-29, annual convention of Theatre Equipment Dealers Protective Association, Shoreham Hotel, Washington, D. C.

Sept. 30-Oct. 1, annual convention Kansas-Missouri Theatre Assn', Phillips Hotel, Kansas City, Mo.

OCTOBER

7, meeting and film clinic of Allied Independent Theatre Owners of Iowa and Nebraska, Fontanelle Hotel, Omaha.

20-24, annual meeting Society of Motion Picture Engineers, Hotel Pennsylvania, New York.

E-L Appoints Goodman Its First Division Manager

In accordance with its plans for expansion in the distribution field, Eagle-Lion Wednesday appointed Del Goodman as its west coast division manager. Goodman is the first division manager appointment in the E-L sales structure. He entered the industry in 1941 with Pathe and after discharge from the army in World War I, successively worked with W. W. Hodkinson, United Artists, 20th Century-Fox and Paramount.

Working under Goodman will be District Manager Sam Milner who will handle Portland, Seattle and San Francisco, and District Manager Beverly Miller who will handle Salt Lake City, Denver and Kansas City.

Eagle-Lion Releasing Four

Eagle-Lion Vice-President and General Sales Manager A. W. Schwalberg this week announced release of the following four features for September: "Green for Danger," Sept. 13; "Bury Me Dead," Sept. 20; "Out of the Blue," "Black Hills" both on Sept. 27.

Resort Bookings Pay Off

Summer resort bookings of J. Arthur Rank's Technicolor classic, "Henry V," a series of limited engagements in vacation spots which began in July and ended on Labor Day, grossed aproximately $150,000, according to United Artists.

Record-breaking business!

"Wyoming" gets off to smash World Premi
in Cheyenne followed by 83 day-and-date engageme
in Rocky Mountain area!

and now more Class "A" top dates!

ORPHEUM • VOGUE • EL RAY • BELMONT • CULVE
of Fox West Coast Unit, Los Angele

PARAMOUNT, San Francisco • SAENGER, New Orleans • LYRIC, Salt Lake C
MAYFAIR, Baltimore • IMPERIAL, Charlotte • FULTON, Pittsburgh • PALACE, Jacksonv

And many more of the world's finest theatres are now booking

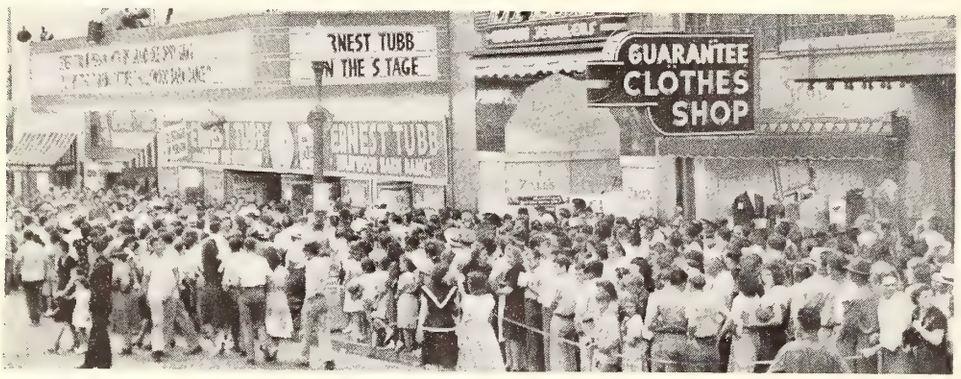
THRILLING

WYOMI

IS A GREAT OUTDOOR DRAMA


ire draw. Brimming with action."
Hollywood Reporter
to cheer about.
ughly entertaining. Superior
rn."
Showmen's Trade Review
budget western packed with
lients which fill theatres."
Motion Picture Herald
of action. Should be
actory at box office."
Exhibitor
d reap strong returns."
Variety – New York
grade western. Good bet. Loaded with
ement."
Film Daily
lout western. Commercial values
est top playing time."
Motion Picture Daily
WYOMING
WILLIAM ELLIOTT
starring
VERA RALSTON
JOHN CARROLL
with GEORGE "GABBY" HAYES • ALBERT DEKKER
VIRGINIA GREY • MME. MARIA OUSPENSKAYA
Screen Play by Lawrence Hazard and Gerald Geraghty
Associate Producer-Director JOSEPH KANE
A REPUBLIC PICTURE

SELLING THE PICTURE



HILLBILLY MUSIC FANS TURN OUT FOR PREMIERE. Thousands of hillbilly music fans jammed sidewalks in front of Interstate's Rialto Theatre, Dallas, Texas, for the recent premiere of Screen Guild's "Hollywood Barn Dance." Ernest Tubb and his troupe, who star in the film, appeared on the stage in person.

Dallas Police Squads Maintain Order During Premiere of SG's 'Barn Dance'

Sparked by advance trailers running in nine theatres, special lobby and window displays and use of 22 radio plugs, as well as a radio broadcast of the premiere from in front of the theatre, Screen Guild Productions' "Hollywood Barn Dance" with Ernest Tubb and his "Grand Ole Opry" on the stage, had its world premiere at Interstate's Rialto Theatre in Dallas, Texas, recently.

Special police squads were necessary to keep traffic flowing and the lines of impatiently waiting patrons in order as a crowd of 15,000 persons tried to get into the theatre for the opening night of the combined screen and stage show.

Interstate's advertising department, working with Oscar Davis, manager for Ernest Tubb, and W. J. "Dutch" Cammer, Screen Guild's Dallas manager, literally covered the town and all of Interstate's neighborhood houses to get top results in exploitation for the big event. As a result of the record-breaking attendance Interstate booked the combination screen and stage show into its key first-run houses throughout its circuit.

Promotional material and tie-ins included trailers in nine theatres, 50 block 3-sheets, 11 window displays, lobby displays in 14 theatres, a special front on the Rialto Theatre, 22 radio plugs on three major stations, a broadcast of the premiere from in front of the theatre, personal appearances of Tubb in stores for autographs and five personal appearances of the star of the picture in record shops.

Added to the foregoing was a hillbilly band playing in the lobby of the Rialto, a prize contest for the best western outfit worn by an usher or usherette, the honoring of Tubb with a silver badge as an honorary deputy sheriff and wide use of advance newspaper advertising space in Dallas metropolitan papers.

Citywide Serial Tieups

For the opening of Columbia's serial, "The Vigilante" in Stanley-Warner Philadelphia neighborhood theatres, citywide tieups were made by Milt Young, Columbia exploiter. The United News distributed 1,000 specially printed 14 x 22 newsstand cards announcing the chapter play, while miniature comic books were distributed to all children attending matinee performances. Special window displays were promoted in downtown and neighborhood five-and-dime stores, and Action Comics Magazine was distributed throughout the city.

4 Warner Films in Chesterfield Tieup

Four forthcoming Warner Bros. releases will be given extensive national promotion in newspaper and magazine ads, on the radio and in other forms of exploitation under a deal just concluded by Warners with Chesterfield Cigarets (Liggett & Myers Tobacco Co.).

Pictures involved in the tieup are "Deep Valley," "Dark Passage," "Night Unto Night" and "My Wild Irish Rose." Stars from these films, including Wayne Morris, Lauren Bacall, Ronald Reagan and Alan Hale, respectively, will be featured in the ads and other promotion, with picture credits. The players also will be heard on the Chesterfield Supper Club radio program at about the time their pictures go into release.

Greenthal Co. Named E-L Ad Representatives

Max E. Youngstein, director of advertising, publicity and exploitation for Eagle-Lion Films, last week announced the appointment of the Monroe Greenthal Co., Inc., of New York City as advertising representatives of the film company.

The Greenthal Agency will handle local and national campaigns in all media—newspapers, national and fan magazines and radio—for the complete list of Eagle-Lion's Hollywood productions, the J. Arthur Rank British films released by Eagle-Lion, and all other product released by the company.

E-L Ups Ad Budget on 'Stallion', 2 New Films

National advertising and promotion budget for Eagle-Lion's "Red Stallion" has been increased $100,000 from the company's original $250,000 promotion budget as a result of box-office returns from the picture's first 300 key-city engagements, it was announced this week by Max E. Youngstein, E-L director of advertising, publicity and exploitation.

Youngstein also revealed that budgets will be increased materially on "Out of the Blue" and "Love From a Stranger." He emphasized that the greater portion of the advertising allotment has been earmarked for local co-operative campaigns in newspapers and for trade paper advertising.

"Our entire campaign," declared Youngstein, "will be predicated on the same basis as in the past—to render the greatest possible assistance to exhibitors at their point of sale, the box-office. We have found . . . that the greatest amount of box-office return can be achieved through the expenditure of co-operative advertising allotments in local newspapers immediately prior to and during runs."

He referred to the complete confidence of his company's executives as to future box-office potentialities and expressed his company's conviction that "the feelings of uneasiness which exist in some quarters are completely unfounded, and that good films can always be sold."

Bush Sets Plans for 'Amber' Roadshows

Rodney Bush, exploitation manager for 20th Century-Fox, returned to his desk Tuesday following a two-week trip to the west coast to set up campaign plans for the mass-roadshowing of the company's "Forever Amber" in the western territory. While in San Francisco, Bush conferred with Herman Wobber, Western Division Sales Manager, and Fox West Coast theatre executives on the picture.

Over the weekend George Generalis and Dick Dube of Charles Schlaifer's publicity staff left for San Francisco where they will assist Ed Yarbrough, western division exploitation manager, on "Amber" campaign plans.

The Advertising Code

We print the text of the revised Advertising Code for the Film Industry on our cover this week because we heartily endorse it and because we thoroughly approve the action of the Motion Picture Association in adopting it to implement a policy of self-regulation of advertising by Association members.

We earnestly urge all theatremen—owners, managers, advertising men, exploitation specialists—to use the code as a guide in planning and preparing all advertising, publicity and exploitation for every attraction presented at their theatres, to the desired end that self-regulation of advertising may become industry-wide.

—Chick Lewis

'Ridge' Freckles Contest Tops Boston Campaign

A highlight of the many-angled exploitation campaign for MGM's "The Romance of Rosy Ridge" put on by Manager James E. Tibbets of the State Theatre and by Manager Jack Mercer of the Orpheum, both in Boston, was a freckles contest sponsored by the Boston Park Department through its recreation director to find the Greater Boston youngster whose face had the most spots. Winner was chosen from contestants from all the greater city's playgrounds. First prize was a wrist watch presented by the film's star, Van Johnson.

Johnson was also the subject of a telephone interview from Hollywood at a special screening and luncheon for Boston's film critics through the cooperation of the New York telephone office. Each critic spoke to Johnson, the conversation being amplified so that everyone in the room could hear both critic and star.

A talent scout contest, inspired by the fact that cast member Janet Leigh owes her movie career to the chance fact that Norma Shearer saw her photograph in an album, was conducted on the stage of the theatre. The advertising director of the Lipton Tea Co. cooperated by having the winner appear on its nationwide talent scout program. A break on Miss Leigh appeared on the beauty pages of the *Traveler, Record* and *American.*

The popular harmonica band of the Burroughs Newsboys Foundation gave a short concert on the stages of the two theatres resulting in good newspaper space.

Station WORL held a contest on its Mary Ruth Program awarding 25 pairs of guest tickets for the first 25 persons correctly naming Johnson's last five pictures.

Music tieups resulted in window displays featuring Johnson records in various downtown stores, particularly in those selling banjos and harmonicas. Johnson's records were also played well in advance in the lobbies of both theatres.

Ethyl Promotes 'Castile'

A magazine ad campaign featuring Tyrone Power and his role in "Captain From Castile," will be launched in November by the Ethyl Corporation in a tieup with 20th Century-Fox. Full-page, four-color ads will appear in *Life, Saturday Evening Post* and *Liberty,* with a two-color ad set to run in *Look.*



BALLYHOO. A real, live "huckster" was used in connection with sound truck attracting huge crowds in Boston as part of the extensive advance campaign for MGM's "The Hucksters" at Loew's State and Orpheum theatres. James Tibbetts manages the State; Jack Mercer, the Orpheum.

Carlson Ad Scores

An advertisement featuring a series of "true" and "false" questions and statements, such as "Are some women too weak to be wicked?" and "Any man sincerely in love with a woman will find a way to make her wretched," was used by Manager G. W. Carlson of the Peoples Theatre, Superior, Wis., on United Artists' "The Private Affairs of Bel Ami."

The ad received a lot of favorable comment, according to Carlson.

Century Circuit Meet Set for September 30

Marked by a "back to showmanship" theme, with emphasis on the necessity for all Century personnel to become actively aware that the "gravy business" of the war years, when anything went, is over, and that only real showmanship effort will enable the company to counteract the falling market, the first showmanship convention in the history of Century Theatres will be held September 30 at the Waldorf Astoria Hotel, it was announced late last week by J. R. Springer, general theatre manager. Attending will be all home office officials, district managers and theatre managers.

The convention will be opened by Vice-President Fred J. Schwartz, who will be followed on the rostrum by Springer and other Century executives who will discuss that phase of showmanship with which each is most directly concerned, and later will answer questions from the floor pertaining to their talks.

Top industry figures also have been invited to speak.

$550 Showmanship Prizes To Intermountain Winners

In the first circuit drive of its kind since the war, three Intermountain Theatres managers were rewarded recently with top prize winnings totaling $550. First prize of $300 for showmanship went to Delbert Lesser, Unita Theatre, Provo, Utah; $150 second prize to Charles M. Pincus, Utah, Salt Lake and third prize of $100 to Ray G. Taylor, city manager in Logan.

Other prize winners were Charles Alderson, Orpheum, Twin Falls, Idaho; Pauline Nelson, Grand and Isis Theatres, Preston, Idaho; Chester L. Price, Centre Theatre, Salt Lake City; Howard Sorensen, Roxy, Logan. Tracy Barham, vice-president and general manager of the organization, named the winners of the ten-week drive.—SAL

RKO-Max Factor Tieup Is Set in Great Britain

One of the widest commercial tieups of recent years in the United Kingdom has been made by RKO Radio for Samuel Goldwyn's "The Best Years of Our Lives," with the Max Factor cosmetic organization.

Using photos of co-star Virginia Mayo, Max Factor ads, many of them in four colors, are appearing in leading publications throughout Great Britain.

Lovable Girl Finals

Canceled at the last minute because of inclement weather, the Lovable Girl of the Month contest finals which were to have been held August 28, were scheduled again this week (September 3) at Walter Reade's Monte Carlo Pool and Stadium in Asbury Park, N. J. Harry Conover, Hal Tunis and a bevy of beautiful New Jersey girls were to be on hand for the occasion.

Key Cities Sponsoring 'Unconquered' Contests

Thirty "Unconquered" contests, sponsored in key cities from coast to coast by newspapers, radio stations and other organizations, will be staged by Paramount in connection with the world premiere Oct. 3 of Cecil B. DeMille's Technicolor production, "Unconquered," at Loew's Penn Theatre in Pittsburgh. Arrangements for the contests in 16 cities already have been completed.

Purpose of the contests is to find the "most unconquered" person in each city—residents who have overcome great physical, mental, economic or other handicaps. Contestants may nominate themselves or be nominated by others. Prominent persons in each city will serve as judges.

The 30 winners wil be given an all-expenses-paid trip to Pittsburgh as guests of honor with DeMille, film stars and other prominent persons at a dinner at the William Penn Hotel the night before the premiere of the picture. The winners also will participate in a mammoth parade through downtown Pittsburgh the morning of the premiere.

From the 30 winners a committee of judges in Pittsburgh will select a national winner who will be taken to Washington, D. C., to receive the personal congratulations of President Truman at the White House.

Meanwhile, in connection with the Pittsburgh premiere, an "Unconquered Ball" is to be staged in the William Penn Hotel on the evening of October 2 sponsored by the Pittsburgh Opera Association. Tickets will be sold for not less than $10 and all proceeds will go to the Pittsburgh Opera Association Fund. DeMille, motion picture stars attending the premiere and a long list of prominent persons will be honor guests at the affair.

'Cheyenne' Ballyhoo

A four-hitch stage coach, laden with a bevy of pretty girls wearing sunbonnets and crinoline attire, was a street ballyhoo used by Manager Bill Osborne of Warners' Granada Theatre in Santa Barbara, Calif., for "Cheyenne." Ballyhoo was used one day in advance and through the first two days of the engagement. Merchants cooperated through window displays of such western equipment as boots, saddles, western and dude ranch apparel.



SPECTATOR-DRAWING DISPLAY of an Indian tepee, with a live "indian" in full regalia sitting between a glowing campfire and an Indian drum on Staten Island's main business roadway was the stunt arranged by Manager Spencer Bregoff of Fabian's Palace for PRC's reissue of "The Last of the Mohicans" and "Kit Carson." It was a no-cost ballyhoo, tepee being constructed by the theatre and the various items promoted.



DIFFICULT CHOICE: ALL ARE MOST LOVABLE. **This brief and colorful interlude on the stage of Wometco's swank Lincoln Theatre, Miami Beach, was dovetailed into the program on the opening night of Monogram's "It Happened on Fifth Avenue," by the new manager of the house, Ed May, who formerly managed the Rosetta. The girls are the 13 finalists in the "Most Lovable Girl of the Month" statewide contest, with their Miami Beach Bachelor Club escorts back of them. STR believes it would take a Solomon to decide which of the 13 is "most lovable." Master of Ceremonies Lee Septembre, who is contest publicist, is seen at the extreme left. Opportunity to view so much feminine pulchritude at one time helped to bring out the crowd.**

'Cynthia' Girls Club Keystones Harrisburg, Reading Compaigns

The "Cynthia" Girls Club idea, conceived as a promotion stunt for MGM's "Cynthia," has caught on among teen-age girls "like nobody's business." The Club recently made its debut in two Pennsylvania towns, Harrisburg and Reading, where it was the keystone in both exploitation campaigns. It registered in smash proportions in both cities.

Manager Sam Gilman of Loew's Regent in Harrisburg, aided by MGM's Philadelphia area exploiteer, Ed Gallner, sent out a large office trailer, bannered and attended by a teen-age girl, to roam the streets and sign up girls between the ages of 14 and 19 as members of the club and who would thus be eligible to enter a contest in which the girls were to be instrumental in drawing up a bill of rights for teen-agers. Writers of the best answers to the list of questions submitted were to share $50 in cash prizes. Harrisburg movie columnists and radio station WHP plugged the contest as did a large display board in the theatre lobby. Three girls wearing beer jackets with copy, "You'll fall in love with Cynthia," appeared on the streets several days in advance. Fan photos of Elizabeth Taylor, president of the "Cynthia" Girl Club and whose signature appeared on all membership cards, were distributed in the Teen-Age Shop of Bowman's Department Store. Special canvas-backed chairs with the legend, "You'll fall in love with Cynthia," were provided for newsboys on six different street corners.

The Harrisburg distributor of *Calling All Girls* magazine distributed special cards in windows and interiors of stores carrying the magazine and bannered their trucks. Red McCarthy's Picnic Platter program, dedicated one of his programs to all girls named Cynthia. The first 20 Cynthias calling at station WHGB were given free admission to see the picture. A "Cynthia" Date Night was effected with a steamboat on the Susquehanna River, with guest tickets being awarded the winners in a jitterbug contest. A whispering campaign for schools, dances, etc., in which the girls called each other Cynthia no matter what their real names, was started. Other stunts were hotel displays, radio spot announcements, teaser newspaper ad campaign and displays in five-and-ten stores, in music shops and at soda fountains.

The campaign for Loew's Colonial in Reading was conducted by Manager Larry Levy and MGM Exploiteer Gallner. Read's Department Store tied in on the "Cynthia" Girls club stunt, erecting a large booth on its main floor, with pictures of Miss Taylor, club's president, very prominent and registered teen-age girls as club members. This made them eligible to enter a contest to find Reading's Cynthia girl in which they submitted photos of themselves. Prizes were $50 in cash and two duplicates of the Cynthia outfit worn in the film, plus 10 pairs of guest tickets to runners-up. Read's also ran special newspaper ads on the club and on the prizes, and gave window displays.

More than a thousand "Cynthia" buttons were distributed. All Reading busses used car cards. Hotels also displayed special cards. Theatre's own newspaper ads made much of the catchline, "You'll fall in love with Cynthia," quoting various columnists and critics to that effect as well as prominent local individuals.

Street Radio Program

A street radio program in which passers-by were asked to name the motion pictures in which Jerome Kern's songs were introduced was a highlight angle of Manager Marvin Graybeal's promotion campaign on MGM's "Till the Clouds Roll By" at the Capitol Theatre, Sioux City, Iowa.

New Ad Angle

Management of the Trot and Rialto Theatres in Cuero, Okla., recently installed combination barometers and thermometers in front of several business establishments in that community. It was a fine courtesy gesture, and one that will pay for there is space on each instrument for advertising the coming attractions at the two theatres. See what the weather's going to be and read what's coming to the theatres.

Cincy Trolleys, Drug Chain Exploit 'Father'

The Cincinnati Street Railway was induced by Nate Wise, who handles the exploitation for RKO theatres in Cincinnati, to forego the choice, front-of-trolley locations usually held for its own institutional ads, and use a scene cut and copy plugging Warner Bros. "Life With Father" instead. More than 500 of the 18x24 posters were put up, the credits naming the RKO Capitol and giving the playdate.

The King Drug Stores devoted windows in its 14 stores to "Life With Father," in addition to taking co-op advertising space. In one of its main stores it used a large still of William Powell smoking a cigar. In its store on Government Square, directly in front of the starting point of all buses for Cincinnati suburbs, the focal center of the window display was a special slide projector using 16 scenes from the film, changing scenes every 30 seconds.

Paul Hodges of radio station WCPO worked-in mentions of the picture on several of his programs, while WKRC asked its Breakfast Matinee participants: "Is 'Life With Father' as much fun today as it was in the 80s?"

National Safety Council Campaign in 'Mitty' Tieup

In a tieup with the National Safety Council's campaign to promote careful driving, Samuel Goldwyn Productions has begun a series of ads on the automobile pages of the New York dailies as the start of a special exploitation campaign on "The Secret Life of Walter Mitty." Initial insertions, consisting of single-column, 28-line deep ads, read: "Don't be a Mitty! A drive too fast may be your last,"—a direct tie-in with the Safety Council's campaign.

The Safety Council arrangement will include bulletins for factories, street posters, stickers, handbills, along with ads in key cities. All these promotion media will incorporate the idea of not being a dreamer, like Walter Mitty, but to watch out for your personal safety.

Tie Flying Red Horse In With 'Red Stallion'

Manager Vic Gauntlett of the Orpheum Theatre in Seattle and Eagle-Lion Exploiteer Vernon Berg hit upon a new wrinkle in the exploitation of Eagle-Lion's "Red Stallion," one that spread over the air above the city. They tied the picture up with Mobilgas's flying red horse dirigible which circled above the city with a huge illuminated red horse on its sides. From the dirigible handbills announcing the film's coming were dropped upon the skyward-looking multitude.

Posters and "art" displays advertising the picture decorated every Mobilgas station in and around Seattle. The Seattle *Star* carried a double-column advance feature story on the stunt, while other dailies also devoted advance and current space to the promotion.

Pictured Perils, Woman's Scream, 'Pauline' Stunts

Scenes from the film illustrating many of the perils undergone by the heroine of Paramount's "Perils of Pauline," accompanied by the recorded screaming of a woman, were used by Manager Mac McCoy of the Miller Theatre in Augusta, Ga., as a lobby display for the film 10 days in advance. During the engagement the display was moved out to the sidewalk. Motorists parked their cars to get out and examine it.

Round-Table Broadcasts Plug 'Ames' in Two Towns

Almost identical broadcast stunts were used in Minneapolis, Minn., and Trenton, N. J., to promote the showings of Columbia's "Guilt of Janet Ames."

G. R. Stephens of the RKO Pan Theatre in Minneapolis worked it out through a special advance screening for women newspaper writers and instructors in dramatic schools, arranged with Robert Bushier, program director for Station WLOL. Following the screening, Bushier gave a round-table broadcast in which several of the women aired their opinions on the picture.

Among Stephens' other exploitation stunts was one taken from the press book suggestion of having two girls stroll about the streets pretending to take pictures of pedestrians and then handing them a card imprinted with "I did not take your picture, but if you want to see a really good picture, don't miss 'The Guilt of Janet Ames'," with appropriate credits. Another was to have Janet Ames paged in the lobbies and other crowded spot on the night before, and the day of the opening. Window displays were obtained in half a dozen of the leading Minneapolis stores, while 400 newsstands and street corners were placarded with attraction cards.

In Trenton, Henry Scholl, at the RKO Capitol, gave his special screening two days in advance for an audience of women selected by Davvy and Mary, women commentators for station WTTM. They had plugged "Janet Ames" for some time before hand on their thrice-weekly programs. Following the preview, five women from the audience were selected to air their views on the picture on Davvy and Mary's program.

Scholl tied up with the *Trentonian* classified ad department to give away daily guests tickets to every fifth man placing a classified ad in the paper. The *Trentonian* gave the stunt feature space and ads in its advertising columns. Hotels, high schools, soda fountains and restaurants used display boards. The theatre used lobby displays and announcement boards three weeks in advance.

'Crossfire' Shown for Fellowship Commission

The support and cooperation of the Philadelphia Fellowship Commission, the city's united effort to promote racial and religious understanding and to combat prejudice and intolerance, was enlisted by Everett C. Callow, Warner Theatres' director of advertising and publicity in Philadelphia, in advance of the opening of "Crossfire" at the Aldine Theatre.

A preview screening was presented under the auspices of the Fellowship Commission in the auditorium of Station WCAU. Among the three hundred attending the screening were the representatives of the eight community-wide agencies and the public-spirited citizens comprising the Fellowship Commission.

Corn Shucks a 'Natural'

A large amount of corn schucks and corn stalks, combined with stills from the picture, furnished an attractive and "natural" lobby display for Columbia's "Singin' in the Corn" at the Capitol Theatre in Macon, Ga. Manager Sam Peirce and his artist, Harvey Whaley, created the display, which included caricatures of Judy Canova in the display and on the box-office and wallboards.

Retail Cooperation on 'Ivy' in St. Paul

Norman Wroble's campaign for Universal-International's "Ivy," at the RKO Orpheum Theatre in St. Paul, provided a successful demonstration of what can be accomplished through exhibitor-retailer cooperation.

Newmans, the Lane Bryant department store in St. Paul, along with other Lane Bryant stores in other key cities, had arranged with U-I to feature a special exhibit of the original costumes worn by Joan Fontaine in "Ivy." In setting up their display of the exhibit, Newmans arranged for part of the exhibit to be set up in the lobby of the Orpheum while the larger portion of the costume display was featured in the store's windows and in the store itself with full credit being given to the picture and the theatre. Newmans took space in its advertising in newspapers to announce the exhibit and in turn, the Orpheum gave the store a trailer on its screen.

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Societies and Stores Back 'Carnegie Hall'

Various music, cultural and civic organizations, stores, English and foreign-language newspapers in Philadelphia got behind Manager George Balkin's campaign for United Artists' "Carnegie Hall," when it was shown at the Stanley Theatre there.

A natural tiein was with the Labor Plaza nightly concerts by the Philadelphia Orchestra where the picture was promoted each evening over the Plaza's public address system some weeks in advance. Balkin distributed 5,000 "Carnegie Hall" cards to the members of the Philadelphia Academy of Music. Women's organizations in the city gave their support to the film because of its cultural aspects. Support was also forthcoming from department stores, industrial plants, insurance companies and the city's other schools of music.

While the English-language dailies and weeklies gave strong advance story and pictorial space to the picture, Balkin made a special play for display in the Jewish, French and Italian journals, nor were university, labor and veteran publications overlooked. Portrait of Jascha Heifetz appeared on the cover of *Go*, the weekly, 30,000-circulation amusement magazine, and the local hotel magazine, *This Week in Philadelphia*, also carried cover art.

Presence of such outstanding musical artists as Lily Pons, Heifetz, Rise Stevens, Ezio Pinza and others in the picture made for interesting newspaper copy. In radio, special screenings were held for disc jockeys, creating excellent support for the film. "Carnegie Hall" albums were serviced to radio stations which awarded them to listeners in different types of radio quiz contests. Six stations in the city cooperated in the over-all campaign.

Dealer promotions, with window and floor displays, co-op ads and radio, were obtained with Muzak, RCA Victor and Columbia Records, Steinway Piano, Wanamaker's, Gimbel's, Snellenburg's, Presser's and Nevins Ray drug stores and others.

Columbus, Ga., Officials Plug 'Devil on Wheels'

Eagle-Lion's "Devil on Wheels" received excellent word-of-mouth publicity from an advance screening arranged by Manager W. D. Hendley of the Bradley Theatre, Columbus, Ga., for police, juvenile authorities, recreation officials and members of the D.A.R.'s reviewing committee.

Traffic police helped on the campaign by stopping careful drivers. Instead of the suspected ticket, they were given invitations to see "Devil on Wheels" free.

Hendley ran a half-inch 8-column strip across the bottom of industrial pages of the Columbus newspapers five days in advance, arousing much curiosity. Dodgers, window cards, lobby and sidewalk displays added to the interest awakened by previous stunts.

'Web' Screened for Law Enforcers in Okla. City

A special screening for law enforcement officials of Oklahoma and of Oklahoma City was arranged by Manager Gene Hudgens of the Home Theatre and U-I Exploiteer Ralph Ober, in advance of the film's showing in the state's metropolis. Many high state and city officials attended, their presence making good newspaper copy.

The daily press also played up endorsements of the picture by the police and civic officials.

BOX OFFICE SLANT

Gas House Kids in Hollywood

Eagle-Lion Comedy 62½ mins.

AUDIENCE SLANT: (Family) A few pretty funny moments but mostly silly, this will entertain average audiences.

BOX-OFFICE SLANT: Should do as well as others in the series.

Cast: Carl "Alfalfa" Switzer, Benny Bartlett, Rudy Wissler, Tommy Bond, James Burke, Jan Bryant, Michael Whalen, Douglas Fowley. Credits: Original screenplay by Robert E. Kent. Photography, James Brown. Produced by Sam Baerwitz. Directed by Edward Cahn.

Plot: The Gas House Kids go to Hollywood to visit their favorite screen detective and become guests in the house of a nutty scientist. The house is repository of a hidden fortune. It also contains hidden passages, in which gangsters are hiding in an attempt to find the money. They and the screen detective try to scare the scientist and his guests away with strange noises, spirit manifestations etc., but the Gas House Kids capture the crooks and find the money.

Comment: Although there are several funny moments in this latest adventure of the Gas House Kids, the picture is mostly artificially contrived comedy that seldom hits the mark. There is one song delivered ostensibly by one of the Gas House Kids and if it's really his voice he should be signed for featured musicals. The film should entertain average audiences and should do as well as others in the series.

October Man

(Reviewed in London)

Rank Drama 95 mins.

AUDIENCE SLANT: (Adult) This strong psychological thriller, dominated by fine characterization, will provide meaty entertainment for most audiences.

BOX-OFFICE SLANT: Slightly late in the psychological cycle, this is enhanced by John Mills, whose box-office popularity is rising. The picture would be improved by pruning.

Cast: John Mills, Joan Greenwood Edward Chapman, Kay Walsh, Joyce Carey, Catherine Lacey, Frederick Piper, Felix Aylmer, Adrianne Allen, Patrick Holt, John Salew, George Benson and others. Credits: Written and produced by Eric Ambler. Directed by Roy Baker. F. Del Guidice in charge of production. A Two Cities film presented by J. Arthur Rank. UK distribution, GFD.

Plot: John Mills, a research chemist recovering from a severe head injury, lives in a small hotel. The girl in the next room is murdered and the evidence sugests he killed her during a mental lapse. Mills and Joan Greenwood, his girl friend, set about clearing him and finding the murderer. This they do and she rebuilds his self-confidence.

Comment: This psychological thriller builds to a suspenseful climax, with the guiltless man striving to prove his innocence against great odds. Roy Baker, in his first major directional assignment, has acquitted himself well and has built many dramatic moments in a story which does not bear close analysis. Particularly effective is the atmosphere of the genteel suburban hotel. The whole, however, would be improved with judicious pruning, for too much footage is devoted to establishing character and, as a result, it is some time before the main plot reveals itself. John Mills, who, after his success in "Great Expectations," should be worth something at the box-office, is excellent as the paranoiac, while Joan Greenwood is an appealing heroine. But, as in so many British pictures, it is the supporting players who impress: Catherine Lacey's long-suffering hotel receptionist, Frederick Piper's plodding but not overbrainy detective, Edward Chapman's retired businessman, George Benson's meek clerk and Esme Berringer's tiresome old boarder are beautiful characterizations.

The Devil's Envoys

(French Dialog—English Titles)

Superfilm Fantasy 120 mins.

AUDIENCE SLANT: (Adult) Highly imaginative and entertaining picturization of a legend concerning two envoys of the Devil, sent to earth to create discord and havoc. A tender love story is involved, too.

BOX-OFFICE SLANT: Excellent film for foreign-language houses. Not suitable, generally, for average American audiences.

Cast: Arletty, Jules Berry, Marie Dea, Alain Cuny, Ledoux, Marcel Herrand, Gabriel Gabrio, Pierre Labry. Credits: Scenario and dialog by Jacques Prevert and Pierre Laroche. Music, Maurie Thiriet. Director, Marcel Carne. Producer, Andre Paulve. English Titles, Francis Howard.

Plot: In the year 1425 two envoys of the Devil arrive on earth. The man and woman come to a baronial castle, enter as minstrels and through magic make an affianced couple fall in love with them. The woman's affair is with the elderly baron, the man's with the daughter. They cause a fight between the baron and his daughter's fiance in which the fiance is killed. The man's love for the daughter becomes overwhelming and he defies the Devil, who then appears on the scene. The Devil, too, falls in love with the girl and when she and the man decide to go away together, and when they both defy him the Devil turns them to stone.

Comment: "The Devil's Envoys" is a beautifully produced, directed and acted fantasy in which the imagination of the writer and director are given full play. The entire film, although overly long, is interesting and entertaining and should please discriminating audiences. It is excellent for foreign-language houses, although not suitable generally for average American audiences.

McDannold Gets Bird

Patrons at the first show at the Empire Theatre, Daytona Beach, Fla., one day recently had an added attraction at no extra cost. Just after the show got under way a performance began that wasn't scheduled: a mocking bird alighted on the stage and burst into song. Not one to permit a performance without an audition, House Manager James McDannold crept stealthily to the stage (even fowl artists are sensitive), approached the bird with a flashlight beam, caught him gently, and released him outside.

Philo Vance's Secret Mission

Eagle-Lion Mystery 53 mins.

AUDIENCE SLANT: (Family) A romantic interlude doesn't keep the indomitable Vance from solving a complicated mystery. Good light entertainment for average audiences.

BOX-OFFICE SLANT: Should score where previous Philo Vance films have been well received. Good for any double-bill situation.

Cast: Alan Curtis, Sheila Ryan, Tala Birell, Frank Jenks, James Bell, Frank Fenton, Paul Maxey, Kenneth Farrell, Toni Todd. Credits: Original screenplay, Lawrence Edmund Taylor. Produced by Howard Welch. Directed by Reginald Le Borg. Photography, Jackson Rose.

Plot: Vance is asked to collaborate in writing a mystery story and the publisher, to overcome his reluctance, invites him to his home and states that he will then reveal a theoretical solution of an unsolved crime that had taken place seven years before within his own organization. The publisher is murdered before Vance and the publisher's secretary arrive. With the aid of the secretary Vance unravels the seven-year-old mystery in order to discover the recent murderer.

Comment: The plot is a little complicated and is not as obvious as it appears to be at first glance. The picture takes several twists and turns before the denouement and should give the arm-chair detectives something to think about. Alan Curtis does nicely as the detective and Sheila Ryan is properly alluring as the secretary who sets her cap for him. Others in the cast are competently handled by Director Le Borg in the fast-moving story. Good for any double-bill situation. A good addition to the Philo Vance series and should score where others of the series have been well received.

Dark Passage

Warner Bros. Drama 106 mins.

AUDIENCE SLANT: (Adult) This hits audiences with terrific dramatic impact! Excellent, thoroughly entertaining adult story, well nigh perfectly acted and directed.

BOX-OFFICE SLANT: Combination of Bogart and Bacall should be enough to start a box-office trek. Picture should build on strength of certain word-of-mouth approval to top business everywhere.

Cast: Humphrey Bogart, Lauren Bacall, Bruce Bennett, Agnes Moorehead, Tom D'Andrea, Clifton Young, Douglas Kennedy, Rory Mallinson, Houseley Stevenson. Credits: Produced by Jerry Wald. Directed by Delmer Daves. Screenplay by Delmer Daves from the novel by David Goodis. Photography, Sid Hickox. Special effects, H. F. Koenekamp. Music by Franz Waxman. Musical director, Leo F. Forbstein.

Plot: This is the story of an innocent man's escape from prison after three years, and of his efforts to solve the mystery of his wife's murder, for which he has been convicted. He is befriended by a young woman who hides him from the police. With the suicide of the real murderer, the last hope of clearing his name is gone and he decides to leave the country, first arranging a rendezvous with the girl, whom he has learned to love.

Comment: The production values and semi-documentary treatment of "Dark Passage"

constitute one of its outstanding features. Photography in its actual locale (San Francisco) adds the breath of reality that pervades the entire footage. And by using the camera as the eyes of Bogart, somewhat in the manner so prominently advertised in "Lady in the Lake" as a device by which the face of Bogart before its alteration is never seen by audiences (and this is for at least a full third of the footage), Director Delmer Daves builds suspense, supported by several incidents during which Bogart (with his face now revealed) is nearly caught by police. The cleverly written screenplay, also by Mr. Daves, gradually permits audiences to know that the escaped "vicious criminal" is neither vicious nor criminal, but that he is the victim of a completely immoral woman. The audience starts to hope and root for his vindication, and is sure that somehow he will be cleared and that he will be able to start over again with Lauren Bacall. The story is an intelligent, adult series of events that are carefuly dovetailed and reach a logical conclusion. The acting of Bogart and Bacall is underplayed throughout, with both occasionally "throwing away" lines which, by the manner of their so doing add to the suspense of the moment. To Agnes Moorehead, too, for a superb performance as a woman who succeeds in making everyone hate her, much of the picture's excellence can be attributed. All the others are uniformly good, contributing to a picture that should do top box-office business everywhere.

Captain Boycott

Reviewed in London

Rank **Drama** **93 mins.**

AUDIENCE SLANT: (Family) From all viewpoints, this fast-moving adventure drama, enlivened with romance, comedy and a human touch, is one of the best Rank releases and should please all movie patrons.

BOX-OFFICE SLANT: This is pure cinema catering for all, from the action addict to the intellectual, and the patron, once inside, will be satisfied. Word-of-mouth comment should be valuable, while the Irish settings and scenery are an exploitable feature.

Cast: Stewart Granger, Kathleen Ryan, Cecil Parker, Mervyn Johns, Alastair Sim, Noel Purcell, Niall McGinnis, Maureen Delany, Eddie Byrne, Liam Redmond, Liam Gaffney and others. Credits: Adapted from Philip Rooney's novel by Frank Launder and Wolfgang Wilhelm. Music composed by William Alwyn. Produced by Sidny Gilliat and Frank Launder. Director, Frank Launder. An Individual Picture presented by J. Arthur Rank. UK distribution, GFD.

Plot: In 1880, Captain Boycott (Cecil Parker), heartless, militant agent of vast estates in Western Ireland, causes trouble with the farmers through extortionate rents and evictions. Stewart Granger, their leader, wants bloodshed, but having heard Parnell speak on the Land League, counters by sending him to "moral Coventry." Boycott can get neither supplies nor labor, but stirring up a newspaper sensation obtains military protection for volunteers recruited in other parts. These he cannot afford. To recoup his losses, he evicts Granger and acquires his steeplechaser. He plans to ride it and back it heavily in the local race. Rioting crowds prevent him winning and he just escapes the district with his life.

Comment: From all viewpoints this is one of Britain's best offerings. While it tells how the word "boycott" came into the dictionary, it is no dry documentary but an invigorating adventure drama with a generous serving of romance and humor. Its appeal must be nearly universal. Technically, it is first class. Frank Launder has directed it intelligently and with sincerity, blending the many elements into a satisfying whole while maintaining a fast pace. A love interest has been unobtrusively but convincingly introduced. The action addicts, too, will be satisfied, for it has many of the attributes of the class western without the hokum. There are clashes with land grabbers, impressive mob scenes, burning farmsteads, fights and the like. Much of the picture was filmed on actual location against the sweeping panoramas of picturesque County Mayo. The acting is first rate. Stewart Granger gives a characterization which will confound his critics, while workmanlike performances are turned in by Cecil Parker, Kathleen Ryan, Mervyn Johns and Alastair Sim. Yet it is the Irish supporting players, particularly Eddie Byrne and Noel Purcell, who do much to distinguish the picture with their rich, fruity portrayals. Propery sold, "Captain Boycott" can be a winner.

The Tawny Pipit

Universal-International **Drama** **81 mins.**

AUDIENCE SLANT: (Adult) This will have limited appeal to average American audiences but should prove entertaining to intelligent, discriminating adults. Children might like it but it probably is a little too slow and too subtle for their complete enjoyment.

BOX-OFFICE SLANT: An unknown cast, except for Rosamund John, and a theme which probably will prove to be hardly understood or appreciated, mitigates against the box-office success of the film.

Cast: Bernard Miles, Rosamund John, Nial McGinnis, Jean Gille, Lucie Mannheim, Christopher Steele, Brefni O'Rorke, George Carney and others. Credits: A Two Cities Film. Screenplay by Bernard Miles and Charles Saunders. Produced by Bernard Miles. Associate producer, Herbert Smith. Photographed by Eric Cross. Directed by Charles Saunders and Bernard Miles.

Plot: In the generally accepted sense, there is no plot. It is rather the story of how British people in a small village become completely wrapped up in the discovery of two rare birds who nest in a field adjacent to the village. Of how British tanks in wartime are prevented from crossing the field so as not to disturb the birds and their eggs. Of how a retired colonel of the British Army makes a special trip to London to see the Minister of Agriculture to prevent the field from being plowed until the birds' eggs had hatched and of how an avaricious egg-stealer is foiled in his attempt to acquire the eggs of the Tawny Pipit, which had nested and bred in England only once before in recorded history. It is a story of simple people, but determined people.

Comment: That there are two young people in the story, a convalescing British aviator and his nurse who first discover the nesting birds and ask authentication of their find from an uncle who is a member of the Association of British Ornithologists, is a device pure and simple by which the characterizations of British rural life are so beautifully depicted here. The aviator and the nurse, the ornithologist uncle, the retired British colonel, the village vicar and various members of the Ornithologists Society are excellent portrayals. But the fact that they are absolutely enthralled by this rare opportunity to observe the progress of the bird's family in the fields is something that will be a bit difficult to convey sympathetically to the average American. It is a simple story, simply told, containing some superb scenes of rural Britain, enhanced in their beauty by sepia colored prints. Generally "The Tawny Pipit" is not for the average American movie audience. It has its points, however, and they are excellent ones. It may do well in some carefully selected localities. Children might like parts of it but it probably is a bit too slow and too subtle for their complete enjoyment.

Along the Oregon Trail

(Trucolor)

Republic **Western with Songs** **64 mins.**

AUDIENCE SLANT: (Family) Slow moving, loosely written and ineptly directed this will please only dyed-in-the-wool western fans.

BOX-OFFICE SLANT: Good enough for booking wherever westerns are popular.

Cast: Monte Hale, Adrian Booth, Clayton Moore, Roy Barcroft, Max Terhune, Will Wright, Wade Crosby, LeRoy Mason, Tom London, Forrest Taylor, Foy Willing and the Riders of the Purple Sage. Credits: Associate producer, Melville Tucker. Directed by R. G. Springsteen. Original screenplay by Earle Snell with additional dialog by Royal K. Cole. Photography, Alfred S. Keller.

Plot: Monte Hale is on his way to a small stockade in the Northwest when an outlaw he had captured escapes and makes for a rendezvous with a trusted man (Clayton Moore) within the stockade. Moore plans to establish his own empire in the Oregon territory but needs the escaped outlaw to aid him in capturing rifles in the stockade which are to be given to friendly Indians. They capture the rifles, but as contact is made with the Indians, Hale arrives denying the outlaw's story to the Indians that they are to be betrayed and that Moore is really their friend. They fight a duel, Hale wins and recaptures the stockade, killing Moore.

Comment: This is a loosely written story, liberally padded to eke out its running time and dressed up with Trucolor to enhance its prestige. The color is good but the story isn't any better than the average western. The direction is inept and the players just fair. In short. "Along the Oregon Trail" is just a fair western that will please only dyed-in-the-wool western fans.

Master of Bankdam

(Reviewed in London)

Rank **Period Drama** **105 mins.**

AUDIENCE SLANT: (Adult) This impressive cavalcade of an English milling family in the last century is beautifully produced and acted but is inclined to be leisurely.

BOX-OFFICE SLANT: In every way a quality production, it unfortunately lacks drawing power. After his personal appearance tour in the U. S., Dennis Price may be a worthwhile factor.

Cast: Anne Crawford, Dennis Price, Tom Walls, Stephen Murray, Linden Travers, Jimmy Hanley, Nancy Price, David Tomlinson, Maria Var, Herbert Lomas, Patrick Holt and others. Credits: Adapted from Thomas Armstrong's novel "The Crowthers of Bankdam" by Edward Dryhurst. Music, Arthur Benjamin, played by The London Symphony Orchestra; conductor, Muir Mathieson. Directed by Walter Forde. Presented by J. Arthur Rank. UK Distribution, GFD.

Plot: In 1850, Tom Walls operates Bankdam, a small but thriving wool mill with his sons, Stephen Murray, a hard businessman, and Dennis Price, an idealist. There is friction between them but under their wily father they build the largest business in the district. Price marries Anne Crawford, a mill girl, and their son, Jimmy Hanley, is brought up the hard way. Murray for long avoids mar-

(Continued on Page 20)

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Peace Attempts Fail To End Studio Strike

A Congressional inquiry committee and a good will arbitration committee headed by a Catholic clergyman this week had failed to bring Hollywood's long-drawn jurisdictional strike anywhere nearer settlement.

The Congressmen failed last week when, after listening to testimony which amounted to accusations and counter-accusations by adherents of the Conference of Studio Unions and the International Alliance of Theatrical Stage Employes, the committee found no ground for settlement. Producers also testified at the labor hearing which was not confined only to the jurisdictional strike but which delved into studio labor practices.

Following this failure, Representative Carroll Kearns intimated that Congressional action might be forthcoming and reportedly suggested that both parties get together.

Hollywood reported another effort to settle its studio strike was scheduled to get underway in Chicago at the Drake Hotel next Sunday where presidents of the disagreeing unions involved were to meet to discuss the problem. The meeting reportedly was called at the request of Rep. Carroll Kearns, chairman of the House sub-committee which has held Hollywood hearings on various labor problems. William Hutcheson, president of the United Brotherhood of Carpenters and Joiners, who had not attended the Hollywood hearings, was said to be ready to attend.

A special meeting was then called by Catholic Church Archbishop Joseph J. Cantwell at the Beverly Hills Hotel with both CSU and IATSE attending. Msgr. Thomas O'Dwyer, who acted as moderator, asked each side to give up something, but IATSE Representative Roy Brewer, whose organization is standing on a jurisdictional ruling by the American Federation of Labor special committee which had been appointed to look into the cause of the fight, reportedly declared he had nothing he could give up.

IATSE President Richard Walsh had refused to attend the meeting unless William Hutcheson, president of the United Brotherhood of Carpenters, and L. P. Lindelof of the Painters' Union attended. Hutcheson had delegated Joseph Cambiano to represent him.

The producers, invited to attend, were also absent, but former producer labor relations chief, Pat Casey, appeared as a lay representative for Archbishop Cantwell. Casey told the meeting he favored throwing the jurisdictional definition made by the AFL special committee "into the Atlantic Ocean and start from there."

2nd Failure

After the failure of the second meeting, observers speculated whether or not the matter might not be brought once more before the AFL executive board, which to date has not succeeded in doing anything about the tangle.

Some Hollywood sources thought that the original cause of the strike—whether carpenters of the IATSE should erect sets—was comparatively unimportant now. The fly in the peace ointment seems to be that as the CSU withdrew its members from the studios to support the carpenters in their contention that they had the right to erect sets, the IATSE replaced them with its members. Now, they point out, the IATSE does not wish to have the other union come back into the studio and the IATSE replacements thrown out.

Vaudeville Policy

RKO will install a policy of vaudeville Wednesday nights at its Capitol, in Trenton, N. J., adding five acts of in-person shows to the regular bill.

SAG, Producers in Partial Solution on Negro Actors

The Screen Actors Guild reported this week that it had reached "at least a partial solution" in the problem of increasing Negro actor employment by an agreement with major producers which among other things provided:

For Negroes to play the part of Negroes where the scrip calls for a Negro; for the elimination of caricature portrayals of Negroes; for casting Negroes in bit parts, such as filling station attendants, elevator operators and the like, from time to time.

Bergman Stresses Need Of Institutional Ads

(*Continued from Page 7*)

In discussing advertising, Bergman said:

"If I were working in a theatre today, I would direct my advertising with full knowledge of my community. I would not be too happy in letting the distributor dictate my advertising, nor would I give up the good habit of creating my own advertising. It is impossible today to assume that there is a common denominator in advertising and if exhibitors do not have enough initiative to create and produce their own advertising when the occasion demands, they cannot in any sense consider themselves showmen."

More Exhibitor Units Line Up Against Ascap

(*Continued from Page 7*)

meeting will be called for Sept. 10 and all theatres will be asked to contribute.

In the East it was still a doubtful question as to whether E. C. Mills, one time general manager of Ascap, would be invited to address the merger convention of the American Theatres Association and the Motion Picture Theatre Owners of America. Reports that Mills, who is supposed to have a plan by which to combat Ascap, would be invited to address the convention, had been circulated. An official convention source Wednesday said that up to that time Mills had not been invited, but that the matter would de discussed later.

UJA Award to Cantor

Eddie Cantor received the 1947 award of the United Jewish Appeal for "outstanding humanitarian service" in his efforts in behalf of relief and rehabilitation of the 1,500,000 Jewish survivors in Europe at a dinner in Philadelphia Wednesday night. Barney Balaban made the presentation on behalf of UJA General Chairman Henry Morgenthau, Jr.

Sounds of the Sea

The roaring of the sea and the screeching of the wind were sound accompaniments to the lobby display arranged by Manager Jimmy Scott of the Roxy Theatre, Atlanta, Ga., for the dual Warner reissue bill of "The Sea Wolf" and "The Sea Hawk.' Sea and wind noises came from an automatic record player behind the display. The sound effects were obtained from RCA Victor.

U. K. Hints Compromise On 75% Film Import Tax

Official sources in Great Britain indicated this week for the first time that a compromise might be possible on the 75 per cent ad valorem import tax which the government has slapped down on all foreign films and which caused immediate suspension of American film shipments to that country.

In government sources care was taken to point out that the government at no time declared that its position on the present tax would not be modified in the light of future happenings. However, there was no indication that a tax revision was contemplated or possible in the immediate future.

From Washington came word that members of the Society of Independent Motion Picture Producers, who hitherto had opposed any plan to freeze part of their rentals abroad, would shift and unite with the Motion Picture Association in favor of a limited freeze plan.

Kirsch, Myers Reject Merger Meeting Bid

National Allied President Jack Kirsch and General Counsel Abram F. Myers this week rejected an invitation to attend the convention and merger meeting of the American Theatres Association and the Motion Picture Theatre Owners of America to be held in Washington on Sept. 19-20.

Box-Office Slants

Master of Bankdam

(*Continued from Page 17*)

riage, but succumbs to Linden Travers' an extravagant social climber. David Tomlinson, their son, is pampered. Through Murray's unscrupulousness, the mill collapses and Price and many workers are killed. Friction is carried to the second generation and the incompetent Tomlinson is put in charge. Dying, Murray goes abroad for his health, and Linden and Tomlinson spend much on luxuries. Murray returns in time to avert a riot among the workers and Henley is put in charge.

Comment: This vast canvas covering some forty years of family life has been adapted from Thomas Armstrong's 250,000-word novel, "The Crowthers of Bankdam" and runs 105 minutes. It is packed with incident, and while the development is at all times smooth, it is too even, with the highlights taken in its stride. It is also too leisurely. The acting is flawless. As the wily old father who rules the family with a fist of iron, Tom Walls turns in a notable characterization, while Dennis Price as the idealistic son has his best role to date. After his recent run of pictures and personal appearance tour in the U. S., his name may well now mean something. He is good looking and talented. Another standout performance is that of Stephen Murray, an exceptionally fine character actor. Anne Crawford brings considerable warmth to her portrayal of the mill girl and others worthy of mention are Jimmy Hanley, Nancy Price and Herbert Lomas. The staging is good with special credit for the most realistic mill disaster. In every way "Master of Bankdam" is a quality production which, unfortunately, lacks drawing power. Smart showmanship will be needed to put it over in the States.

THEATRE MANAGEMENT

Flood of Salutations For Ruffin Anniversary

Mindful that 1947 marked the 20th anniversary of his father in the motion picture theatre business, W. F. Ruffin, Jr., son of Col. W. F. Ruffin, president of the Ruffin Amusement Co. operating theatres in Covington, Halls, Newbern, Martin and Greenfield, Tenn., and in Hickman and Benton, Ky., planned a special announcement which would include salutatory messages.

But the younger Ruffin failed to reckon with the popularity of his father, for the salutations grew to such proportions that the Covington *Leader,* hampered by newsprint shortages, could not accommodate all of them in its special anniversary edition, of which 17,000 copies were distributed to all Tennessee and Kentucky towns embracing Ruffin theatres. For each town the program in the special edition was changed to conform to the attractions booked in that town.

The 20th anniversary week of celebration was climaxed by a banquet honoring the elder Ruffin at the Hotel Lindo in Covington. In the absence of Governor James McCord, who was unable to attend, the honor of Colonel on the Governor's Staff was bestowed on Ruffin by Commissioner William A. Shoaf.

It was a fitting tribute, indeed, and the younger Ruffin's pride in the celebration and of having taken part must have been shared with civic leaders, merchants and patrons in communities where Ruffin theatres operate.

Clean Rest Rooms

Excessive deodorant odors in rest rooms usually indicates that they have not been properly cleaned or maintained, and patrons know it. Concentrate on cleanliness and ventilation first, then a little deodorant will do whatever job is necessary.

Set Example

An example of tidiness in a manager's office might inspire better housekeeping by other members of his staff.

Condenser Water

Condenser water of the cooling system should be changed often enough to prevent silt deposits.

Screen Okay?

By pinning a piece of the original material against the screen any discoloration may be easily discerned.

Fire Prevention

With Fire Prevention Week to be observed Oct. 5-11, the Fire Protection Institute has issued a bulletin containing five rules that should be closely adhered to in homes, stores, theatres and other places of public assembly.

The rules: 1. Know where the nearest fire box is. 2. Learn how to operate fire extinguishers. 3. Conduct frequent fire drills. 4. Recognize and remove fire hazards. 5. Be on the alert for fire.



The Brass Tacks of Efficient Picture Theatre Management*

HE GETS PLACES BY GOING AHEAD

By Jack Jackson

For the past several weeks I've been indulging that Nomadic yen that is as much a part of me as my ears. Just going places, meeting old friends, making new acquaintances, and poking my nose into any and everybody's business that promised to divulge showmanship possibilities. I've buttonholed so many exhibitors in search of details about successful effort or maneuver of value to the readers of these weekly discourses that theatremen in some states are referring to me as "Gallup" Jackson.

I've really met no end of folks whom I intend introducing to you in future columns because each and every one is—and many for years have been—giving their best to make Uncle Sam's domain a better place for show business. As I look back over some of my most interesting "snooping" experiences an afternoon in a penthouse office atop a Memphis skyscraper (in Memphis they don't have to be in the Chrysler-Empire State-RCA Building class to be skyscrapers) stands out above the others. Maybe this is because the fellow I "snooped" has been indulging in the kind of effort that has brought him prominently into the news columns of the trade press. Again, it may be that it's because I approached this particular "seance" with my fingers crossed and in full expectation of calling a four-flush only to find a 24 karat, simon-pure "royal" right out of the showmanship deck—and in Spades too!

You, like me and everybody else in the business, have been reading for months past about a Tennessee theatre tycoon named Dave Flexer. You'll remember him as the fellow who first broke prominently into print with a plan to build 25 "class" theatres throughout the nation. This was followed with formation of a company to produce "Impossible" pictures. On the heels of that came a plan for the construction and operation of 25 drive-ins. Perhaps the chronology is wrong but those are the three incidents I recall as being responsible for Dave Flexer's jump into the headlines. I had made up my mind several months ago to get into a "huddle" with Flexer because I wanted to find out what made him tick and how he figured there was room for 25 theatres of a type I considered to have limited patron possibilities in a branch of show business that struggles to make "mass" appeal product.

Afternoon With Flexer Rekindles Optimism

Alighting from a sky chariot at the Memphis airport right in the middle of a summer freeze —about 110 in the shade and no shade—I immediately hied to the vicinity of the Variety Club bar. There I collided with Tommie Baldridge, the fellow who swings the timpannies in the interest of Flexer's theatres and through him made contact with the far-sighted, fast-acting, optimistic Flexer. After months of listening to and reading about recessions, depressions, retrenchments and curtailments I was just about to skid into the doldrum pit myself when an afternoon—yes, a whole afternoon—with Dave Flexer gave me back my rose-colored glasses and I could again see the limitless horizons leading to the Shangri La that should always be the accomplishment goal of leaders of the motion picture business. Flexer's mental machinery is armored and girded with a kind of knowledge that makes it depression proof. His courage is Spartanlike in pursuit of victory in every phase of his endeavor.

It's hard to describe a fellow with the mental processes of Dave Flexer. He is a living contradiction of the self-contradictory "Practical Idealist." Backgrounded with years of experience in the exhibition business and a veteran of innumerable battles with the distributing companies he, nevertheless, expresses implicit faith in the eventual birth of an intra-industry understanding that will greatly minimize if not entirely eliminate the "street urchin" haggling that reflects to our discredit with the people we need so badly as customers. He implies that most of our "family" squabbles are due to the failure of exhibitors and distributors alike to realize that the business of producing, distributing and exhibiting motion pictures has emerged from its Barnum-like birthright and matured to undreamed-of status as a needed, forceful and integral part of the world economic structure. To quote Flexer: "Both sides (distributor and exhibitor) have problems to contend with that the other now seems to disregard. Both sides have been acting like—and doing business like—fish mongers rather than reputable business men. Both sides will have to recognize and consider the hazards consequent to each other's business procedures and be indulgent of the respective problems in their business relations. This end is slowly but surely being attained and when it hits full stride there will be complete harmony, better business and bigger profits for everybody." Something to look forward to, huh? And I'd like to

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Jackson . . .

(*Continued from Page* 21)

add that when such comes to pass there will be little if any Government meddling.

Let me give you an outline of what Flexer is doing in the way of going after more business, laying the groundwork for better distributor relations, setting up new practices in showmanship, pioneering new production ideas, building new theatres and planning exhibition practices to encourage the production of better pictures.

He owns and operates 9 theatres in Tennessee and Mississippi in which he has conducted audience tests that satisfy him of the prospect for major attendance for major attractions. He tells me that he calls in branch managers of all Memphis exchanges periodically for an examination of his books and comparison of receipts, expenses and gross revenue. He also tells me that he has never yet failed to get adjustment when warranted by the evidence—because he has willingly increased rentals when the shoe was on the other foot.

Flexer points with pride to his office arrangement in which the advertising department is allotted the largest quarters and the buying and booking the smallest. His theory, proven times over, is that big advertising campaigns, properly directed, bring big returns. He related to me a recent instance of his Ritz Theatre in Memphis playing an Italian film. He had his publicity department hire 6 girls to send special mailing pieces to 12,000 Italians in the vicinity of Memphis. The receipts were still above average on the fourth day. And, previous effort of similar character has proven for him —as it did for me and others who have given the scheme a whirl—that the customers so attracted return again and again for other film fare.

When Flexer played "The Outlaw" he went about the business of combatting public resentment by deliberately preparing newspaper and front advertising telling the whole truth about the film. He recommended that those admonished against seeing the picture stay away and that those expecting to see what they were admonishd against do likewise. He billed it as an unusually well handled Western—and did banner business to thoroughly satisfied customers because he had kept faith with the confidence they held in his establishment and its attractions. Flexer rates such effort in its rightful category as "intelligent exploitation." In other words, when you know you have a hill to climb examine the cleats on your shoes before starting and when you are certain you have to go through a mud flat make sure that your boots don't leak.

When the Better Films Council of Memphis was about to fold for lack of funds Flexer spear-headed a movement that brought added funds in the form of $15.00 per month from several theatres to keep it in existence. As he sees it this movement is for the good of the industry as some 1,200 women form the council and represent in the neighborhood of 600 various clubs from literary to gardening and sewing. The financial support of the theatres guarantees attendance at screenings and a sympathetic understanding of industry and exhibition problems.

Flexer put me straight on the matter of his publicized intentions of building 25 "class" theatres in the nation's principal cities. I presume I had plenty of company when I inetrpreted his declaration as pertaining to films pointed for enjoyment by the so-called "intelligentsia." Well, that was never the intention and the deal, as coined in Flexer's mind, is still on the agenda awaiting the final decision on the New York Court decision regarding producer or distributor participation in exhibition. Yes, he has a producer as a partner in this enterprise. The money is raised and ready and the theatres will go ahead as soon as the green light is given. However, the edifices contemplated are not for the exclusive exhibition of "upper crust" films. They will be devoted to the showing of the higher grade "mass" appeal pictures which are now—because of established playing policies of the large theatre in big cities—denied other than abbreviated engagements that only scrape the surface of potential first run patronage. In Flexer's theatres the picture will enjoy playing time commensurate with the demands of the theatre-going public.

The decision to engage in extended first run exhibition was born of Sam Goldwyn's Chicago experience. According to Flexer, Goldwyn leased his "Up In Arms" to the Chicago Theatre where it was jerked at the end of two weeks to make room for a previous commitment. Goldwyn's revenue for the engagement was in the neighborhood of $57,000. Later he leased his "Princess and The Pirate" to the Woods Theatre on a "till when" basis. The film ran over 20 weeks and Goldwyn received something like $130,000 for his portion of the gross. With evidence like that on the blackboard and, to quote Flexer: "A producer that has never made a failure" as a partner, the decision to get in line for extended use of the practice looms like a very profitable venture.

When I was in Flexer's office he had just returned from the coast and a series of discussions on his latest brain child, Impossible Pictures. In this he is joined by Leonard Levinson as writer and Paul Julian of Bugs Bunny's staff and Frank Nelson of Jack Benny's radio show to aid in production and commentary. The first single reeler, "Romantic Rumbelia, the Seat of the Rumba" is completed. Each film will be a sort of satire on travelogues and take the spectator to places that exist only in the imagination of the producing staff but replete with ridiculous circumstances and nightmarish comedy. No distribution deal has been made, as Flexer first wants to 'audience test" for public reaction. Plans are in the making for a feature of similar calibre if public response to the short product merits the effort.

On the griddle and frying fast is Flexer's program of 25 drive-in theatres. The first to open is located in Minneapolis, with the second in St. Louis. Others are planned for Milwaukee, Baltimore, St. Paul, Philadelphia and other centers where the prospect for the drive-in trade looks promising. And, according to exhibitors I've talked with—including my good friend Claude Ezell of Underwood and Ezell, the Texas Drive In Kings—there is plenty of room for more drive-ins. One thing I learned from Flexer when I raised the question of the short season for such an enterprise in Minneapolis, is that a drive-in can show plenty of profit on a 20-week-a-year basis and that the average project amortizes its cost in a three- to five-year period.

As I left Flexer's office he expressed the wish that the interview had given me something to write about that would help bring about a better understanding among exhibitors and distributors of their responsibility to conduct their business relations on a basis comparable to the maturity the industry has achieved in its march to top position as the World's most favored recreation.

While I have hope that these lines may help in that regard, I am still more hopeful that your meeting in these columns with a chap whose escutcheon of idealism for industry relations gains in brightness by deflecting hard knocks, will add to your determination to do a better job and strengthen your faith in better things to come.

You can't go wrong in adopting Flexer's plan of distributor relations as it is certain to bring about fairer rentals and looks to me like the only solution for exhibitors burdened with "problem" houses where the operating expense is out of line with gross potential.

You can't go wrong in following Flexer's plan of "selling the picture" because it is the safest, surest and fastest method of adding to your list of customers.

And, you can't go wrong in following Flexer's plan of customer and civic relations because it entirely obviates the possibility of fault-finding with the attractions you present.

One last word. In times like these when most of the distributor leaders and circuit heads are pulling their hair and suffering from *dementia disaster* it is refreshing indeed to meet a Flexer who is starting out on a $6,000,000 expansion program as an evidence of his faith in the future of the motion picture theatre.

Century Tries Shopping Service

A new and unique shopping service for feminine patrons has been inaugurated at five Century Theatres, according to J. R. Springer, general theatre manager.

During matinee performances a special trailer is flashed on the screen asking the women in the audience if they've forgotten to buy anything for dinner that evening. They are then advised that an attendant at the rear of the orchestra will be glad to make their purchase for them, and hold it until the show breaks. A three-minute intermission follows in which the patrons are given an opportunity to make their shopping wants known.

In the nature of an experiment, at present, the service will be continued and extended to other Century Theatres should the response indicate that such a move is warranted.

Loew's Booklet Urges Sponsored Youth Shows

"Special Children's Shows—Why and How" is the title of a 20-page, illustrated booklet prepared by Loew's International for distribution to exhibitors. The pamphlet lays primary stress on the motion picture as a constructive force "along with the home, the church and school in building better citizens for tomorrow," though the angle of increasing exhibitors' profits is not overlooked. To make children's shows a constructive force in his city the exhibitor is advised to get together as large and representative a sponsoring committee as possible.

Also stressed is the need for exhibitors to put on special children's shows as a means of combatting attacks on films as a cause of juvenile delinquency. Civic, business and religious groups should be urged to back the shows.

The project was initiated by Loew's International President Arthur M. Loew, and was prepared under the direction of David Blum, publicity director.

A long-range, 52-week yearly program is urged at hours when the theatre is not devoted to regular shows, and at prices that children can pay. All phases of children's programs are considered in the booklet which contains a list of suitable MGM pictures, suggestions for advertising and exploiting the programs, and a special list of pitfalls to guard against.

THERE'S A GOLD MINE IN "DEEP VALLEY"!

ITS FIGURES ARE AMONG THE 5 LEADING ALL-TIME TOP GROSSERS AT WARNERS' N.Y. STRAND!



IDA LUPINO · DANE CLARK · WAYNE MORRIS in "DEEP VALLEY"

with FAY BAINTER • HENRY HULL • Directed by JEAN NEGULESCO • Produced by HENRY BLANKE

Screen Play by Salka Viertel and Stephen Morehouse Avery
From the Novel by Dan Totheroh • Music by Max Steiner

WB

REGIONAL NEWSREEL

DES MOINES

Tri-States Theatre Corp. and Central-States Theatre Corp., both of Des Moines, were host to a golf tournament held over the Wakonda Country Club at Des Moines on Sept. 5 with members of film row and exhibitors taking part. A large number of prizes were offered.

The B & J Enterprises, Inc., and the Page Theatre Corp., both of Kansas City, Mo., filed articles of incorporation with the secretary of State's office at Des Moines to enter the theatre business, presumably at Shenandoah, Ia. The B & J Enterprises listed 1,000 shares of non-par value stock and the Page Theatre 100 shares. Officers are George Baker of Kansas City, president and treasurer; J. H. Jones as vice-president and secretary, Paul Welty of Shenandoah, Ia., statutory agent.

Hundreds of children at Ames, Ia., crowded the Collegian and Varsity theatres to see the free short subjects jubilee preschool show sponsored each year by the Chamber of Commerce. All boys and girls enrolled in the first to the 12th grades were invited. They paraded to the theatres.

The city of Des Moines established a new safety record with no auto fatalities for 105 days, with theatres playing an important part in the campaign by burning an electric light over the marquee day and night asking the public to save a life and help keep the light burning. All of the Tri-State theatres downtown took part.

The first drive-in theatre in Iowa is set to open at Waterloo, Ia., on Sept. 10. The Starlite-Drive-in theatre cost $150,000 and was built by Stephen A. Oellerich and Philip E. Winslow, co-managers. Theatre will accommodate 700 cars. The screen will be 60 by 56 feet.

HARTFORD

New carpets have been installed at Loew's Poli Palace, in Hartford. The downtown film house has opened a recently-completed men's and ladies' rooms. Fred Greenway is manager.

The Harris Brothers, operators of the State Theatre, vaudeville-motion picture house, closed during the warm months, reopened Sept. 5.

Bob Worden has resigned as student assistant manager at Loew's Poli.

In New Britain, Conn., theatremen have been congratulating Les Markoski, Music Box manager, and Mrs. Markoski, on the birth of a baby girl, named Teresa.

The Plaza, Windsor, Conn., gave away two sets of waterless cookers to lucky theatre patrons one evening last week. Norman Rowe is manager.

News on the Perakos circuit here in Connecticut: Tom Grogan, who recently resigned as manager of the Strand, Thompsonville, to go into the car industry, has returned to the film business as manager of the Thompsonville Theatre, succeeding John Scanlon, Jr., who has left Perakos Theatres temporarily. In New Britain June Grzeika is the new private secretary to Peter Perakos, circuit chief.

Ben Lamo, Warner Strand assistant manager, and Jim Cotia, Warner Regal assistant, are home from vacations.

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INDIANAPOLIS

Izzie Schmertz, mid-east drive leader for 20th-Fox's Andy W. Smith drive, beginning Aug. 31 through Dec. 12, and Jim Grady, district manager, held the first drive meeting Aug. 26. Tommie McCleaster, sales manager of the Indianapolis branch, was appointed local drive leader.

Hobart Hart, operator of the Smart Theatre, Auburn, Ind., is planning remodeling his theatre, installing a new marquee, drinking fountain and rest rooms. The house will reopen near the close of the current month.

United Artists District Manager Rud Lohrenz, and his successor, Ralph Cramblet, who will assume his duties Sept. 1, visited the local branch Wednesday on business.

Mrs. Doris Breakman, of the National Screen Service office staff, was saddened by the death of her husband on Aug. 22.

Norma Taylor, booker's stenographer, 20th-Fox exchange and Tom Baker, will be married Sept. 9.

Lake Ontario Too Hot

Hot weather in the Toronto area cost showmen some more money last week and it wasn't only on the box-office front this time either.

Due to the heat, the water of Lake Ontario from which Toronto draws its water supply, registered 70 degrees for a number of weeks, practical making all theatre cooling systems useless unless they had special water-cooling units since the water coming from the city mains was too warm to make any appreciable difference in the theatres' cooling.

OMAHA

R. D. Goldberg, local circuit owner, will launch an attempt at first-run bills at the State Theatre with the picture, "The Hucksters." It was the result of the new bidding policy.

Frank E. Goff, Omaha's pioneer theatre exhibitor, died at age 100.

Omaha's RKO-Brandeis is now under the Chicago division instead of Minneapolis.

Vernon Nelson, former employe, succeeds Kenneth Ashem as secretary of the RKO-Brandeis. Ashem moves on to Dubuque for the circuit.

Regina Molseed, head booker for 20th-Fox, is vacationing.

Max McCoy, Paramount booker, has moved to Universal as a salesman. His successor is Robert Bertram, owner of the Schleswig Theatre, Schleswig, Ia., who formerly was a Columbia booker-office manager here.

Marie Hassett, Paramount head inspectress, is vacationing in Canada.

U. A. Brown, exhibitor at Arnold, Neb., is recovering from an operation in a North Platte, Neb., hospital.

RKO exchange picknicked at Linoma Beach over the weekend.

Chris Schmidt will open a new house at Tripp, S. D., this fall.

Marian Devinney, United Artists secretary, is on vacation.

The special committee that provided a sell-out of the "Variety Girl" premiere Wednesday night at the Paramount Theatre included: Frank Hannon, Variety Club chief barker, drive chairman; Meyer Stern, Rube Natelson, H. B. Johnson, Charles Lieb, G. E. McGlynn, Ab Kaiman, Joe Scott, Glen Rogers, F. A. Van Husen, Morrie Smead, Don V. McLucas, Donald Hicks, Carl Reese, Fred Fejfar, Clyde Cooley, Ted Mendelson, Hymie Novitsky, Walter Creal, Ralph Blank, Sam Epstein, Robert Hall, Gene Blazer, Jack Renfro, John Gillin, Jr., Ted Emerson, Gene Rich.

LOUISVILLE

Two bandits held up the manager of the Theatair Drive-In, two miles north of Jeffersonville, Ind., and made off with $275. Robert L. Harned, 39, of New Albany, manager of the Drive-In, and President of Municipal Enterprises, owners of the theatre, said the holdup men forced him and Mr. and Mrs. Richard Stikeman and Mrs. Stikeman's nephew, David Northam, 16, into Stikeman's car, and drove them to a secluded spot near Silver Creek. The bandits then trussed up Harned, Stikeman, and Northam, took the key to Stikeman's car, and drove off in another automobile. Mrs. Stikeman freed the men.

A new Altec Lansing Speaker System was purchased by the Shelmar Theatre, Louisville.

The East Drive-In Theatre on Shelbyville Road in Louisville and operated by Floyd Morrow is completing an approach "eddy" which has been designed to ease the Shelbyville Road traffic problem by handling up to 160 cars at a time that otherwise would be inching along

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the highway on their way to the ticket boxoffice.

Bill Clowes, executive director of the Scoop Theatre, Louisville, together with his wife, Mary, and two daughters, Mary and Anne, are on a vacation trip to Bermuda.

Louis Hudson, manager of the Hill Top Theatre, Louisville, was recently shaken up and bruised badly by an automobile. As a sort of a recuperation and vacation trip Louis has left for Lake Wawasee, Ind.

The Dixie Theatre, Louisville, closed for some time, is undergoing an extensive remodeling. A re-opening date of Sept. 1 was set.

Mrs. Mack Enoch, wife of Bob Enoch, executive director of the Elizabethtown Amusement Co., Elizabethtown, Ky., is back home following a check up at St. Joseph's Hospital, Louisville.

KANSAS CITY

The city division of Fox Midwest Theatres, under Leon Robertson, has come out on top in Fifth Annual Charles S. Skouras Showmanship Drive of National Theatres. Fox Midwest toped all National Theatre Divisions and Robertson's district topped all the five districts in the division. Jameyson, Long, Souttar and Haas districts placed in that order behind the Robertson men. Managers reap bonuses for their efforts, and the money will be passed out at the Fox Midwest annual convention here next week.

Elmer Rhoden, Fox Midwest Theatres chief, has been named chairman of the horse show division of the annual American Royal, opening Oct. 18 this year.

Raoul Walsh and officials from the Warner Studios were in town last week to locate a site on the Missouri River between Leavenworth and Kansas City for shooting forthcoming scenes of a historical western, tentatively titled "Colt .45."

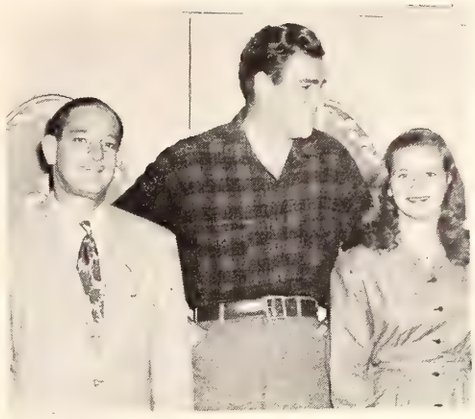
The area has had the worst heat spell in over 10 years—106 degrees over Labor Day weekend—but it has not kept theatres here from ringing up some unusually good grosses over the past several weeks. "Welcome Stranger" just completed five weeks in the Paramount Theatre, the Midland Theatre had top business with "The Hucksters," and other big grossing films include "Mother Wore Tights," "Brute Force" and "Variety Girl."

The National Theatre, northeast neighborhood, now is enticing patrons with new spring-cushion seats.

Herbert Walters, manager of the Avenue Theatre on the Kansas side, and officials of the J. C. Penney Co. staged a special show for kiddies last Saturday morning. The store people bought out the theatre and gave out tickets for the show to their patrons. The idea was to give mothers a place to plant the children while they went on to do pre-school shopping.

WASHINGTON

One of the most unusual prizes ever offered at a Variety Club golf tournament was a complete set of theatre projection and sound equipment, donated by Elmer Brient, of Elmer H. Brient and Sons, Theatre Equipment and Supply. The prize is valued at $2500, and only exhibitors, theatre owners and theatre managers were eligible to compete for it. The following equipment was included in this prize: two BX-80 Brenkert projectors, changeovers, foot switches, sound heads and all other equipment in order to put the projectors in operation in a theatre. As part of the prize, Brient's firm offered to install the equipment in any location free of charge. Over 70 other prizes were offered to lucky golfers.



STUDIO GUESTS. Sidney Meyer (left), head of Wometco Theatres, Miami, Fla., and his daughter, Pat (right), stop for a chat with Rod Cameron on their rounds of the various sets at the Universal-International studio as the guests of U-I.

"The Informer" opened at the Little Theatre for a 10th engagement. It has played 19 weeks at this small art house.

Columbia Mid-East Division Manager Sam Galanty attended a three-day meeting of home office executives and division managers at the Warwick Hotel, New York.

L. Keene, manager of Warner's Capitol Theatre, Winchester, Va., proved his showmanship when he secured advance MGM News clips on the nearby Hillsboro, Va., Capital Airlines crash and gave the scoop top billing in news ads and front lobby and marquee displays.

Paul Morris and Dave Polland of United Artists were working with Warner's Frank La Falce and Bill Ewing this week on a campaign for "Carnegie Hall" which soon will play the Earle.

Ray Ayrey, Warner supervisor in the home office, is in town to pinch-hit for Charles McGowan, contact manager, who is bedded with the flu.

DENVER

City managers for Fox Intermountain Theatres in the southern and northern districts, as well as theatre managers in Denver, were called together for three one-day meetings in the division offices in Denver. The occasion was to lay plans for the forthcoming fall drive and contest, to be participated in by all houses connected with National Theatres.

The Cooper, formerly the Avalon, Grand Junction, Colo., was reopened after being closed for some time for extensive alterations and decorating. Hosts at the banquet were Pat McGee, general manager; Ralph Ayer, his assistant, and Frank Roberts, comptroller.

Managers, bookers and shippers in the Denver exchanges want a word said about prompt return or forwarding of film. With one exchange the past week having a list of more than 20 films that had been delayed by theatre men not returning them, the managers feel that they have more headaches than are necessary.

Fred Glass, former city manager Fox Intermountain Theatres, Cheyenne, Wyo., now district manager for Fox West Coast, vacationed in Denver.

A theatre information service, 9 A.M. to 10 P.M., has been instituted by Fox Intermountain Theatres. Operators are on hand to give any information desired about theatre times, films, etc.

R. W. Cummings, who owns the Gem, Culbertson, Neb., has bought the State, Lewellyn, Neb., from the Carl Beard estate.

Bill Fowers, Butte, Mont., city manager, is convalescing at home after a session in the hospital.

BOSTON

Mrs. Elias M. Loew, wife of E. M. Loew, president and treasurer of the E. M. Loew chain of 84 theatres, reported to the police that her car had been broken into and clothing and luggage valued at more than $1,000 stolen. The thieves, who broke a rear window of the car, overlooked $35,000 worth of jewelry in a large white case in the rear of the car.

James P. Mullin, 80, father of Martin J. Mullin of the M and P Theatres, Boston, died on Aug. 27 at his home in New Jersey after a short illness.

Ralph E. "Red" Peirce of local Altec office, goes to Philadelphia as branch manager.

Al Fowler, back from vacation, is on the job as publicity chief at 20th Century-Fox in Boston.

The Esquire was re-opened on Aug. 27. Arthur Morton, manager of the Fenway, will also operate the Esquire. The Old Howard, closed for the summer, reopened.

Milton Epstein, Pouzzner circuit booker-film buyer, and his wife, will spend a two-week vacation at Lake George, N. Y.

Lou Stern, who has built up a five theatre circuit in the past two years, a large dance hall and several bowling alleys, has opened up an office at 246 Tremont Street.

Lester Ross, Manco Service and Supply Company, was called to New Haven to see his mother who was to undergo an emergency major operation. Latest reports are that Mrs. Ross is recovering.

Joe Levine, Embassy head has returned from the coast and points in the middle west.

Saul Simons, chairman, entertainment committee, Motion Picture Salesmen's Club, announce Sept. 22 as the date for the testimonial dinner for Tom O'Brien, newly-appointed branch manager for Columbia.

COLUMBUS

Shaffer B. Berkshire, former manager of the Fox, Indianapolis, is the new manager of the Gayety burlesque theatre in Columbus.

Bernie Gardiner, Paramount salesman, and Jack Needham, 20th-Fox salesmen, have returned to work after absences due to illness. Bob Lamb, from Detroit's exchange, and Charles O'Neil, from 20th-Fox in Cleveland, filled in for Gardiner and Needham.

Edmond Dorgan has taken over operation of the Air Park out-door theatre from William Murphy.

J. Everett Watson, MGM exploiteer in the Cincinnati area who maintains his home here, has taken over the Pittsburgh territory for MGM. He spends one week in the Pittsburgh zone and the second in the Cincinnati area.

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(*Continued from Page* 25)

Virgil Jackson, of the Jackson-Murphy Theatres, is home after long service overseas with the army in which he attained the rank of colonel. He has been hospitalized for some months.

Betty Lou Schwartz, former local actress, has a small role in "Jungle Flight," using the screen name Linda Lombard.

Joseph Holleran, former assistant manager for Loew's theatres in this area, was recently named city manager of Alliance houses at Frankfort, Ind.

LOS ANGELES

The MGM sales conclave started Sept. 2 at the Ambassador Hotel, with William F. Rodgers presiding. The company's general sales manager came into town Aug. 28 and was followed the next day by his assistant, Edwin Aaron; and William Zoellner, short subjects chief. The entire MGM executive staff, producers and district managers met this week for a combined studio-distribution get-together. George Hickey, Pacific Coast sales head, played host to district managers John J. Maloney, Burtus Bishop, Jr., and Rudolph Berger. Si Seadler, in charge of advertising, and Ernest Emerling, Loew's Theatres advertising-publicity topper, also attended the confabs.

Mrs. Dean Hyskell, wife of the advertising director for Fox West Coast, is recovering from an operation at Cedars of Lebanon Hospital.

Sol M. Wurtzel returned to Hollywood after a quick tour of seven 20th Century-Fox exchanges on the West Coast and in Canada. He is readying three sneak previews of his latest, "Dangerous Years," and will fly to New York Sept. 10 to confer with 20th-Fox executives on a new releasing setup for the coming year.

Eagle-Lion Western Division Manager Del Goodman is now in full charge of the combined PRC-E-L operation. Harry Milner is district manager and assists Goodman. The E-L exchange has been redecorated, with new furniture being added.

The first regional drive of its kind has been launched by Republic. Known as the "Big 'C' Drive," the title comes from the monikers of Earl Collins, western division chief, and Ralph Carmichael, Republic district manager.

Within two hours after his first crime, Bill Bowers was in jail for holding up the El Capitan Theatre. Bowers told police he had a young wife and was worried over payments on a Van Nuys home and a new car. He surrendered a toy pistol which the arresting officers said he used in the holdup, to take $410.

ATLANTA

The lone film theatre in Kindston, Ga., owned by C. Wells, was destroyed by fire. No insurance was carried.

Walter Brackin, owner of the Brackin circuit in Alabama, has recovered enough to leave Emory Hospital here and return to his home in Ozark, Ala.

Republic Southern District Manager Walter Titus held a meeting here of managers and sales staffs from the Atlanta, New Orleans, Memphis and Charlotte exchanges.

Bob Tarwater has resigned as sales representative in Paramount's Atlanta office.

Storms Cut Current

Theatres in the Louisville, Ky., area have been experiencing trouble in operation due to the electric current being shut off by storms that have struck the territory. A great many houses in the rural district especially have failed to open for that reason. Others have opened and been forced to close when the current went off due to the storms.

SRO Southwest District Manager A. J. Delcrambre of Dallas was here for sales conferences with SRO Southeastern Sales Manager Henry Krumm.

Miss Sarah Hood has joined the Atlanta Eagle-Lion staff, while Mrs. Kate Waites of the same company, recently married, is off on a belated honeymoon trip to Florida.

President Alfred Sack of Sack Amusement Co., stopped off in Atlanta en route from New York back to his Dallas, Tex., headquarters.

Collins "Bud" Riley, formerly with RKO in New Orleans, visited Monogram Branch Manager Babe Cohen.

Loew's Southern Division Manager Allen Sparrow has returned from a trip to Memphis.

The showing of Paramount's "Variety Girl" at the Fox, Aug. 27 was big financial success from which the local Variety Club will benefit.

MILWAUKEE

Milwaukee is to have a new film council of 14 members, to be headed by Paul Gratke, who is also head of the public library's department of education. The group, known as the Milwaukee County Film Council, was formed at a Milwaukee Public Library conference on Aug. 27. Other officers are: Murl Deusing, curator of education at the Milwaukee Public Museum, vice-president; Nancy Grey, of WTMJ, the *Milwaukee Journal's* radio station, secretary and treasurer. A constitution will be drawn up and arrangements made for two immediate projects. A world film festival and films for United Nations week are other projects. The *Milwaukee Journal* offered the use of its large auditorium at Milwaukee Radio City for the occasion. The festival is to include several hundred 16-mm. films, and is to be held on seven consecutive Saturdays commencing Oct. 18.

The second anniversary of the Grantland Theatre at Lancaster, Wis., is to be celebrated during September, with special programs on the screen for this event.

At Janesville, Wis., a free children's day was to be held in August at the Beverly, the expense being borne by its sponsors, Sears-Roebuck. Failure of the local electric power prevented the show on that day. However, when the blackout occurred, the 500 kids were in the house, and a panic was prevented by quick action on the part of the management. An amateur show was put on, temporary lighting and flashlights being used. The children behaved remarkably well when the cause of the blackout was explained. Wallace Conrad, manager of the house, acted as m.c. Cash prizes were awarded to the three amateur actors who received the most applause. The Sears-Roebuck free matinee was promised at a later date. On the day of the blackout, two other theatres—the Myers and the Jeffries—had to close due to the blackout.

Utah Drive-In Jump

Exhibitors in and around Salt Lake City, and to a lesser extent in other parts of Utah, are perturbed over the rapid increase in the number of drive-in theatres. A year ago there were practically none in the Salt Lake City area, now there are eight in the immediate vicinity with three within the town's limits with more planned for the very near future. There are two on the outskirts of Ogden, with another nearing completion near the municipal airport. There is one each at Provo and Richfield, Utah, at Pocatello and Meridian, Idaho. Fourteen more drive-ins have been announced for, among other points, Idaho Falls, Ida., Missoula, Kalispell and Billings, Mont. Operating six to eight months year the drive-ins around Salt Lake City are reported buying the product of all distributors. One is said to have bought product to be the second-run outlet for a major distributor.

CLEVELAND

Irving Zussman, president of Metro Premium Company, was in town establishing a sales force to handle his premiums in this territory.

Urban Anderson, city manager for the Uhrichsville and Dennison theatres, states that remodeling of the burned State in Uhrichsville is expected to be completed in November.

Shirley Fishman, publicist and exploiteer for the local RKO theatres, has returned from a vacation in New York.

Frank Arena has been transferred here from Boston to be assistant manager at Loew's State Theatre.

Everett Steinbuck, who is now in the government employ in Fort Lauderdale, Fla., was here to pick up a new car. It was his first visit here since he resigned as manager of Loew's State.

Millard Ochs, manager of Warners' Strand Theatre, Akron, is on a motor trip through New England.

Fred Scheuerman, booker for Co-operative Theatres of Ohio, and Mrs. Scheuerman, flew to Florida last week to meet their newest granddaughter.

Mrs. Florence Black, who operated the Star Theatre, East Liverpool, until it was dismantled a year or more ago, has built a drive-in theatre between East Liverpool and East Palestine.

Bill Robinson, assistant to Urban Anderson, in Uhrichsville, is now city manager for the Lyons Circuit with headquarters in Portsmouth, Va.

Nate Schultz, Monogram franchise owner, and Mrs. Schultz are back from a combination business and pleasure trip.

Frank Gross, circuit owner has moved from the Film Bldg. to new quarters in the United Artist Bldg.

OKLAHOMA CITY

Mac Hoyle Wood has succeeded Dwight Seymour as manager of the three Griffith theatres at Seminole, Okla. Seymour has been transferred to Nebraska City, Neb.

Charles Trego has become manager of the Oklahoma City Reno Theatre, the Isis and the Gaiety, replacing Audie Adwell. Wesley White has become manager of the Rialto, C. B. Hud-

(*Continued on Page* 28)

'RED STALLION' SMASH!

Record high business on sensational Day-and-Date national openings makes "Big Red" Box-Office Champion!

CITY	THEATRE	CIRCUIT
Memphis, Tenn.	Warner	Warner
Altoona, Pa.	State	Fabian
Bakersfield, Cal.	Fox	Fox West Coast
Bay City, Mich.	Washington	Washington Theatre Co.
Dallas, Texas	Majestic	Interstate
Elmira, N. Y.	Regent	Warner
Los Angeles, Cal. *Five theatres day-and-date*	Orpheum, El Rey, Vogue, Belmont, Culver City	Fox West Coast
Lincoln, Neb.	Varsity	Westland
Phoenix, Ariz.	Fox	Fox West Coast
Milwaukee, Wisc.	Riverside	Standard
Oakland, Cal.	Orpheum	Fox West Coast
Portland, Me.	Civic	Zeitz
Portland, Ore.	Mayfair	Fox West Coast
Kenosha, Wisc.	Gateway	Standard
Spokane, Wash.	Orpheum	Fox West Coast

CITY	THEATRE	CIRCUIT
Terre Haute, Ind.	Orpheum	Alliance
Ft. Worth, Texas	Worth	Interstate
Santa Barbara, Cal.	Arlington	Fox West Coast
Galveston, Texas	Martini	Interstate
San Diego, Cal.	California, Loma, State	Fox West Coast
San Francisco, Cal.	Warfield	Fox West Coast
Oklahoma City, Okla.	Warner	Warner
San Bernardino, Cal.	Fox	Fox West Coast
Fall River, Mass.	Empire	Yamins
Long Beach, Cal.	U. A. & Crest	Standard
Green Bay, Wisc.	Strand	Fox West Coast
Houston, Texas	Metropolitan	Interstate
Jamestown, N. Y.	Palace	Warner
San Antonio, Texas	Majestic	Interstate
Seattle, Wash.	Orpheum	Fox West Coast

. . . and a hundred more across the country!

ASK THE MAN WHO PLAYED IT!

EAGLE LION HIT!

REGIONAL NEWSREEL

LONDON OBSERVATIONS

Uncertainty Beclouds British Industry as Hope for Tax Compromise Prevails; Maurice Ostrer Marches On

By JOCK MacGREGOR

The Dalton duty has brought in its wake a form of frustration. While most stand by the cliche: "everything is going to be all right," nervousness is afoot and business carries on on a day-to-day basis. Common sense combined with rumor is causing general uneasiness among film people here, and until all possibilities of a compromise are gone, none will decide how best to utilize their resources.



Jock MacGregor

* * *

Now that newspaper support for the industry is vitally needed, it is not forthcoming. This is due no little to the fact that during the war, when four-page newspapers made life hard for the publicists and gave rise to the attitude that their copy "will never get in," the newspapermen lost touch with the industry. The result is that such stories as that the British studios can supply the cinemas' requirements and that vaudeville can replace the second feature are accepted as gospel. Overlooked is the shortage of studio space, the impossible ACT working conditions, the glut of supporting material and that the West End's only music hall now relies on American acts to see it through.

Heading the abuse of the industry is the Beaverbrook press which, once thought to be merely anti-Hollywood, today seems to be anti-cinema generally. Recently the *Daily Express* proclaimed that there was a great drop in box-office, omitting any reference to the sweltering weather as a possible cause.,

The London trade press have clamped down on the inaccuracies. This is a most welcome and effective contribution.

* * *

Unperturbed by conditions is Maurice Ostrer who has just gone on the floor at the MGMamoth Elstree studios with his first independent production, "Idol of Paris."

Practically all of the current crop of leading British stars owe their present position to Ostrer. Now he is building a second team and introducing most of his candidates for stardom in the current production.

* * *

Hit by the shortage of artists and fervently seeking screen discoveries is Marcel Hellman who is giving the leading role in his latest production for 20th Century-Fox to Sonia Dresdel. Having worked her way up through the hard school of repertory theatres, Miss Dresdel has built a great reputation on the West End stage playing unpleasant females.

* * *

Back to America, having completed "So Evil My Love," went Hal B. Wallis on the Queen Elizabeth with his wife. Also on board were Sir Sidney and Lady Clift. Sir Sidney is a shrewd showman and while he will see much to interest him, he will also be able to interest the many with whom he will come in touch.

Spurred on by the successes of "Piccadilly Incident" and "Courtneys of Curzon Street," Herbert Wilcox has rushed Anna Neagle and Michael Wilding into "Spring in Park Lane" for production at the MGM studios.

* * *

Arthur Kelly in London to look over UA's business, succeeded in getting J. Arthur Rank to show their product on the Odeon Circuit in which they have a large holding.

At a press conference, Kelly revealed that UA are considering large scale production in this country to avoid the *ad valorem* duty. Studio space and equipment are bottlenecks today, however. But within the next few months the Associated-British-Warner group will have a number of stages available and MGM are still not ready to use their five completed stages at Elstree.

* * *

Mark Ostrer is offering a silver cup and monetary award annually for the best kept Gaumont-British Theatre, embodying general excellence of management, maintenance of building, smartness of staff, etc.

* * *

One of the most colorful of Wardour Street's younger executives is George Minter of Renown Distributors. Entering the business in 1938 as receiver for a bankrupt renter he got hold of some re-issue rights and became a pioneer in this direction. Now he is to handle important new British pictures having sponsored "No Orchids for Miss Blandish," and "Things Happen at Night."

* * *

Genial **Arthur Dent**, having completed his first production, "Coming Thru' the Rye," is now preparing "This was a Man," a story of William Shakespeare. . . . **Sid Hyams'** Eros Films are getting some nice dates with Rank-Universal reissues and are finding that the older subjects are selling best. . . . Familiar pre-war figure **Richard Sheridan** is back in Wardour Street as sales manager for British Foundation Pictures. . . . **Randolph E. Richards,** prominent Eastbourne showman, will be that town's next Mayor. Congratulations. . . . It came as a really great shock to hear of the death of **George Cooper,** pioneer film director. He was known to all and it was to his great credit that though in his fifties, he served in the Army during the war as a private.

Vince Knows His Lines

Vincent Trotta, long associated with Paramount Pictures as art director and now with National Screen Service, in a similar capacity, this week was in Atlantic City judging his thirteenth consecutive Miss America Beauty Pageant.

Trotta's judgment is highly respected by motion picture talent scouts, since many "Miss America's" of former years have been signed to Hollywood contracts. Among them are: Rosemary La Planche, Jo Carroll Dennison, and Marilyn Buferd.

(*Continued from Page 26*)

son is managing the Rodeo and the Agnew, Frank Little is managing the Will Rogers and Cecil Hudson is manager of the May.

A Warner-Pathe News cameraman was in Anadarko, Okla., last week taking newsreel pictures of the annual Indian fair. Paul Townsend, city manager of Warner Theatres, said that soon a newsreel cameraman will be on duty in Oklahoma permanently.

A new marquee, sign, heating and air washing equipment and additions of 40 feet on the rear, increasing capacity to 900, have been announced by the American Theatre at Guymon, Okla.

Flexer Drive-In Theatres, Inc., 317 State St., Dover, Del., have been granted a Missouri incorporation with authorized capital stock of $25,455 by David Flexer, A. M. Avery, Sr., of Memphis.

A fire at the drive-in movie on highway 65 outside Pine Bluff, Ark., caused an estimated damage of $2,000. A break in the film about 11 p.m. caused the fire.

PORTLAND

With the termination of annual summer vacations Oregon exhibitors are making plans for one of the greatest movie seasons.

Cassius Smith, manager of Varsity Theatre, Seattle, announces a new matinee policy in addition to night shows. He opens the new policy with "Specter of the Rose."

Keith Bain, RKO representative in Oregon, week-ended in Puget Sound key cities.

Universal-International Manager George DeWaide is covering Spokane and Inland Empire trade area.

Bumper crowd turned out for the Northwest Film Club's annual picnic at Northlake Park.

Joe Durant was presented with a gold wrist watch by Ben Shearer in honor of Joe's 20th year with the company.

Frances Alderman, secretary of the Motion Picture Producers' Association is covering Puget Sound key cities.

Bing Crosby and party stopped off at his old home town, Spokane, for a class-reunion.

Tom Shearer and staff held a preview of theatre equipment at Benson Hotel, Portland, for Oregon exhibitors.

W. B. Zoellner, MGM general sales manager for short subjects, is conferring with Portland and Seattle managers.

Ted Gamble and family are back in Portland from New York and holding conference with Gamble Enterprise managers.

DALLAS

Ross McCausland has resigned as manager of the Telenews Theatre here to join the Adelman & Sachs organization and will be manager of the latter's almost completed suburban, the Delman, scheduled to open shortly.

James Preddy, manager of the Forest Theatre, is the new manager of the Telenews Theatre. Alex Barr, treasurer of the Melba,

New Mirrophonic Sound
JOE HORNSTEIN has it!

REGIONAL NEWSREEL

will go to the Forest as manager.

Twenty-five years of continuous service with the R & R Theatres has been racked up by C. W. Taylor.

T & R Theatres Inc., Wichita Falls, has been incorporated with $2,000 authorized capital stock by Garnett Parker, C. C. Parfet and G. E. Swarts.

J & K Theatres, Inc., Odessa, has been incorporated with $500 authorized capital stock by Maurice Kleinman, Millard Jones, Sara Lee Jones.

A March of Time film crew has concluded its job of filming oil sequences in East Texas for incorporation in an educational and promotional film being prepared for Standard Oil Company of Indiana.

The Robb and Rowley Theatre circuit held its semi-annual convention here at the hotel Adolphus last Wednesday. George Jessel was the guest of honor and chief speaker at the banquet.

John Hughes, appointed assistant to Fred M. Jack, southeastern district manager for United Artists, will work out of the company's headquarters in Dallas. Hughes joined the company's contract department in 1947; in 1944 he was named playdate manager, and last year promoted to the sales department under Canadian Sales Manager Edward M. Schnitzer.

United Theatres Service Corp., Dallas, has been incorporated with $1,600 authorized capital stock by John Frenconi, W. J. Cammer, Ed V. Green.

Notice of incorporation has also been published by the Tower Theatre, Inc., Wichita Falls, with a authorized capital stock of $28,000 by Garnett Parker, C. C. Parfet and G. F. Swarts.

TORONTO

Canada has the distinct semblance of a poliomyelitis epidemic, particularly in the Western part of the country. The number of hospital cases has come close to the 1,000 mark but no restriction has been placed on theatre attendance.

Top-flight executives of Famous Players Canadian Corp. turned to the regional conferences with partnership and other associates of the chain this week for the discussion of matters concerning the 1947-48 season. The western division meeting at Banff, to which Toronto headoffice officials flew, was held by Larry I. Bearg during the first three days of September. The eastern conference will follow at Quebec City on Sept. 18-20. Many officials of Famous Players, 20th Century Theatres, Premier Theatres, Bloom and Fine Theatres, all of Toronto, and of the three large theatre groups in Montreal will attend the Quebec session.

Famous Players Canadian Corp. is about to open its first new theatre in 10 years at Toronto, the Nortown.

Astral Films, Toronto, through I. H. Allen, has obtained Canadian distribution rights for releases from the United Nations Film Board which have been produced by the Public Information Branch of the world-wide organization.

New Ideal Theatre Chairs
JOE HORNSTEIN has it!

Stall Tax in Lincoln

Theatremen in Lincoln, Neb., have stalled but not stopped an attempt to slap a five-cent tax on theatre tickets in Nebraska's capital city. The city council proposed the tax when it found itself short on revenue. The film industry immediately descended on the council describing the proposed tax as "discriminatory." Second reading was delayed until Sept. 1. Speaking in opposition were Walter Jancke, Nebraska Theatres, Inc., city manager; Robert Livingston, president of the Nebraska Theatremen's Association; Guy Chambers, Nebraska Theatres attorney, and Ralph Ayer, assistant general manager of Cooper Foundation Theatres. All agreed that any additional tax would have to be added to admissions.

Famous Players Canadian Corp. headoffice personnel, with that of General Theatre Supply Co. and Theatre Confections Limited, held their annual joint picnic at the Charlie Mavety horse ranch outside Toronto but the attendance was below that of previous years because of the heat wave.

Tribute has been paid the Canadian film industry and to herself by the National Film Board by the inclusion of Ray Lewis as one of Canada's distinguished women who have combined marriage and a career. The compliment comes in a film, "Careers and Cradles," about to be releeased to theatres. Ray Lewis is publisher of *Canadian Moving Picture Digest,* has both theatre and film-exchange interests.

The Century Theatre has been opened at Sudbury, in the centre of the Northern nickel-mining country, by 20th Century Theatres, to replace the venerable Grand Theatre. Bill Williams, manager of the latter house, has gone to the Century.

Premiums have returned to the neighborhood theatres in Toronto. The Hudson Theatre offers tableware from Monday to Thursday nights.

SALT LAKE CITY

The meeting of exhibitors held last week in Salt Lake City was attended by theatremen from 10 states, including Utah and southern Idaho. Exhibitors in the latter two states were accepted unanimously into the Pacific Coast Conference of Independent Theatre Owners, whose trustees conducted the Salt Lake parley. Heretofore, Utah and Southern Idaho operators have had their own groups. Local showmen at the meetings included Jay C. Christensen of Arcade, Salt Lake; J. L. Firmage of Milford and Harold Chesler of Bingham.

Universal Branch Manager C. R. (Buck) Wade is on a sales trip in Montana.

Howard Sheehan and Sol Wurtzel, 20th Century-Fox studio executives, were in Salt Lake City conducting a sales convention.

Fox Intermountain Theatres District Manager Hall Baetz headquartering in Salt Lake City is back at his desk from an extended trip into Montana.

New theatres recently opened include the Huish at Richfield, Utah, which has been built as a memorial to the late Charles E. Huish who for many years operated a circuit throughout central Utah, and the Main by Reed Wood at Garland, Utah.

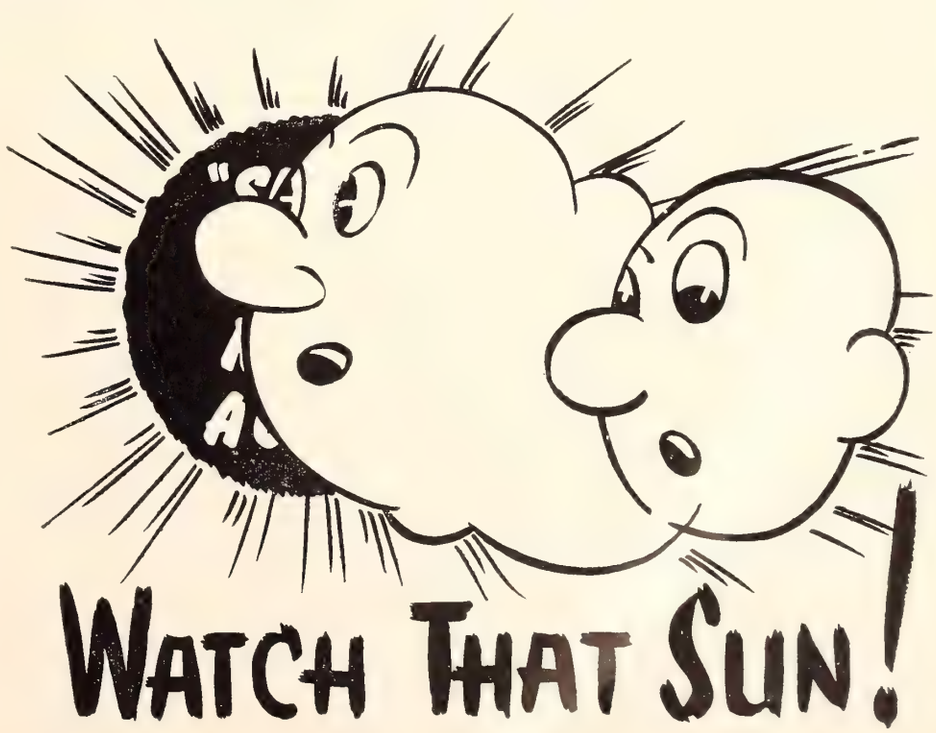
RKO District Manager Al Kolitz has spent several days in Salt Lake City conferring with Branch Manager Giff Davison regarding RKO's line up and will leave shortly.

Burglars failed to open a safe at the Studio Theatre here recently, but escaped with about $35 from some cabinets in the office and around $20 in small change taken from the candy machines, Manager Harry W. Blake reported.

Gus Floar, formerly associated with the Star Theatre with his cousin Andy Floar, is now operating the new Cina-Grill Cafe on film row. Andy is in charge of operations at the Star Theatre.

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Advt.



REGIONAL NEWSREEL

(*Continued from Page 29*)

Universal District Manager Foster M. Blake and Assistant General Sales Manager E. T. Gomersall, are here from Los Angeles conducting a sales meeting.

Bob Bran, Universal booker, left Sept. 5 for a vacation trip to Philadelphia.

Raycliff Pictures has been making a picture here in conjunction with Intermountain Theatres circuit titled "Salt Lake Centennial City." Ray Wright is the producer here from Hollywood accompanied by his brother Harold Wright, cinematographer, and a production unit.

VANCOUVER

Oscar Hanson head of Pioneer Films and his wife are here on a vacation and business trip.

George Preston, projectionist at the Plaza Theatre, his wife and five children are in a Bellingham hospital following a head-on crash between his car and a truck belonging to the Washington highway department near Bellingham. All are doing well at last reports. They were returning from a vacation at Penticton, B. C., through the U. S.

Two visitors this week from Hollywood where Walt Disney and Ken Murray both here in chartered planes. Disney was returning from an Alaska vacation.

Percy King of the Oak Theatre, Burnaby, staff lost his home, furniture and effects when he was burned out in a fire. Show biz is looking after him.

Jack Reid who was with UA for 15 years at Calgary, has been appointed exchange manager for Astral Films which recently acquired the Film Classic program for Canada. Steve Rolston former Vancouver film man takes over the Saint John, N. B., branch for Astral which will open a Vancouver branch shortly.



SPECIAL GUEST. Prof. Albert Einstein (right), discoverer of the theory of relativity, was the special guest of Manager Charles Winkleman of the Playhouse Theatre, Princeton, N. J., at a recent screening of RKO Radio's "Crossfire."

Eric Sherven opened his new 325-seat, $30,000 theatre at Leroy, Sask.

David Theatres Ltd. of Vancouver has reopened the 737-seat York Theatre at Victoria, V. I., after recovering possession from West Coast Theatres Ltd., in a law suit. Sammy Nagler, former UA British Columbia manager, is in charge of the York.

The 450-seat Cameo Theatre at Whalleys Corners, a few miles from New Westminster, B. C., is now operating.

Edna Armstrong, for many years secretary to Art Graburn at Odeon's B. C. booking department, has retired since her recent marriage to Jack Armstrong, manager of the Odeon-Paradise Theatre. Bette Rousselet has taken over her former post.

The Saskatchewan Amusement Company of Regina has turned the two Melville, Sask., theatres, the Princess and Roxy, with a total seating capacity of 775, over to the former owner Jack Zaitzow.

With a wet week-end for the Labor Day holiday, theatre biz took a upward swing in the downtowners.

Candy sales in all theatres are away off, in line with declining juvenile patronage, caused by the polio epidemic, circuit heads reported. There are 166 polio cases here.

UA Vancouver Booker Eddie Weisberg has been catching the sports headlines here. The lanky southpaw pitcher, who hurls in the Vancouver Senior City League, has been standing opposing teams on their heads.

ST. LOUIS

Gloria Caporal, daughter of John Caporal, president of the Wellston Amusement Co., and Mrs. Caporal, and a niece of Spyros P., Charles P. and George Skouras, was married here to William Manders, a young attorney of Detroit, and a World War II veteran. Charles Skouras was best man. Following a reception in the hall of St. Nicholas Church, the young couple left for a Canadian honeymoon. They will make their home in Los Angeles.

Mr. and Mrs. A. F. Feild have sold their 234-seat Lyric Theatre in Bowen, Ill., to Floyd E. Dorsett, new to the film industry.

Owner Luther R. Ausbrook will open the new Granada Theatre, formerly called the Palace, in West Salem, Ill., on Seput. 10. The old building was almost entirely rebuilt after the balcony had been removed.

Fred Wehrenberg's Lemay Theatre, St. Louis County, will give a special free matinee for children under 16 on Sept. 6 at which a judge with juvenile court experience will talk to them on proper juvenile behavior. Union and theatre staff help will donate their services.

John Liable, 23, brother of Mrs. Betty Struck of the headquarters staff of the Wehrenberg circuit, was fatally injured when his motorcycle was struck by a Diesel switch engine.

Miss Delores Schwendt is the new telephone operator at the 20th Century-Fox exchange.

Manager John Giachetto of the Roxy in Springfield, Ill., has been named recruiting officer for the Marine Corps Reserve.

Elbert Claussen of Carlisle, Ark., has sold 250-seat Rex Theatre there to Henry Pickens. Kay White of Hot Springs, Ark., has sold the 350-seat Pike to A. E. Crowder, Jr.

Bruce Ewalt is the new manager of the Fulton Theatre in Cuba, Ill., succeeding Max Anderson.

Everett Elsea has sold the 285-seat Family in Kirsville, Mo. to W. E. Korsmeyer.

The remodeling and modernization of the 650-seat Orpheum in Neosho, Mo., in work for more than a year, has been completed. New equipment has been installed throughout.

William Kolar, a member of the Treasurers and Ticket Sellers Local 774, St. Louis, died on Aug. 30. His widow, a sister and brother survive.

Sam Hecht, who built the Esquire Theatre in Cape Girardeau, Mo., for B. A. Woolner's Esquire Theatre Co., died there of a heart attack on Aug. 23.

Albert Louis Fischer, stagehand at Fred Wehrenberg's Melba Theatre and a member of St. Louis Theatrical Brotherhood Local 6, IATSE, died Aug. 31, following an extended illness from a heart attack. His widow, a son and two daughters survive.

NEW THEATRES

Lousiville—Don Reda has received permission to proceed with his New Theatre in London, Ky., construction of which was stopped some time ago because he then had no permit.

St. Louis—Construction has started on the $150,000 900-car drive-in theatre near the junction of U. S. No. 66 bypass and Route 29, west of the city limits of Springfield, Ill. Opening is expected by Sept. 1.

Dallas—The 1,000-seat Esquire theatre, newest member of Interstate Theatres suburban shows is scheduled to open Aug. 1. It will be equipped with foam rubber seats and Electro-aire conditioning. Louis Charnisky, who has been with Interstate for 14 years, will manage.

Portland—Paul Volkman opened his new 750-seat theatre in Wapato. It is a stadium type. A modern feature of the decorations is the black lighting.

Gulistan Wilton Theatre Carpet
JOE HORNSTEIN has it!

St. Louis—Fred Wehrenberg has bought a 100x190-foot parcel of ground at Gravois Road and Elgin Street in Affton, St. Louis County, as the site for a new 800-1,000-seat theatre. It will be called Ronnie's Affton Theatre in honor of the circuit head's grandson Ronnie Krueger. This is the fourth new theatre recently announced by Wehrenberg.

Des Moines—Plans for a 1,000-seat theatre in Marshalltown, Ia., have been drawn. House, making the sixth for the city, will be an RKO outlet.

Denver—Robert Patrick has started remodeling a building at 26th and Humboldt into a 500-seat theatre.

Memphis—Permit has been granted by the CPA for the construction of a Negro theatre to be called the Hyde Park. A. W. Blackwell and Associates are hopeful of completing it within 60 days.

Hartford, Conn.—A 1,000-seat theatre will be built as soon as government restrictions are removed in the Elmwood section of West Hartford, it was announced by Realtor J. George Schilke. Perakos Theatres of New Britain will operate it.

REGIONAL NEWSREEL

PHILADELPHIA

Ed Rosenbaum, tub thumper for Universal-International, will take a six-months' leave of absence the end of September. He intends to write his autobiography—"A Half Century of Show Business."

Milt Young, who has spent the last three weeks in Pittsburgh on "Down to Earth," stopped over in town long enough to visit his family over the weekend and was off again to Bridgeport, Conn. for Columbia's bookings in that city.

Sig Horowitz, former salesman for 20th Century-Fox in Boston and sales manager for Screen Guild in the same city, succeeded Bill Cohen as 20th-Fox sales manager this week.

Murray Diamond, returning to the premium business, is making his headquarters with Ben Harris at American Films.

This month marks the 25th anniversary of Hillary Brown, district manager for the American Society of Composers, Authors and Publishers, with that organization. Brown, well-known to theatremen, has just returned from his vacation.

Nick Lalli, formerly with RKO and NSS, is doing sales promotion work for the Thornton-Fuller Automobile Agency.

Whitey Molitch and Bill Clark are on an extended trip for National Film Service.

Doug Beck, who has been in Boston on special assignment for RKO, is back at his desk at the Philadelphia exchange.

Mary Pasquy, popular waitress at the Film Center lunch room, has resigned to become a housewife. The couple will make their home in Kansas City.

Marie Hughes of MGM's shipping room and Bill Curran of the Universal-International shipping department were married last week. It was a film room romance, Curran formerly worked in the MGM shipping room.

Wilson Turner has resigned as Harrisburg salesman for Eagle-Lion.

CHICAGO

George Gollos of the Gollos Circuit is back from the west coast for his summer checkup of theatres in the circuit. Business is good for the Gollos houses in Chicago which have built up a fine clientele for triple features. Seymour Hite is the circuit's booker. Gollos is using Joe Berenson radio phonograph premium combination in the Chilten and Victory Theatres to good results.

Vacationists: Alliance Circuit Controller R. H. Brandt has returned from an extended stay in Wisconsin; Warner Publicist Lucia Perrigo, has returned from a Colorado holiday; RKO Publicist Nat Plunkett, is in the north woods with his family.

The Fargo Theatre in DeKalb, Ill., which has been under lease to the Anderson Circuit, has reverted to the management of George Vallos, owner. Anderson reportedly will build a new theatre to replace loss of the Fargo from its circuit.

Wesley Richards and Sheldon B. Leach have organized the Civic Amusement Co. to operate theatres in McLean, Ill.

The New Windsor Theatre Building Co. of Chicago has surrendered its charter to the Secretary of State.

M. S. Gordon, Arnold Grubman and Aaron Gordon have organized the National Vending Corp. with offices at 105 West Monroe Street.

Bell and Howell is changing its export division setup to an international sales division to handle overseas sales and distribution. Product of other equipment manufacturers is being added to its lines. E. L. Schimmel will be in charge of the new department.

Ray Carsky, B and K warehouse manager, is seriously ill of a heart attack at the Augustana Hospital.

Tent No. 26, Variety Club, has elected the following 26 members since Jan. 1, 1947: Leon L. Brandt, Lee Rosene, Edward J. Donovan, Christian H. Otto, H. E. Abrahamson, Charles P. Hughes, P. C. Nelson, Melbourne I. Feltman, Fredric R. Kleiman, Ben Zenoff, Louis R. Smerling, Morton Lane, Julius J. Levin, Allan M. Loeb, John C. Emma, Harry L. Winograd, Russell Q. Faccine, Thomas F. Flannery, Jr., Morton Schaeffer, Robert Hartman, H. A. Spanuth, Morris B. Sachs, Frank Fink and R. A. Richman.

Astor Theatre Manager Chester Blinn was bound with his own necktie in his theatre by three Negro gunmen who made off with the weekend receipts.

$20,000 Storm Damage

The Shaker Theatre in Cleveland was damaged to the extent of $20,000 Saturday evening of last week by a rain, hail and thunder storm. Water backed up in the sewers, flooding the entire auditorium. Practically three-fourths of theatre, or 1,200 chairs, were under water. Patrons were evacuated shortly after 8 o'clock when they reported their feet were getting wet.

NEW YORK

A daughter, Virginia Paula, was born last week at Doctors' Hospital to Charles B. Moss, managing director of Loew's Criterion Theatre, and Mrs. Moss. Moss is the son of the veteran theatre owner, B. S. Moss.

Len S. Gruenberg, who is RKO Radio's new metropolitan New York district manager, will be honored by the New York exchange headed by Phil Hodes with a special welcoming drive from Sept. 5 to Dec. 18. It will be a combination dating, sales and billings offensive. Gruenberg was captain of the recent Ned Depinet drive.

Herman Silverman has been advanced by RKO Vice-President and General Sales Manager Robert Mochrie from office manager of the company's New York exchange to assistant to the new metropolitan manager, Len Gruenberg.

HARRISBURG

Jack O'Rear, manager of the Colonial, Harrisburg, celebrated his twenty-fifth year as a Wilmer and Vincent employe Aug. 22. In show business almost all his life, he joined the W and V chain 25 years ago at the Rialto, Allentown. He worked at Richmond, Va., Bethlehem, Reading and Altoona, Pa., before coming to Harrisburg 16 years ago. O'Rear has handled every type of travelling attraction and during his period in Harrisburg worked at all the W and V (now Fabian) houses. He started at the Victoria, then went to the old Majestic, now the Rio, followed with a period at the State, then was transferred to the Colonial. O'Rear several years ago married a local girl, and they are well known for their entertaining.

Sam Gilman, manager of Loew's Regent, and Mrs. Gilman, left over the week-end for a motor trip to Miami, Fla. In his absence Bob Westerman, assistant, will be in charge, with Orville Crouch coming on from Washington, D. C.

Employes of the Colonial presented usherette Thelma Rader Pellegrini with a cutlery set and a heavy cooker as wedding gifts. She was married two weeks ago to Joseph Pellegrini.

(*Continued on Page* 33)

. . . NEWSREEL SYNOPSES . . .

(Released Saturday September 6)

WARNER PATHE (Vol. 19, No. 5)—Eisenhower speaks to the Legion; First food reaches the Greeks; Three-year-old prodigy gives concert; Uneasy truce in Indonesia; European cyclists race; Orphans see a water show.

MOVIETONE (Vol. 30, No. 2)—Legion's 40 and 8 fun-makers go to town in New York parade; Eisenhower talks to Legionnaires in convention; The youngest set holds spotlight at Asbury Park; Fashions in furs; Rough water swim; Jousting on the Seine; French diving meet; Diving fun at aqua show.

PARAMOUNT (No. 3)—Indonesia dispatches second order to cease fire; 25,000 seek healing at Lourdes; New party announces candidate; Baby takes the headline; New York's maddest parade.

NEWS OF DAY (Vol. 19, No. 200)—Eisenhower warning stirs the Legion; 40 and 8 rides in New York as veterans take over the city; Picking Mr. and Miss America, Jr.; Coast guard to the rescue; Expert golf hints by Ben Hogan.

UNIVERSAL (Vol. 20, No. 70)—American Legion's 40 and 8 in four-hour New York parade; Converted bomber factory stores surplus machines at Marietta, Ga.; Youngsters strut in Asbury Park baby parade; Mile-long, rough-water swim at La Jolla, Calif.; Sail-boat regatta at Wildwood, N. J. offers thrills.

(Released Wednesday, September 3)

PARAMOUNT (No. 2)—Eyeful of ice capers; John Cobb burns up salt flats; Navy plane streaks 650.6 M.P.H.; Faith healers protest jailing; New York welcomes the Legion.

NEWS OF DAY (Vol. 18, No. 303)—American Legion's greatest rally; Sensational auto speed tests on Bonneville salt flats; World's fastest plane hits 650-mile-an-hour mark; Beauty on ice.

MOVIETONE (Vol. 30, No. 1)—American Legion holds convention in New York City; Marine flier pilots jet plane at record 650 miles an hour; Carnival on ice; National tennis; Speedboat regatta; Auto speed trial; Auto speed record.

UNIVERSAL (Vol. 20, No. 69)—New York welcomes the Legion; World's air speed record; Baby seals rescued; Gala ice carnival at Atlantic City.

WARNER PATHE (Vol. 19, No. 4)—American Legion captures New York; Navy Skystreak hits man's highest speed; Man, 79, builds own home in six weeks; New Naval Academy planned for West Coast; Double championships held in Brookline, Mass.; 1948 ice-capades in Atlantic City.

ALL AMERICAN (Vol. 5, No. 254)—Race track clocker; The American Legion; Baseball star is scouted; Shriners hold convention; All-star game; Three-year-old wonder pianist.

TELENEWS (Vol. 1, No. 19)—Dutch trap money smugglers in Indonesia; Destroyer returns to Poland after eight years; Entire city in Germany devoted to aiding sick; Austrian students volunteer in labor shortage; Alpine guides in mass climb in France; Planes attack mosquito swarms in Algeria; Australian prize sheep exhibited.

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HOLLYWOOD

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Britain's 21 Films in Work Stacks Well with U. S.'s 35

Latest information from Great Britain reveals that at the present time there are 21 pictures before the cameras, comparing favorably with Hollywood's present mark, which is only 35. Further analysis reveals that two of the British productions are being filmed in Technicolor, while the Hollywood color situation shows four for Technicolor and two for Cinecolor. Obviously, the drop in shooting activities here at home has brought the production schedules of the two nations very close. Last week's Hollywood drop was considered bad, but this week's 35 films arouse even further pessimism when it is considered that 52 were before the lensmen at the same time last year.

One of the smallest companies in town, Monogram started two pictures, both on September 3. One was "A Palooka Named Joe," starring Leon Errol with Joe Kirkwood. Reginald LeBorg directs and Hal Chester produces. The other was a Teen-Ager, "The Old Gray Mayor," featuring Freddie Stewart, June Preisser, Noel Niell, Gene Krupa's band, and others. Will Jason is producing and directing.

A&C Film Delayed

Because of a severe knee injury that requires Lou Costello to remain in bed for eight weeks, production on "The Noose Hangs High" at Eagle-Lion has had to be postponed. Meanwhile, Arthur Lyons signed Martha Vickers for a fifth starring role in "Prelude to Night," which he is making for Producing Artists.

Screen Guild was scheduled to put two "streamliners" before the cameras on location September 8, with Maury Nunes and Carl Hittleman of Longridge Pictures giving the "go" signal for "Code of the North" and "Law of the Mounties."

A 54-seat plane took the cast and crew of Warners' "Johnny Belinda" to Fort Bragg, Calif., for location sequences. Character actor Cecil Kellaway was added to "Christopher Blake" and John Hoyt was cast as an attorney. Robert Alda won a leading role in "April Showers" and LeRoy and Eddie Prinz were set to create and direct 11 dance sequences for the musical. Janis Paige was announced for the second feminine role in Bette Davis' "Winter Meeting."

Upon the completion of "Strange Gamble," last of this year's series of Hopalong Cassidys for United Artists release, Bill Boyd will leave on a two months' tour of the nation to meet theatre managers and check in at UA exchanges. Universal-International technicians have arrived in Oslo, Norway, to shoot background material for "Song of Norway." Republic sent "East of the Rainbow" before the lenses on September 3. Allan Dwan is producer-director, and Marsha Hunt and William Lundigan play the romantic leads. RKO's "Rachel" is still on location.

Also at RKO Bill Williams and Barbara Hale have had their options lifted. And H. C. Potter, who won critical acclaim of his handling of "The Farmer's Daughter," has been signed to direct the screen version of Eric Hodgins' novel, "Mr. Blandings Builds His Dream House," starring Cary Grant and Myrna Loy. The studio has scheduled "The Great Man's Whiskers," an original screen story by John Paxton, for early fall production. Adrian Scott will direct.

A complete shooting unit is being organized at MGM's British studios and will depart early this month for Austria and Italy to film background material for "Vespers in Vienna," based on the novel by Bruce Marshall. Carey Wilson is the producer. Meanwhile, Dalton Trumbo has completed adaptation work on Michael Foster's novel, "House Above the River," which Producer Sam Zimbalist has set for early production.

Chase sequences for Paramount's Bob Hope-Jane Russell Technicolor starrer, "The Paleface," were filmed on location. Ray Milland and Director Lewis Allen are on the continent to film background and action shots for "The Sealed Verdict." At home, the first contingent of "The Long Gray Line" company arrived at the U. S. Military Academy, West Point, N. Y., for location shooting.

Columbia's Harry Joe Brown production, "Coroner Creek," began September 8 as a Cinecolor film starring Randolph Scott and Marguerite Chapman. "Whirlwind Raiders," a Durango Kid western, got the gun September 3, while "Mary Lou," a musical, began two days later. "The Wreck of the Hesperus," based on Longfellow's poem, begins September 8, with Willard Parker, Patricia White and Edgar Buchanan heading the cast. John Hoffman directs and Wallace MacDonald produces.

NOW BEFORE THE CAMERAS

COLUMBIA. Coroner Creek (Harry Joe Brown, in Cinecolor); Whirlwind Raiders; Mary Lou; The Wreck of the Hesperus.

EAGLE-LION. Enchanted Valley (Jack Schwarz, in Cinecolor); Northwest Stampede (Al Rogell, in Cinecolor); Prelude to Night (Producing Artists).

REPUBLIC. Slippy McGee; End of the Rainbow.

TWENTIETH CENTURY-FOX. The Snake Pit.

UNITED ARTISTS. Strange Gamble. (Boyd).

WARNER BROS. To the Victor; Christopher Blake; April Showers; Winter Meeting; Johnny Belinda.

MGM. On an Island with You (Technicolor); Luxury Liner (Technicolor); Homecoming.

UNIVERSAL-INTERNATIONAL. The Naked City (Hellinger); Mortal Coils; Letter from an Unknown Woman (Rampart).

RKO-RADIO. Miracle of the Bells (Lasky-MacEwen); I Remember Mama; Good Sam (Rainbow Prods); Rachel; Station West; Race Street; A Song Is Born (Goldwyn, in Technicolor); Tarzan and the Mermaids (Lesser); Berlin Express.

MONOGRAM. A Palooka Named Joe; The Old Gray Mayor.

PARAMOUNT. The Paleface (Technicolor).

ARGOSY. War Party.

SRO. Portrait of Jennie.

'Life' Ends, So Cagney Proceeds With 'Valiant'

With Saroyan's "The Time of Your Life" completed, William Cagney has launched production of his next big picture, "Only the Valiant," the Charles Marquis Warren novel. James Cagney will head an all-star cast which, if present plans go through, will be a reassemblage of the entire personnel of the Saroyan film, since they could easily be transplanted to the roles and period of the Warren story. United Artists is slated to release both "Time of Your Life" and "Only the Valiant."

Meanwhile, Paramount announced that "Land of Promise," a 1914 play by W. Somerset Maugham, will be remade this fall under the title of "The Canadian." The studio first filmed the play in 1917 and again in 1926. A new screen adaptation has been completed by Theodore Strauss and Josef Mischel, and Val Lewton will produce the picture.

Speaking of Val Lewton—his first production assignment for Paramount, "My Own True Love," which went before the cameras June 30, has been completed. The film also marked the first assignment for Phyllis Calvert, popular British star, under her new contract with the studio.

Productions to go before the cameras at Paramount during the fall represent an expenditure of $12 million, according to Henry Ginsberg, studio head. In addition to "Land of Promise," the schedule comprises "The Long Gray Line," "Sainted Sisters," "The Sealed Verdict," "A Foreign Affair," "A Connecticut Yankee," "Hazard" and "Sorrowful Jones."

At Columbia it was learned that "Rain Before Seven," a 1946 novel by Marc Brandel, will be filmed by Harry Joe Brown and Casey Robinson this fall. Already engaged to head the cast are Henry Fonda, Peter Lorre and Vincent Price, and negotiations are under way to sign Ida Lupino as the leading woman.

MGM has named Robert Alton to handle the choreography of "Easter Parade," with Gene Kelly in the leading dancing role. Other stars of the new musical being produced by Arthur Freed are Judy Garland, Peter Lawford and Cyd Charisse. Irving Berlin, associated with Freed on the production, wrote the score.

Ann Gwynne has been signed for the second feminine lead in "Panhandle," a Champion production for Monogram release. Rod Cameron and Cathy Downs are starred in the John C. Champion-Blake Edwards production venture, set to start at Monogram in September. Other films to start in September include an untitled Joe Palooka," "The Old Gray Mayor," untitled Jimmy Wakely western and "Jiggs and Maggie in Society."

Republic has assigned Ilona Massey the feminine lead opposite William Elliott and John Carroll in "In Old Los Angeles," with production set to start September 23.

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Regional News

(*Continued from Page* 31)

Gerry Wollaston, manager of the State, his wife and child, are spending their vacation in Norfolk, Va.

Harrisburg movie men are pleased with progress in their combined efforts to get the Sunday movie referendum on the Nov. 4 ballot. As the second legal step in the proceedings theatremen turned over to City Council petitions containing names of 9170 registered voters of the city, asking that the question of Sunday shows be placed on the ballots.

NEW HAVEN

Roger Sherman Theatre Manager Ed Lynch is back on the job after a six-week west coast vacation.

Murray Howard is new manager of Art Theatre, Springfield.

Mary Hatcher, feature player of "Variety Girl," while appearing at the Westport Country Playhouse made special visit to New Haven to plug "Variety Girl" premiere over WELI.

Tony Masella, assistant manager of Bijou, New Haven, is putting on a terrific campaign for the premiere showing of the Hal Roach Comedy Carnival. He broke the hard to get *New Haven Register* with three-column piece of art when city orphans attended a showing.

Loew Poli Division Manager Harry F. Shaw and Warner Brothers District Manager Henry Needles are holding union meetings in Hartford.

Ed Fitzpatrick, manager of Loew's Poli, Waterbury, is out of the hospital and embarking on a vacation cruise that will take him to South America.

Dave Kaufman, head artist of the Loew Poli New England Theatres, has taken to the sea. He carries on outboard motor in his auto and may be seen in his off moments cruising along Long Island Sound.

FEATURE Booking GUIDE

TITLE INDEX

Listed in the following index are titles of features (exclusive of western series releases) with name of the distributor following the title. For data as to running time, stars, etc., refer to title under distributor company listings.

A

Title	Company
Abie's Irish Rose	UA
A Double Life	U-I
Adventures of Don Coyotes	UA
Adventures of Casanova	EL
Adventuress, The	EL
Affairs of Geraldine	Rep.
A Lady Surrenders	Univ.
Albuquerque	Para.
Alexander's Ragtime Band	20th-Fox
Alias A Gentleman	MGM
Alias Mr. Twilight	Col.
A Likely Story	RKO
Always Together	WB
A Little Spanish Town	Col.
A Man About the House	Brit.
A Miracle Can Happen	UA
Angel and the Badman	Rep.
Angel on My Shoulder	UA
Apache Rose	Rep.
April Showers	WB
Arch of Triumph	Ent.
Arizona	Col.
Arnelo Affair	MGM
A Song Is Born	MGM
Atlantis	UA

B

Bachelor and the Bobby-Soxer	RKO
Bachelor's Daughters	UA
Backlash	20th-Fox
Banjo	RKO
Beast With Five Fingers	WB
Beat the Band	RKO
Beauty and the Bandit	Mono.
Bedelia	EL
Beginning or the End	MGM
Bells of San Angelo	Rep.
Berlin Express	RKO
Bells of San Fernando	SGP
Best Years of Our Lives	RKO
Beware of Pity	Brit.
Beyond Tomorrow	Astor
Big Clock, The	Para.
Big Town	Para.
Big Town After Dark	Para.
Big Town Scandal	Para.
Bill and Coo	Rep.
Birds and the Bees, The	MGM
Birth of a Star	Astor
Bishop's Wife, The	RKO
Black Angel	Univ.
Black Arrow, The	Col.
Black Beauty	20th-Fox
Black Gold	Allied
Blackmail	Rep.
Blaze of Noon	Para.
Blind Spot	Col.
Blonde Alibi	Univ.
Blonde Savage	EL
Blondie in the Dough	Col.
Blondie's Anniversary	Col.
Blondie's Big Moment	Col.
Blondie's Holiday	Col.
Blue Skies	Para.
Body and Soul	UA
Bohemian Girl	FC
Boomerang	20th-Fox
Boston Blackie and the Law	Col.
Born to Kill	RKO
Bowery Buckaroos	Mono.
Bowery, The	20th-Fox
Boys' Ranch	MGM
Brasher Doubloon	20th-Fox
Brief Encounter	Univ.
Bringing Up Father	Mono.
Broadway Limited	Favorite
Brute Force	Univ.
Brute Man	EL
Buck Privates Come Home	Univ.
Buffalo Bill Rides Again	SGP
Bulldog Drummond at Bay	Col.
Bulldog Drummond Strikes Back	Col.
Burning Cross, The	SGP
Bury Me, Dead	EL
Bush Pilot	SGP

Features and western series pictures are listed alphabetically by title under name of distributor. (Consult TITLE INDEX *for distributor of pictures known only by title.) Numerals at left of titles indicate* PRODUCTION OR BLOCK NUMBER, *(SP in this column indicates Special release sold separately), those at extreme right give publication date of Advance Data: a; or Box-Office Slant: b. Asterisk following title indicates color photography with adjoining letter giving name of type of color thus: *T: Technicolor, *C: Cinecolor, *M: Magnacolor, *U: Trucolor, *V: Vitacolor. Audience Classification is indicated by letters following titles: A—Adult; F—Family. Letters and combinations thereof in parenthesis indicate type of story in accordance with following key:*

(B) *Biographical*	(C) *Comedy*
(D) *Drama*	(Doc) *Documentary*
(G) *Gangster*	(M) *Musical*
(H) *Horror*	(W) *Western*
(My) *Mystery*	(Wa) *War*

ALLIED ARTISTS

Prod. No.			Run Time Mins.	Rel. Date	See Issue of
	CURRENT				
1	It Happened on Fifth Avenue (C)F	Gale Storm-Don DeFore	115	4/19/47	b2/8
2	Black Gold *C (D)F	A. Quinn-K. deMille-E. Knox	92	9/6/47	b6/28/47
	COMING				
3	Gangster, The	Belita-B. Sullivan-J. Lorring	86	11/22/47	
5	Hunted, The	Belita-P. Foster	85		
4	Song of My Heart	Frank Sundstrom-Audrey Long	85		a4/26/47

ASTOR PICTURES

Sp.	Birth of a Star	Danny Kaye	38		New Release
	Cheers for Miss Bishop	Martha Scott, Wm. Gargan	56		Reissue
	Courageous Dr. Christian	Jean Hersholt	69		Reissue
	Flying Deuces, The	Stan Laurel-Oliver Hardy		10/10/46	Reissue
	Her Enlisted Man (CD)	Barbara Stanwyck-Robt. Young	70		Reissued
	Hollywood Bound	Betty Grable	51		Reissue
	Jimmy Steps Out	J. Stewart-P. Goddard	89		Release
	Let 'em Have It (G)	Bruce Cabot-Virginia Bruce	70		Reissued
	Little Men	Oakie-Francis-Bancroft	83		Release
	Road to Hollywood	Bing Crosby	56		Reissue
	Second Chorus	Fred Astaire-Paulette Goddard		11/18/46	Re-release
	Silver Devil (D)F	H. Gibson-Stephin Fetchit	62		Remake
	Sky Devils (C-D)	Spencer Tracy	88		Reissued
	Stairway to a Star	Cornel Wilde	60		New Release
	Swiss Family Robinson	Marshall-Best	74		Reissue
	The Noose	Brown-Drake	78		Reissue
	Thunder in the City	Edw. G. Robinson	81		Reissued
	White Stallion	Dean-Maynard	57		New Release

COLUMBIA

	CURRENT 1946-'47				
828	Alias Mr. Twilight (D)A	Michael Duane-Trudy Marshall	69	12/19/46	b12/28/46
	Arizona	J. Arthur-W. Holden-W. William			Reissue
825	Blind Spot (My)A	Chester Morris-Constance Dowling	73	2/6/47	a11/2/46
807	Blondie's Big Moment (C)F	P. Singleton-A. Lake-A. Louise	69	1/9/47	b12/14/46
808	Blondie's Holiday (C)F	Arthur Lake-Penny Singleton	67	4/10/47	b3/1/47
822	Boston Blackie and the Law (My)F	Chester Morris-Trudy Marshall	69	12/12/46	b11/16/46
820	Bulldog Drummond at Bay (My)A	Ron Randell-Anita Louise	70	5/15/47	b4/19/47
826	Cigarette Girl (C)A	L. Brooks-J. Lloyd-J. Barton	67	2/13/47	b2/15/47
839	Corpse, Came C.O.D., The	G. Brent-J. Blondell-A. Jergens	68	5/31/47	
	Daring Young Man, The	J. E. Brown-J. Chapman			Reissue
830	Dead Reckoning (D)A	Humphrey Bogart-Lizabeth Scott	99	Feb. '47	b1/4/47
	Doctor Takes A Wife, The	Loretta Young-Ray Milland			Reissue
812	For the Love of Rusty (C-D)F	T. Donaldson-T. Powers-A. Doran	68	5/1/47	b7/5/47
834	Framed (D)A	Glenn Ford-Janis Carter	82	April '47	b3/8/47
	Golden Boy	B. Stanwyck-A. Menjou-W. Holden			Reissue
	Good Girls Go to Paris	J. Blondell-M. Douglas-W. Connolly			Reissue
836	Guilt of Janet Ames, The (D)A	Rosalind Russell-Melvyn Douglas	83	April '47	b3/8/47
838	Gunfighters *C (W)F	Randolph Scott-Dorothy Hart	87	July '47	b6/14/47
883	Johnny O'Clock (D)A	Dick Powell-Evelyn Keyes	86	Mar. '47	b1/4/47
831	Jolson Story, The *T (D-M)F	L. Parks-E. Keyes-W. Demarest	128	Jan. '47	b9/21/46
809	King of the Wild Horses (D)F	Preston Foster-Gail Patrick	79	3/27/47	b3/29/47
	Let Us Live	M. O'Sullivan-H. Fonda-R. Bellamy			Reissue
815	Little Miss Broadway (M)F	Jean Porter-John Sheldon	70	6/19/47	b8/23/47
823	Lone Wolf in Mexico (My)A	Gerald Mohr-Eric Blore-Sheila Ryan	70	1/16/47	b12/28/46
814	Millie's Daughter (D)F	Gladys George-Paul Campbell	71	3/20/47	b2/15/47
817	Millerson Case, The (M)F	W. Baxter-N. Saunders	72	5/29/47	b5/24/47
	More Than a Secretary	J. Arthur-G. Brent-L. Stander			Reissue
832	Mr. District Attorney (My)A	Dennis O'Keefe-M. Chapman	81	Feb. '47	b12/28/46
829	Return of Monte Cristo (D)F	L. Hayward-G. Macready-U. O'Connor	91	Dec. '46	b11/23/46
	She Couldn't Take It	G. Raft-J. Bennett-W. Connolly			Reissue
	Shut My Big Mouth	J. E. Brown-A. Mara-V. Jory			Reissue
804	Singin' in the Corn (C-M)F	Judy Canova-Allen Jenkins	66	12/26/46	b11/16/46
811	Sport of Kings	Gloria Henry-Paul Campbell	68	6/26/47	
	Texas	W. Holden-C. Trevor-G. Ford			Reissue
819	The Thirteenth Hour (My)A	Richard Dix-Karen Morley	65	3/6/47	b2/15/47
	COMING				
	A Little Spanish Town	Gene Autry-Elaine Marion			
	Blondie in the Dough	P. Singleton-A. Lake-L. Simms			
	Blondie's Anniversary	Penny Singleton-Arthur Lake			
	Bulldog Drummond Strikes Back (My)	Ron Randell-Gloria Henry		9/4/47	a7/26/47
	Crime Doctor's Gamble	Warner Baxter-Micheline Cheirel			
	Devil Ship	Richard Lane-Louise Campbell			
	Down to Earth *T (M-C)A	Rita Hayworth-Larry Parks	101		b8/2/47
	Glamour Girl	Jack Leonard-Michael Duane			
	Her Husband's Affairs (C)A	F. Tone-L. Ball-E. E. Horton	86		b7/26/47
	I Love Trouble (My)	F. Tone-J. Blair-J. Carter			a7/9/47
	It Had to Be You (C-D)	Ginger Rogers-Cornel Wilde			a7/5/47
803	Keeper of the Bees (D)	Gloria Henry-Michael Duane	68	7/10/47	a6/7/47
	Key Witness	John Beal-Trudy Marshall			a6/28/47
	Lady from Shanghai, The	Rita Hayworth-Orson Welles			a4/12/47
837	Last of the Redmen	J. Hall-M. O'Shea-E. Ankers	77	Aug. '47	
	Lone Wolf in London	Gerald Mohr-Nancy Saunders			
	Man from Colorado, The (D)	Glen Ford-Ellen Drew-Wm. Holden			a5/24/47
	Mating of Millie, The (D)	G. Ford-E. Keyes			a8/2/47
835	Pacific Adventure	Ron Randell-Muriel Steinbeck	80	July '47	
	Prince of Thieves	Jon Hall-Patricia Morrison-A. Jergens			

COLUMBIA (Continued)

Prod. No.		Run Time Mins.	Rel Date	See Issue of
	COMING			
	Rose of Santa Rose — Hoosier Hot Shots-E. Noriaga			
	Relentless *T — R. Young-M. Chapman-W. Parker			a1/11/4
	Sign of the Ram, The (D) — Susan Peters-Alexander Knox			a8/16/47
813	Son of Rusty, The (D)F — T. Donaldson-T. Powers-A. Doran	67	8/7/47	b8/16/47
	Sport of Kings (D) — Gloria Henry-Paul Campbell			a7/12/47
	Strawberry Roan *C (W) — Gene Autry-Gloria Henry			a7/26/47
	Sweet Genevieve — Jean Porter-Jimmy Lydon			
	Swordsman, The — Larry Parks-Ellen Drew-G. Macready			a1/4/47
	The Last Round-Up — Gene Autry-Jean Heather			
	To The Ends of The Earth (D) — Dick Powell-Maylia			a7/19/47
	Two Blondes and a Redhead (C-D) — Jean Porter-Jimmy Lloyd			a6/14/47
	When A Girl's Beautiful — Adele Jergens-Marc Platt		9/25/47	
	Westerns (Current)			
867	**Law of the Canyon (W-M)F** — Charles Starrett-Smiley Burnette	55	4/24/47	b6/28/47
866	**Lone Hand Texan, The (W-M)F** — Charles Starrett-Smiley Burnette	54	3/6/47	b3/1/47
852	**Over the Sante Fe Trail (W-M)F** — Ken Curtis-Jenifer Holt	63	2/13/47	b2/15/47
868	**Prairie Raiders (W-M)F** — Charles Starrett-Smiley Burnette	55	5/29/47	b7/19/47
851	Smoky River Serenade — P. Campbell-F. Terry-Hoosier Hotshots		Aug. '47	
865	**South of the Chisholm Trail (W)F** — Charles Starrett-Smiley Burnette	58	1/30/47	b2/1/47
853	**Swing the Western Way** — J. Leonard-M. Dugan-Hoosier Hot Shots	66	6/26/47	
864	**West of Dodge City** — Charles Starrett-Smiley Burnette	57	3/27/47	
	Westerns (Coming)			
	Buckaroo From Powder River — Charles Starrett-Smiley Burnette			
	Last Days of Boot Hill (W) — Charles Starrett-Smiley Burnette			a7/19/47
	Phantom Valley — Charles Starrett-Smiley Burnette			
870	Riders of the Lone Star — Charles Starrett-Smiley Burnette	55	8/14/47	
	Six Gun Law (W) — C. Starrett-S. Burnette			
851	Smoky River Serenade — P. Campbell-F. Terry-Hoosier Hotshots		Aug. '47	
869	Stranger From Ponca City — Charles Starrett-Smiley Burnette	56	7/3/47	
	Whirlwind Raiders — Charles Starrett-Smiley Burnette			

EAGLE-LION

	CURRENT 1946-'47			
103	Adventuress, The — Deborah Kerr-Trevor Howard	100	3/17/47	7/13/46
101	Bedelia (D)A — Margaret Lockwood-Ian Hunter	81	2/1/47	b6/3/46
714	**Brute Man, The (H)A** — Tom Neal-Jane Adams	60	10/1/46	b10/26/46
733	**Corsican Brothers** — D. Fairbanks, Jr.-Tamiroff-Warrick	111	6/21/47	Reissue
701	**Devil On Wheels, The (D)F** — Noreen Nash-D. Hickman-Jan Ford	67	3/2/47	b1/25/46
	Don Ricardo Returns — Isabelita-Fred Coby		11/5/46	a9/21/46
711	**Gas House Kids Go West (C)F** — C. Williams-J. Shelton-A. Switzer	62	7/12/47	b7/26/47
712	Gas House Kids in Hollywood — Alfalfa Switzer-Gas House Kids	63	8/23/47	
	Green for Danger (My)A — Sally Gray-Trevor Howard	91		b12/14/46
704	**Heartaches (My)A** — H. Ryan-C. Wills	71	6/28/47	b7/5/47
734	International Lady — G. Brent-I. Massey-B. Rathbone	102	5/24/47	Reissue
102	It's a Joke Son (C)F — Kenny Delmar-Una Merkel	64	1/25/47	b1/25/47
717	**Killer At Large (My)A** — D. Andrews-L. Bart-J. Hall	97	3/22/47	
731	**Kit Carson** — Jim Bridger-Jon Hall	97	3/22/47	
	Lady Chaser — Ann Savage-Robert Lowery	60	11/25/46	
732	Last of the Mohicans — R. Scott-B. Barnes-H. Wilcoxen	94	3/22/47	Reissue
610	Lighthouse — J. Lang-D. Castle-J. Litel	64	1/10/47	a10/19/46
104	Lost Honeymoon (C)A — Franchot Tone-A. Richards-T. Conway	71	3/29/47	b3/15/47
709	Philo Vance Secret Mission — W. Wright-T. Austin-R. Ames	64	6/14/47	b4/26/47
707	**Philo Vance's Gamble (My)A** — Alan Curtis-Terry Austin	60	4/12/47	b4/26/47
756	Philo Vance Secret Mission — Alan Curtis-Sheila Ryan	58	3/20/47	
107	Red Stallion *C (D)F — T. Donaldson-R. Paige-J. Dowell	82	8/16/47	b7/26/47
105	Repeat Performance (D)A — Joan Leslie-L. Hayward-F. Basehart	93	5/30/47	b5/24/47
	Return of Rin-Tin-Tin *V — D. Woods-B. Blake-C. Drake		2/20/47	
736	South of Pago Pago — V. McLaglen-J. Hall-F. Farmer	84	6/21/47	
703	**Stepchild (D)A** — B. Joyce-D. Woods	70	6/7/47	b6/14/47
715	**Three on a Ticket (My)F** — Hugh Beaumont-Cheryl Walker	64	4/5/47	b4/5/47
SP72	Untamed Fury (D)A — Mikel Conrad-Gaylord Pendleton	64	3/22/47	b3/29/47
	COMING			
	Adventures of Casanova — A. deCordova-L. Bremer- T. Bey			
	Blonde Savage (D) — L. Erickson-G. Sherwood			a8/2/47
579	Bury Me Dead (My) — M. Daniels-G. McClure-C. O'Donnell			a6/7/47
106	Caravan — Stewart Granger-Jean Kent		7/26/47	
	Enchanted Valley — A. Curtis-A. Gwynne			
	Headin' for Heaven — Stuart Erwin-Glenda Farrell			
	Linda Be Good (D) — E. Knox-J. Hubbard-M. Wilson			a8/16/47
	Love from a Stranger (D) — J. Hodiak-S. Sidney-A. Richards			a7/12/47
	Man From Texas (My-D) — J. Johnston-J. Craig-L. Bari			a7/19/47
	Man Wanted — Anabel Shaw-Robert Lowery			
	Northwest Stampede *C — J. Leslie-J. Craig-J. Oakie			
	Philo Vance's Peril — W. Wright-L. Balasco-R. Ames			b1/25/47
	Out of the Blue (C)A — G. Brent-V. Mayo-T. Bey	86		b8/30/47
	Prelude to Night — Z. Scott-L. Hayward-D. Lynn			
710	Railroaded — J. Ireland-S. Ryan-H. Beaumont		8/10/47	a6/21/47
	Silent Voice — Sheila Ryan-Edward Norris			a4/26/47
	The Open Secret — John Ireland-Ellen Lowe			
	T-Man — Dennis O'Keefe			
716	Too Many Winners (M-My) — Hugh Beaumont-Trudy Marshall	60	5/24/47	b6/7/47
	Westerns (Current)			
752	Border Feud (W)F — Lash LaRue-Fuzzy St. John	55	5/10/47	b5/24/47
766	**Code of the Plains** — Buster Crabbe-Fuzzy St. John	36	4/26/47	Reissue
761	**Frontier Fighters** — B. Crabbe-Fuzzy St. John	39	4/26/47	Reissue
751	**Law of the Lash (W)F** — Lash LaRue-Fuzzy St. John	54	2/28/47	b3/1/47
765	**Panhandle Trail** — Buster Crabbe-Fuzzy St. John	40	4/26/47	Reissue
	Prairie Rustlers (W)F — Buster Crabbe-Al St. John	54	11/7/45	b8/10/46
763	**Raiders of Red Rock** — Buster Crabbe-Fuzzy St. John	38	4/26/47	
745	**Range Beyond the Blue (W-M)F** — Eddie Dean-Roscoe Ates	55	3/17/47	
764	**Shootin' Irons** — Tex O'Brien-Jim Newhill	40	4/26/47	Reissue
762	**Thundergap Outlaws** — Tex O'Brien-Jim Newhill	40	4/26/47	Reissue
746	West to Glory — Eddie Dean-Roscoe Ates	71	4/12/47	
744	**Wild Country (W)F** — Eddie Dean-Roscoe Ates	59	1/17/47	b2/1/47
706	**Wild West *C (W)F** — Eddie Dean-Roscoe Ates	73	12/1/46	b11/30/46
	Westerns (Coming)			
	Black Hills — Eddie Dean-Roscoe Ates			
	Check Your Guns — E. Dean-R. Ates-N. Gates			
757	Cheyenne Takes Over — Lash LaRue-Fuzzy St. John-J. Holt	56	10/25/47	b8/2/47
756	Fighting Vigilante — Lash LaRue-Fuzzy St. John		10/18/47	
758	Frontier Crusader — Lash LaRue-Fuzzy St. John		11/1/47	

Title	Company
C	
Calcutta	Para.
Calendar Girl	Rep.
California	Para.
Canyon Passage	Univ.
Captain from Castile	20th-Fox
Captain Caution	Favorite
Captain Fury	Favorite
Captains Courageous	MGM
Captive Heart	Univ.
Caravan	EL
Carnegie Hall	UA
Carnival	Brit.
Carnival in Costa Rica	20th-Fox
Case of the Baby Sitter	SG
Cass Timberlane	MGM
Cat Creeps	Univ.
Centennial Summer	20th-Fox
Chase, The	UA
Cheers for Miss Bishop	Astor
Cheyenne	WB
Child of Divorce	RKO
Christopher Blake	WB
Cigarette Girl	Col.
Claudia and David	20th-Fox
Cockeyed Miracle	MGM
Code of the West	RKO
Copacabana	UA
Corpse Came C. O. D., The	Col.
Corsican Brothers	EL
Courage of Lassie	MGM
Courageous Dr. Christian	Astor
Courtneys of Curzon Street	Brit.
Crack Up	RKO
Crime Doctor's Gamble	Col.
Criminal Court	RKO
Crimson Key, The	20th-Fox
Crossfire	RKO
Cross My Heart	Para.
Cry Wolf	WB
Cuban Pete	Univ.
Curly	UA
Cynthia	MGM
D	
Daisy Kenyon	20th-Fox
Dancing With Crime	Brit.
Danger Woman	Univ.
Dangerous Millions	20th-Fox
Dangerous Money	Mono.
Dangerous Venture	UA
Dangerous Years	20th-Fox
Daring Desperadoes	Favorite
Daring Young Man, The	Col.
Dark Delusion	MGM
Dark Horse	Univ.
Dark Mirror	Univ.
Dark Passage	WB
Dark Road, The	SG
Dead Don't Dream, The	UA
Dead Reckoning	Col.
Dear Murderer	Brit.
Dear Ruth	Para.
Deception	WB
Deep Valley	WB
Desert Fury	Para.
Desire Me	MGM
Destry Rides Again	Univ.
Desperate	RKO
Devil Ship	Col.
Devil on Wheels	EL
Devil Thumbs a Ride	RKO
Devil to Pay	FC
Dick Tracy Meets Gruesome	RKO
Dick Tracy's Dilemma	RKO
Dick Tracy Versus Cueball	RKO
Dillinger	Mono.
Dishonored Lady	UA
Doctor Takes a Wife, The	Col.
Don Ricardo Returns	EL
Down to Earth	Col.
Dragnet	SG
Dream Girl	Para.
Driftwood	Rep.
Duel in the Sun	Selznick
Dust Be My Destiny	WB
E	
Easy Come, Easy Go	Para.
Easy to Wed	MGM
Egg and I	Univ.
Emperor Waltz, The	Para.
Enchanted Valley	EL
End of the Rainbow	Rep.
Escape Me Never	WB
Ever the Beginning	WB
Exile, The	Univ.
Exposed	Rep.
F	
Fabulous Dorseys	UA
Fabulous Suzanne	Rep.
Fabulous Texan, The	Rep.
Faithful in My Fashion	MGM
Falcon's Adventure	RKO
Fall Guy	Mono.
Fangs of the Wild	Astor
Fanny By Gaslight	UA
Farmer's Daughter	RKO
Fear in the Night	Para.
Fiesta	MGM
Fighting Father Dunne	RKO
Flame, The	Rep.
Flying Dueces	Astor
Fool's Gold	UA
Forever Amber	20th-Fox
Foxes of Harrow, The	20th-Fox
Framed	Col.
Frieda	Brit.
Front Page Scandal	Mono.

Title	Company
Fun and Fancy Free	RKO
Fun on a Weekend	UA
Fugitive	RKO

G

Gallant Bess	MGM
Gangster, The	Allied
Gas House Kids	EL
Gas House Kids in Hollywood	EL
Gay Ranchero, The	Rep.
Gas House Kids Go West	EL
Genius at Work	RKO
Gentlemen's Agreement	20th-Fox
Ghost and Mrs. Muir	20th-Fox
Ghost Goes Wild	Rep.
Ginger	Mono.
Give My Regards to Broadway	20th-Fox
Glamour Girl	Col.
God's Country	SGP
Golden Boy	Col.
Golden Earrings	Para.
Good Girls Go to Paris	Col.
Good News	MGM
Good Sam	RKO
Great Expectations	Univ.
Great Waltz	MGM
Green Dolphin Street	MGM
Green Fingers	Brit.
Green for Danger	E-L
Green Grass of Wyoming	20th-Fox
Green Years	MGM
Guilt of Janet Ames	Col.
Guilty	Mono.
Gunfighters	Col.

H

Hard Boiled Mahoney	Mono.
Hat Box Mystery	SG
Headin' for Heaven	EL
Heartaches	EL
Heart of Arizona	SGP
Heaven Only Knows	UA
Heldorado	Rep.
Henry the Fifth	UA
Her Adventurous Night	Univ.
Her Enlisted Man	Astor
Her Husband's Affairs	Col.
Here Comes Trouble	UA
High Barbaree	MGM
High Conquest	Mono.
High School Hero	Mono.
High Tide	Mono.
High Wall, The	MGM
Hit Parade of 1947	Rep.
Hollywood Barn Dance	SG
Hollywood Bound	Astor
Homecoming	MGM
Home in Oklahoma	Rep.
Homestretch	20th-Fox
Home Sweet Homicide	20th-Fox
Honeymoon	RKO
Hoppy's Holiday	UA
Housekeeper's Daughter	Favorite
How Green Was My Valley	20th-Fox
Hucksters, The	MGM
Hue and Cry	Brit.
Humoresque	WB
Hungry Hill	Brit.
Hunted, The	Allied

I

I Cover Big Town	Para.
If I'm Lucky	20th-Fox
If Winter Comes	MGM
If You Knew Susie	RKO
I Know Where I'm Going	Univ.
I Love Trouble	Col.
Imagination	U.I.
Imperfect Lady	Para.
In Old Sacramento	Rep.
Indian Summer	RKO
Intermezzo	Selznick
International Lady	EL
Intrigue	UA
Invisible Wall, The	20th-Fox
I Remember Mama	RKO
I Stole a Million	Univ.
It Had to Be You	Col.
It Happened at the Inn	MGM
It Happened in Brooklyn	MGM
It Happened on Fifth Avenue	Allied
It's a Joke, Son	EL
It's a Wonderful Life	RKO
I'll Be Yours	Univ.
I've Always Loved You	Rep.
Ivy	Univ.
I Walk Alone	Para.
I Wonder Who's Kissing Her Now	20th-Fox

J

Jewels of Brandenburg	20th-Fox
Jimmy Steps Out	Astor
Joe Palooka in the Knockout	Mono.
Johnny Belinda	WB
Johnny Frenchman	Univ.
Johnny O'Clock	Col.
Jolson Story	Col.
Jungle Book	FC
Jungle Flight	Para.

K

Keeper of the Bees	Col.
Key Witness	Col.
Kid Millions	FC
Killer at Large	EL
Killer-Dill	SGP
Killer McCoy	MGM
Kilroy Was Here	Mono.
King of the Bandits	Mono.
King of the Wild Horses	Col.
Kings Row	WB
Kissing Bandit	MGM
Kiss of Death	20th-Fox
Kit Carson	EL

EAGLE-LION (Continued)

Prod. No.	Westerns (Coming)		Run Time	Rel. Date	See Issue of
754	Ghost Town Renegades (W)F	Lash LaRue-Fuzzy St. John-J. Holt	56	7/26/47	b8/2/47
	Gun Fighter	Lash LaRue-Al St. John-Mary Scott			a12/18/46
753	Pioneer Justice (W)F	Lash LaRue-Fuzzy St. John-J. Holt	55	6/28/47	b7/5/47
755	Return of the Lash	Lash LaRue-Al St. John		10/11/47	
	Shadow Valley	Eddie Dean-Roscoe Ates			
	Stage to Mesa City	Lash LaRue-Fuzzy St. John			
	Tornado Range	E. Dean-J. Holt-R. Ates			

FAVORITE FILMS CORP.

Broadway Limited	Dennis O'Keefe-V. McLaglen	74	1/1/47	Reissue
Daring Desperadoes	I. Lupino-L. Carrillo-N. Martini	88	May '47	Reissue
Of Mice and Men (D)A	B. Meredith-Betty Field-L. Chaney, Jr.	105	12/1/46	Reissue
Road Show	C. Landis-J. Hubbard-A. Menjou	86	Mar. '47	Reissue
Sea Bandits	D. Morgan-Steffi Duna	70	May '47	Reissue
There Goes My Heart	Frederic March-Virginia Bruce	82	Mar. '47	Reissue
Topper Takes Trip	C. Bennett-R. Young-A. Mowbray	79	Feb. '47	Reissue
Topper Returns	O'Keefe-Landis-Blondell-Young	87	Feb. '47	Reissue

FILM CLASSICS

CURRENT

Devil to Pay	R. Colman-L. Young-M. Loy	74		
Jungle Book	Sabu	105		
North Star	Anne Baxter-Dana Andrews	109		
Palmy Days	Eddie Cantor-George Raft	80		
Return of the Scarlet Pimpernel	B. Barnes-J. Mason-S. Stewart	81		
Scarlet Pimpernel, The	Merle Oberon-Leslie Howard	98		
Stella Dallas	J. Boles-R. Stanwyck-A. Shirley	107		
The Patient Vanishes (My)A	James Mason-Mary Clark-M. Vyner	78		b5/31/47
The Thief of Bagdad	Sabu-Conrad Veidt-June Duprez	109		
Unholy Garden	R. Colman-Fay Wray	77		
Westerner, The	G. Cooper-D. Davenport-W. Brennan	102		
Woman Chases Man	Miriam Hopkins-Joel McCrea	70		

METRO-GOLDWYN-MAYER

CURRENT

716	Beginning Or the End, The (D)F	B. Donlevy-R. Walker-G. Tearle	112	Mar. '47	b2/22/47
724	Dark Delusion (D)F	L. Barrymore-J. Craig-L. Bremer	90	June '47	b4/12/47
727	Fiesta *T (D-M)F	Esther Williams-John Carroll	101	July '47	b5/17/47
702	Gallant Bess *C (D)F	Marshall Thompson-Jim Davis	99	Jan. '47	b9/7/46
723	Great Waltz, The (M)F	L. Rainer-F. Gravet-M. Korjus	110	July '47	Reissue
721	High Barbaree (D)F	Van Johnson-June Allyson	91		b3/15/47
728	Hucksters, The (C-D)A	C. Gable-D. Kerr-A. Menjou	115	July '47	b6/28/47
	It Happened at the Inn	Fernand Ledoux-Maurice Rollin	103	April '47	b9/21/46
718	It Happened in Brooklyn (C-M)F	F. Sinatra-K. Grayson	103		b3/8/47
712	Lady in the Lake (My)A	Robert Montgomery-Audrey Totter	103	Jan. '47	b11/30/46
719	Little Mister Jim (C)F	James Craig-Frances Gifford	92	April '47	b6/8/46
725	Living in a Big Way (C-D)F	Gene Kelly-Marie MacDonald	104	June '47	b5/31/47
714	Love Laughs at Andy Hardy (C)F	M. Rooney-B. Granville-D. Ford	93	Feb.	b12/7/46
711	Mighty McGurk, The (C)F	Wallace Beery-Aline McMahon	85	Jan. '47	b11/23/46
715	My Brother Talks to Horses (C-D)F	Butch Jenkins-Peter Lawford	93	Jan. '47	b11/30/46
720	Sea of Grass (D)A	K. Hepburn-S. Tracy-M. Douglas	131	April	b2/15/47
709	Secret Heart, The (D)A	C. Colbert-W. Pidgeon-J. Allyson	97	Dec.	b11/30/46
708	Show-Off, The (C)F	R. Skelton-Marilyn Maxwell	83	Dec.	b8/17/46
801	Song of the Thin Man (My)F	William Powell-Myrna Loy	86	Sept. '47	b7/26/47
710	Till the Clouds Roll By *T (M)F	J. Garland-R. Walker-F. Sinatra	135	Jan. '47	b11/15/46
722	Undercover Maisie (C)A	Ann Sothern-Barry Nelson	90	May	b3/8/47
707	Undercurrent (D)A	K. Hepburn-A. Taylor	115	Nov.	b10/5/46
717	Yearling, The *T (D)F	G. Peck-J. Wyman-C. Jarman	128	May	b11/30/46

COMING

	Alias A Gentleman	Wallace Beery-Gladys George			
803	Arnelo Affair, The (D)A	John Hodiak-Frances Gifford	87	Sept.	b2/15/47
	Birds and the Bees, The *T	J. MacDonald-J. Iturbi-J. Powell			a3/1/47
	Boom Town	C. Gable-S. Tracy	120	Feb. '47	Reissue
	Captains Courageous	Spencer Tracy-Mickey Rooney			Reissue
	Cass Timberlane	Spencer Tracy-Lana Turner			
726	Cynthia (C-D)F	E. Taylor-G. Murphy-M. Astor	98	July '47	b5/17/47
	Desire Me	G. Garson-Richard Hart			a9/7/46
	Good News (C-D)	J. Allyson-P. Lawford-J. McCracken			a8/30/47
	Green Dolphin Street	Lana Turner-Van Heflin			a2/1/47
	High Wall, The	R. Taylor-A. Totter-H. Marshall			
	Homecoming	C. Gable-L. Turner-A. Baxter			
	If Winter Comes	W. Pidgeon-D. Kerr-A. Lansbury			
	Killer McCoy	M. Rooney-E. Taylor-B. Donlevy			
	Kissing Bandit *T	F. Sinatra-K. Grayson			a8/23/47
	Luxury Liner	G. Brent-F. Gifford-J. Powell			
805	Merton of the Movies (C)F	Red Skelton-Virginia O'Brien	82	Oct.	b7/19/47
	On an Island With You *T (C-M)	E. Williams-P. Lawford			a8/23/47
	Piccadilly Incident (D)A	Anne Neagle-Michael Wilding	100		b8/31/46
	Pirate, The *T	J. Garland-G. Kelly-W. Slezak			a7/5/47
729	Romance of Rosy Ridge, The (D)F	V. Johnson-T. Mitchell-J. Leigh	105	Aug. '47	b7/5/47
804	Song of Love (DM)A	K. Hepburn-P. Henreid-R. Walker	119	Oct.	b7/26/47
	Stormy Waters (D)A	J. Gabin-M. Morgan	77		b7/9/47
	Summer Holiday *T	Mickey Rooney-Gloria DeHaven			a9/7/46
	Tenth Avenue Angel	M. O'Brien-G. Murphy-P. Thaxter			a9/21/46
	The Kissing Bandit *T	Frank Sinatra-Kathryn Grayson			
	This Time For Keeps *T	E. Williams-L. Melchior			a9/7/46
802	Unfinished Dance, The *T (D)F	Margaret O'Brien-Cyd Charisse	101	Sept.	b8/2/47
	Virtuous	V. Johnson-J. Allyson			

MONOGRAM

CURRENT 1946-'47

604	Bringing Up Father (C)F	Joe Yule-Renie Riano	68	11/23/46	b10/19/46
613	Fall Guy (My)A	Cliff Penn-Teala Loring	64	3/15/47	b3/8/47
609	Ginger	Frank Albertson-Barbara Reed	67	1/4/47	a9/28/46
614	Guilty, The (My)A	Bonita Granville-Don Castle	71	3/22/47	b3/22/47
616	Hard Boiled Mahoney	L. Gorcey-Bowery Boys	63	5/10/47	a3/22/47
620	High Conquest (D)A	A. Lee-G. Roland-W. Douglas	83	6/21/47	b3/15/47
608	Mr. Hex (CD)F	L. Gorcey-H. Hall	63	12/7/46	b12/14/46
617	Queen of the Yukon	Charles Bickford-Irene Rich		5/31/47	Reissue
610	Riding the California Trail	Gilbert Roland-Teala Loring	61	1/11/47	a10/26/46
618	Sarge Goes to College (C)F	A. Hale, Jr.-F. Stewart-J. Preisser	63	5/17/47	b5/10/47
699	Suspense (D)A	Belita-Barry Sullivan-E. Pallette	101	6/5/46	b3/20/46
606	Sweetheart of Sigma Chi (M)F	Elyse Knox-P. Regan-P. Brito	75	12/21/46	b11/30/46
607	Trap, The (My)F	Sidney Toler-Victor Sen Yung	69	11/30/46	b1/11/47
611	Vacation Days (D-M)F	F. Stewart-J. Preisser	66	1/25/47	b4/5/47

MONOGRAM (Continued)

Prod. No.			Run Time Mins.	Rel. Date	See Issue of
	CURRENT 1946-'47				
615	**Violence (D)A**	Nancy Coleman-M. O'Shea	72	4/12/47	b4/12/47
619	**Wolf Call**	John Carroll-Movita	62	6/7/47	Reissue
	COMING				
625	Bowery Buckaroos	Leo Gorcey-Bowery Boys-Julie Briggs	66	10/11/47	
	Dillinger	Lawrence Tierney-Anne Jeffreys	70	7/5/47	Reissue
701	High Tide (D)A	Lee Tracy-D. Castle-A. Shaw	70	9/13/47	b7/9/47
702	Joe Palooka in the Knockout (D)F	Joe Kirkwood, Jr.-Elyse Knox	72	9/20/47	b8/30/47
621	Kilroy Was Here (C)F	J. Cooper-J. Coogan-W. McKay	68	7/19/47	b7/5/47
624	King of the Bandits	G. Roland-C. Martin-A. Greene	66	10/4/47	
703	Louisiana (C-D)F	Jimmie Davis-Margaret Lindsay	85	11/15/47	b7/9/47
	Mutiny in the Big House	Charles Bickford-Barton McLane	89	7/5/47	Reissue
622	News Hounds (C)F	Leo Gorcey-H. Hall-B. Jordan	68	8/9/47	b6/21/47
	Old Gray Mayor, The	Freddie Stewart-June Preisser			
	Quest of Willie Hunter, The	Don Castle-Audrey Long			
626	Red Hornet, The	Roland Winter-Mantan Moreland			
623	Robin Hood of Monterey (D)F	Gilbert Roland-Evelyn Brent	56	8/2/47	b8/16/47
	Rocky	Roddy McDowall-Gale Sherwood		11/22/47	
666	Thunderbolt *T	Documentary		7/26/47	
	Westerns (Current)				
677	**Code of the Saddle**	J. M. Brown-R. Hatton	53	6/25/47	
671	**Land of the Lawless (W)F**	J. M. Brown-R. Hatton-J. Harrison	59	4/15/47	b5/31/47
672	**Law Comes to Gunsight, The**	J. M. Brown-R. Hatton	56	5/24/47	
564	**Raiders of the South (W-M)F**	J. H. Brown-Raymond Hatton	85	1/18/47	b2/22/47
683	**Rainbow Over the Rockies (W-M)F**	J. Wakely-"Lasses" White	56	2/6/47	b3/1/47
612	**Silver Stallion**	David Sharpe-Leroy Mason	59	12/14/46	Reissue
684	**Six Gun Serenade**	Jimmy Wakely-"Lasses" White	55	4/5/47	
682	**Song of the Wasteland**	J. Wakely-"Lasses" White	58	6/31/47	
681	**Song of the Sierras (M-W)F**	J. Wakely-"Lasses" White	56	12/28/46	b1/25/47
676	**Trailing Danger**	J. M. Brown-R. Hatton	58	3/29/47	
675	**Valley of Fear (W)F**	J. M. Brown-R. Hatton	57	2/15/47	b4/19/47
	Westerns (Coming)				
673	Flashing Guns	J. Brown-R. Hatton	59	8/16/47	
	Man From Powder River, The	J. M. Brown-R. Hatton-C. McIntyre			
	Prairie Express	J. M. Brown-R. Hatton-V. Belmont		9/27/47	
685	Ridin' Down the Trail	J. Wakely-D. Taylor-B. Jones	53	8/23/47	

PARAMOUNT

Prod. No.			Run Time Mins.	Rel. Date	See Issue of
	CURRENT 1946-'47				
4622	Big Town	Philip Reed-Hillary Brooke	60	5/23/47	a2/9/47
4611	Blaze of Noon (D)A	A. Baxter-W. Holden-S. Tufts	90	5/2/47	b3/8/47
4602	Blue Skies *T (M)F	Bing Crosby-F. Astaire	104	12/27/46	b9/23/46
4612	Calcutta (My)A	A. Ladd-G. Russell-W. Bendix	83	5/10/47	b3/19/47
4606	California *T (WD)	Ray Milliand-B. Stanwyck	93	2/21/47	b12/21/47
4603	Cross My Heart (C-M)F	Betty Hutton-Sonny Tufts	83	1/10/47	b11/23/46
4623	Danger Street (My)A	J. Withers-R. Lowery	66	6/20/47	b3/1/47
4616	Dear Ruth (C)A	J. Caulfield-W. Holden-E. Arnold	95	7/18/47	b5/31/47
4607	Easy Come, Easy Go (C)F	D. Lynn-S. Tufts-Virginia Field	78	3/7/47	b2/8/47
4621	Fear in The Night (D)A	DeForest Kelley-Kay Scott	72	4/18/47	b2/22/47
4610	Imperfect Lady (D)A	R. Milland-T. Wright-V. Field	97	4/25/47	b3/15/47
4605	Ladies Man (C-M)F	Eddie Bracken-Virginia Field	90	2/7/47	b1/11/47
4609	My Favorite Brunette (C)F	B. Hope-D. Lamour	87	4/4/47	b2/22/47
4604	Perfect Marriage, The (C-D)A	L. Young-D. Niven-V. Field	87	1/24/47	b11/23/46
4615	Perils of Pauline *T (C-S)F	B. Hutton-J. Lund	92	7/4/47	b5/31/47
4620	Seven Were Saved	Richard Denning-Catharine Craig	73	3/28/47	a5/25/46
4608	Suddenly It's Spring (C)A	F. MacMurray-P. Goddard	87	3/21/47	b2/15/47
4614	Trouble With Women, The (C)A	T. Wright-B. Donlevy-R. Milland	80	6/27/47	b5/24/47
4601	Two Years Before the Mast (D)A	Donlevy-Ladd-Bendix	98	11/22/46	b8/24/46
4613	Welcome Stranger (CD)F	Bing Crosby-Barry Fitzgerald	107		b5/3/47
	COMING				
4702	Adventure Island *C (D)A	R. Calhoun-R. Fleming-P. Kelly	67	10/10/47	b7/9/47
	Albuquerque	Randolph Scott-Barbara Britton			a3/15/47
	Big Clock, The (M)	R. Milland-M. O'Sullivan-C. Laughton			a5/17/47
	Big Town After Dark	Philip Reed-Hillary Brooke			
	Big Town Scandal	Phillip Reed-Hillary Brooke			
4617	Desert Fury *T (D)F	Lizabeth Scott-John Hodiak	98	8/15/47	b8/2/47
	Dream Girl (C-D)	B. Hutton-M. Carey-V. Field			a6/7/47
	Emperor Waltz, The *T	Bing Crosby-Joan Fontaine			a7/13/46
4703	Golden Earrings (D)A	Marlene Dietrich-Ray Milland	95	10/31/47	b8/30/47
4624	I Cover Big Town (My)A	P. Reed-H. Brooke	63	7/25/47	b3/1/47
	I Walk Alone	B. Lancaster-Kirk Douglas			a3/1/47
625	Jungle Flight (D)F	Robert Lowery-Ann Savage	67	8/22/47	b3/1/47
	My Own True Love (D)	Phyllis Calvert-M. Douglas			a8/16/47
	Night Has a Thousand Eyes, The (D)	E. G. Robinson-J. Lund			a7/9/47
	Paleface, The	Bob Hope-Jane Russell			
	Road to Rio	B. Crosby-B. Hope-D. Lamour			a2/1/47
	Saigon	Alan Ladd-Veronica Lake-Douglas Dick			a1/4/47
	Shaggy *C	B. Joyce-G. Nokes-R. Shayne			
	Unconquered *T	Gary Cooper-Paulette Goddard			a9/28/46
4618	Variety Girl (C-M)F	Mary Hatcher-DeForest Kelley	93	8/29/47	b7/19/47
4613	Welcome Stranger (CD)F	B. Crosby-B. Fitzgerald	106		b5/3/47
	Where There's Life	B. Hope-S. Hasso-W. Bendix			a5/25/46
	Whispering Smith *T	A. Ladd-R. Preston-B. Marshall			a6/14/47
4701	Wild Harvest (D)A	A. Ladd-D. Lamour-R. Preston	92	9/26/47	b7/9/47

RKO-RADIO

Prod. No.			Trade Shown		
	CURRENT 1946-'47				
724	A Likely Story (C)F	Bill Williams-Barbara Hale	88	May	b4/19/47
801	Bachelor and the Bobby-Soxer (C)F	G. Grant-M. Loy-S. Temple	95	July	b6/7/47
725	Banjo (C-D)F	S. Moffet-J. White-W. Reed	67	May	b4/19/47
718	Beat the Band (M)F	Frances Langford-Gene Krupa	67	Feb.	b3/1/47
751	Best Years of Our Lives, The (D)A	D. Andrews-M. Loy-F. March	172	Dec.	b11/23/46
722	Born to Kill (D)A	C. Trevor-L. Tierney-W. Slezak	91	April	b4/19/47
708	Child of Divorce (D)A	Sharyn Moffett-Regis Toomey	62	Oct.	b10/19/46
720	Code of the West (W)F	J. Warren-J. Laurenz	57	Feb.	b2/22/47
627	Crack-Up (D)A	P. O'Brien-C. Trevor-H. Marshall	93	June	b6/15/46
709	Criminal Court (My)A	T. Conway-M. O'Driscoll	62	Aug.	b8/10/46
802	Crossfire (D)A	R. Young-R. Mitchum-G. Grahame	85	Aug.	b6/28/47
728	Desperate (G)A	Steve Brodie-Audrey Long	73	May	b5/17/47
719	Devil Thumbs a Ride, The (D)A	Lawrence Tierney-N. Leslie	62	Feb.	b3/1/47

Title	Company
L	
Ladies Man	Para.
Lady from Shanghai, The	Col.
Lady in the Lake	MGM
Lady Chaser	EL
Last of the Mohicans	EL
Last of the Redmen	Col.
Late George Apley	20th-Fox
Laughing Lady	Brit.
Legend of Black Bart, The	Mono.
Let 'Em Have It	Astor
Letter From an Unknown Woman	U-I
Let Us Live	Col.
Les Miserables	20th-Fox
Life With Father	WB
Lighthouse	EL
Linda Be Good	EL
Little Iodine	UA
Little Men	Astor
Little Miss Broadway	Col.
Little Mister Jim	MGM
Living in a Big Way	MGM
Locket, The	RKO
Lone Wolf in London	Col.
Lone Wolf in Mexico	Col.
Long Night	RKO
Lost Honeymoon	EL
Lost Moment's, The	Univ.
Louisiana	Mono.
Love and Learn	WB
Love from a Stranger	EL
Love Laughs at Andy Hardy	MGM
Love of Joanna Godden, The	Brit.
Lured	UA
Luxury Liner	MGM
M	
Macbeth	Rep.
Macomber Affair	UA
Mad Wednesday	UA
Magic Bow	Univ.
Magic Town	RKO
Magnificent Doll	Univ.
Magnificent Obsession	Univ.
Magnificent Rogue	Rep.
Man About Town	RKO
Man from Colorado, The	Col.
Man from Texas	E-L
Man Wanted	EL
Man Within, The	Brit.
Marauders, The	UA
Margie	20th-Fox
Marked Woman	WB
Mating of Millie	Col.
Meet Me at Dawn	20th-Fox
Memory of Love	RKO
Men of Two Worlds	Brit.
Merton of the Movies	MGM
Michigan Kid	Univ.
Mighty McGurk, The	MGM
Millerson Case, The	Col.
Millie's Daughter	Col.
Miracle of the Bells	RKO
Miracle on 34th St.	20th-Fox
Mr. Ace	UA
Mr. District Attorney	Col.
Mr. Hex	Mono.
Monsieur Verdoux	UA
More Than a Secretary	Col.
Mortal Coils	U-I
Moss Rose	20th-Fox
Mother Wore Tights	20th-Fox
Mourning Becomes Electra	RKO
Mutiny in the Big House	Mono.
My Brother Talks to Horses	MGM
My Dog Shep	SGP
My Darling Clementine	20th-Fox
My Favorite Brunette	Para.
My Heart Goes Crazy	Univ.
My Own True Love	Para.
My Wild Irish Rose	WB
N	
Naked City	Univ.
New Mexico	UA
New Orleans	UA
Newshounds	Mono.
Nicholas Nickelby	Brit.
Nightmare Alley	20th-Fox
Night Has a Thousand Eyes	Para.
Night Unto Night	WB
Nocturne	RKO
Nora Prentiss	WB
North Star	FC
Northwest Outpost	Rep.
Northwest Stampede	E-L
Notorious Gentleman	Univ.
Notorious Lone Wolf	Col.
O	
Odd Man Out	Univ.
Of Mice and Men	Favorite
Oh Say Can You Sing	Univ.
Old Gray Mayor	Mono.
On an Island With You	MGM
One Hundred Men And A Girl	Univ.
One Million B.C.	Favorite
One Romantic Night	Astor
On the Old Spanish Trail	Rep.
Other Love	UA
Out California Way	Rep.
Out of the Blue	EL
Out of the Past	RKO
P	
Pacific Adventure	Col.
Pale Face	Para.
Palmy Days	FC
Paradine Case	Selznick
Perfect Marriage	Para.
Perils of Pauline	Para.
Phantom Valley	Col.
Philo Vance's Gamble	EL

Title	Company
Philo Vance Returns	EL
Philo Vance's Peril	EL
Philo Vance's Secret Mission	EL
Piccadilly Incident	MGM
Pilgrim Lady	Rep.
Pirates, The	MGM
Pirates of Monterey	Univ.
Plainsman and the Lady	Rep.
Portrait of Jennie	SRO
Possessed	WB
Prairie, The	SG
Prelude to Night	EL
Pretender, The	Rep.
Prince of Thieves	Col.
Prison Story	RKO
Private Affairs of Bel Ami	UA
Pursued	WB
Q	
Queen of the Amazons	SGP
Queen of the Yukon	Mono.
Queen's Necklace, The	Misc.
Quest of Willie Hunter, The	Mono.
R	
Race Street	RKO
Rachel	RKO
Rage in Heaven	MGM
Railroaded	EL
Ramrod	UA
Razor's Edge	20th-Fox
Red Hornet, The	Mono.
Red House	UA
Red Pony, The	Rep.
Red Stallion	EL
Relentless	Col.
Renegade Girl	SGP
Repeat Performance	EL
Return of Monte Cristo	Col.
Return of Rin-Tin-Tin	EL
Return of the Badmen	RKO
Return of the Scarlet Pimpernel	FC
Ride the Pink Horse	Univ.
Riding the California Trail	Mono.
Riff-Raff	RKO
River Lady	U-I
Road to Rio	Para.
Road Show	Favorite
Road To Hollywood	Astor
Robin Hood of Monterey	Mono.
Rocky	Mono.
Romance in High C	WB
Romance of Rosy Ridge, The	MGM
Root of All Evil	Brit.
Rose of Santa Rose	Colo.
Roses Are Red	20th-Fox
Roughshod	RKO
Rupert of Hentzau	SRO
Runaround	Univ.
S	
Saigon	Para.
San Demetrio, London	2th-Fox
San Quentin	RKO
Sarge Goes to College	Mono.
Scared to Death	SGP
Scarface	Astor
Scarlet Pimpernel, The	FC
School for Danger	Misc.
School for Secrets	Brit.
Sea Bandits	Favorite
Sea Hawk, The	WB
Sea of Grass	MGM
Sea Wolf, The	WB
Searching Wind	Para.
Second Chance	20th-Fox
Second Chorus	Astor
Secret Beyond the Door, The	U-I
Secret Heart, The	MGM
Secret Life of Walter Mitty	RKO
Senator Was Indiscreet	U-I
Seven Keys to Baldpate	RKO
Seven Were Saved	Para.
Shadow of a Woman	WB
Shadows Over Chinatown	Mono.
Shaggy	Para.
She Couldn't Take It	Col.
Shocking Miss Pilgrim	20th-Fox
Show-Off	MGM
Shoot to Kill	Screen Guild
Shut My Big Mouth	Col.
Silent Voice	EL
Silver Devil	Astor
Silver River	WB
Sinbad the Sailor	RKO
Singapore	Univ.
Singin' In the Corn	Col.
Sign of the Ram, The	Col.
Sky Devils	Astor
Slave Girl	Univ.
Sleep, My Love	UA
Slippy McGee	Rep.
Smash-Up	Univ.
Snake Pit, The	20th-Fox
Something in the Wind	Univ.
Son of Rusty	Col.
Song of Love	MGM
Song of My Heart	Allied
Song of Scheherazade	Univ.
Song of the South	RKO
Song of the Thin Man	MGM
South of Pago Pago	EL
So Well Remembered	RKO
Spoilers of the North	Rep.
Sport of Kings	Col.
Springtime in the Sierras	Rep.
Stairway to Heaven	Univ.
Stallion Road	WB
Stampede	UA
Station West	RKO
Stella Dallas	FC
Step-Child	EL
Stork Bites Man	UA

RKO-RADIO (Continued)

Prod. No.			Run Time Mins.	Trade Shown	See Issue of
	CURRENT 1946-'47				
729	Dick Tracy's Dilemma (M)A	Ralph Byrd-Kay Christopher	60	June	b5/17/47
714	Dick Tracy vs. Cueball (D)F	Morgan Conway-Anne Jeffreys	62	Dec.	b11/9/46
715	Falcon's Adventure (D)F	Tom Conway-Madge Meredith	61	Dec.	b12/14/46
716	Farmer's Daughter, The (C-D)A	L. Young-J. Cotten-E. Barrymore	97	Feb.	b2/22/47
710	Genius at Work (C)F	A. Carney-W. Brown-A. Jeffreys	51	July	b8/3/46
721	Honeymoon (C)F	S. Temple-F. Tone-G. Madison	74	June	b5/19/47
781	It's a Wonderful Life (D)	J. Stewart-D. Reed-L. Barrymore	128	Dec.	b12/21/46
711	Locket, The (D)	Laraine Day-B. Aherne	86	Dec.	b12/21/46
861	Long Night, The (D)A	Henry Fonda-Barbara Bel Geddes	96	May	b5/31/47
706	Nocturne (D)A	George Raft-Lynn Bari	85	Oct.	b10/19/46
761	Notorious (My-D)A	Cary Grant-Ingrid Bergman	101	July	b7/27/46
712	San Quentin (D)A	L. Tierney-M. Carr-B. MacLane	66	Dec.	b12/7/46
851	Secret Life of Walter Mitty *T (C)F	D. Kaye-V. Mayo-F. Bainter	105	July	b7/19/47
762	Sinbad the Sailor T (F)F	D. Fairbanks. Jr.-M. O'Hara	117	Jan.	b1/18/47
791	Song of the South *T (D-M)F	Luana Patten-Bobby Driscoll	95	Nov.	b11/2/47
723	Tarzan and the Huntress (D)F	J. Weissmuller-B. Joyce	70	April	a3/22/47
726	They Won't Believe Me (D)A	Robert Young-Susan Hayward	95	May	b5/17/47
730	Thunder Mountain (W)F	T. Holt-R. Martin-M. Hyer	60	May	b5/17/47
717	Trail Street (W)F	R. Scott-R. Ryan-A. Jeffreys	83	Mar.	b2/1/47
713	Vacation in Reno (C)F	Jack Haley-Anne Jeffreys	60	Oct.	b10/12/46
727	Woman on the Beach, The (D)A	J. Bennett-R. Ryan-C. Bickford	71	June	b5/17/47
	COMING				
	A Song Is Born *T	Danny Kaye-Virginia Mayo			
	Berlin Express	M. Oberon-R. Ryan-P. Lukas			
Sp.	Bishop's Wife, The (D)	G. Grant-T. Wright-D. Niven			a7/5/47
	Dick Tracy Meets Gruesome (My)	R. Byrd-B. Karloff-A. Gwynne			a8/2/47
	Fighting Father Dunne (D)	P. O'Brien-M. Dell-D. Hickman			a8/30/47
Sp.	Fun and Fancy Free *T (F)F	E. Bergen-D. Shore	72	Aug. '47	b8/23/47
	Fugitive, The (D)	Henry Fonda-Dolores Del Rio			a7/26/47
	Good Sam	G. Cooper-A. Sheridan-E. Lowe			
	If You Knew Susie (C)	Eddie Cantor-J. Davis-A. Joslyn			a7/19/47
	Indian Summer (D)	A. Knox-A. Sothern-G. Tobias			a7/5/47
	I Remember Mama (C-D)	I. Dunne-B. Bel Geddes-O. Homolka			a8/30/47
Sp.	Magic Town (C-D)F	James Stewart-Jane Wyman	103	Aug. '47	b8/23/47
	Man About Town	Maurice Chevalier			
	Memory of Love	D. Andrews-M. Oberon-E. Barrymore			
Sp.	Mourning Becomes Electra	R. Russell-K. Paxinou-R. Massey			
	Out of the Past	Robert Mitchum-Jane Greer			a2/1/47
	Race Street	G. Raft-M. Maxwell-W. Bendix			
	Rachel	L. Young-W. Holden-R. Mitchum			
	Return of the Badmen	Randolph Scott-Jacqueline White			
803	Riff-Raff (My)A	Pat O'Brien-Anne Jeffries	80	June	b6/7/47
	Roughshod	R. Sterling-C. Jarman-G. Grahame			
804	Seven Keys to Baldpate (M)A	Phillip Terry-Jacqueline White	68	June	b6/7/47
	So Well Remembered	M. Scott-J. Mills			
	Station West	D. Powell-J. Greer-A. Moorehead			
	Tarzan and the Mermaids	J. Weissmuler-B. Joyce			
	Tycoon *T	John Wayne-Laraine Day			a7/12/47
	Under Arizona Skies	T. Holt-N. Leslie-R. Martin			
805	Under the Tonto Rim (W)F	T. Holt-N. Leslie-R. Martin	61	June	b6/7/47
	War Party	Shirley Temple-John Agar			
	Wild Horse Mesa	Tim Holt-Nan Leslie			

REPUBLIC

Prod. No.			Run Time Mins.	Trade Shown	See Issue of
	Current 1945-46				
543	Heldorado (WM)F	Roy Rogers-Dale Evans-"Gabby" Hayes.	70	12/15/46	b12/23/46
5542	Home in Oklahoma (W-M)F	R. Rogers-G. Hayes-D. Evans	72	11/8/46	b11/2/46
5503	Out California Way *U (WM)F	Monte Hale-Adrian Booth	67	12/5/46	b12/14/46
532	Plainsman and the Lady (W)F	W. Elliott-V. Ralston-G. Patrick	82	11/15/46	b11/9/46
533	That Brennan Girl (D)A	James Dunn-Mona Freeman	95	12/23/46	b11/16/46
	CURRENT 1946-'47				
603	Affairs of Geraldine (C-D)F	Jane Withers-Jimmy Lydon	68	11/18/46	b10/26/46
608	Angel and the Badman (W)F	J. Wayne-G. Russell-I. Rich	100	2/15/46	b2/15/46
641	Apache Rose *U (W-M)F	Roy Rogers-Dale Evans	75	2/15/46	b3/22/47
642	Belles of San Angelo *U (W)	R. Rogers-D. Evans	71	5/15/47	b5/24/47
607	Calendar Girl (M)F	J. Frazee-W. Marshall	88	1/31/47	b2/8/47
604	Fabulous Suzanne (C)	Barbara Britton-Rudy Vallee	71	12/15/46	b12/21/46
605	Ghost Goes Wild, The (C)F	James Ellison-Anne Gwynne	66	3/8/47	b4/5/47
610	Hit Parade of 1947 (M)	E. Albert-C. Moore-J. Edwards	90	3/22/47	b5/3/47
601	I've Always Loved You *T (DM)F	Catherine McLeod-Philip Dorn	117	12/2/46	b8/31/46
606	Magnificent Rogue, The (C-D)A	L. Robert-W. Douglas	74	2/15/47	b11/23/46
615	Northwest Outpost (O)F	Nelson Eddy-Ilona Massey	91	6/25/47	b5/10/47
602	Pilgrim Lady, The (C-D)A	Warren Douglas-Lynne Roberts	67	1/22/46	b1/25/47
612	Spoilers of the North (D)A	Paul Kelly-Evelyn Ankers	66	4/24/47	b5/10/47
609	That's My Gal *U (M)A	L. Roberts-D. Barry	66	5/15/47	b5/31/47
613	That's My Man (D)A	D. Ameche-C. McLeod	99	6/1/47	b5/12/47
616	Web of Danger (D)F	A. Mara-B. Kennedy	58	6/10/47	b6/21/47
614	Winter Wonderland (C-R)A	L. Roberts-C. Drake	71	5/17/47	b5/31/47
618	Wyoming (W)F	W. Elliott-V. Ralston	84	8/1/47	b7/26/47
611	Yankee Fakir (C)F	D. Frawley-J. Woodbury-C. Bevans	71	4/1/47	b4/12/47
	COMING				
	Bill and Coo	George Burton's Birds			
617	Blackmail (My)F	W. Marshall-A. Mara-S. Bachelor	67	7/24/47	b7/9/47
621	Driftwood	Wood-Brennan-Warrick-Jagger	90	9/15/47	
	End of the Rainbow	Marsha Hunt-Wm. Lundigan			
629	Exposed	Adele Mara-Robert Scott	59	9/8/47	
	Fabulous Texan, The (W)	W. Elliott-J. Carrol-C. McLeod			a8/16/47
	Flame, The	John Carroll-Vera Ralston			
	Gay Ranchero, The *U	R. Rogers-T. Guizar-A. Devine			
	Macbeth (D)	Orson Welles-J. Nolan			a8/23/47
	On the Old Spanish Trail *U	R. Rogers-T. Guizar-J. Frazee			
620	Pretender, The (D)A	A. Dekker-L. Stirling-C. Drake	69	8/16/47	b8/30/47
	Red Pony, The *1	M. Loy-R. Mitchum-L. Calhern			
	Slippy McGee	D. Barry-D. Evans-T. Brown			
646	Springtime in the Sierras *U (W)F	R. Rogers-J. Frazee-A. Devine	75	7/15/47	b7/26/47
619	The Trespasser (My)A	J. Martin-W. Douglas	71	7/3/47	b7/12/47
	Westerns (Current)				
553	Cherokee Flash (W)F	Sunset Carson-Linda Stirling	55	12/13/46	a3/2/46
664	Homesteaders of Paradise Valley (W)F	Allan Lane-Bobby Blake	58	4/1/47	b4/12/47
554	Last Frontier Uprising *U (W-M)F	Monte Hale-Adrian Booth	65	2/1/47	b4/12/47
665	Oregon Trail Scouts (W)F	Allan Lane-Bobby Blake	58	5/15/47	b5/24/47
558	Rio Grande Raiders	Sunset Carson-Linda Stirling	56	9/9/46	
684	Saddle Pals (W)F	G. Autry-L. Roberts	72	6/15/47	b6/21/47
661	Santa Fe Uprising (W)F	Allan Lane-Bobby Blake	57	11/15/46	b4/25/47

REPUBLIC (Continued)

Prod. No.			Run Time Mins.	Rel. Date	See Issue of
681	Sioux City Sue (W)F	Gene Autry-Lynne Roberts	69	11/21/46	b11/30/46
662	Stagecoach to Denver (W)F	Allan Lane-Bobby Blake	56	12/23/46	b1/4/47
682	Trail to San Antone (W)F	Gene Autry-Peggy Stewart	57	4/1/47	b4/18/47
683	Twilight on the Rio Grande (W)F	G. Autry-S. Holloway-Cass County Boys	71	4/1/47	b4/19/47
663	Vigilantes of Boomtown (W)F	Allan Lane-Bobby Blake	56	2/15/47	m2/15/47
		Westerns (Coming)			
651	Along the Oregon Trail *U	Monte Hale-Adrian Booth	64	8/30/47	
667	Marshal of Cripple Creek (W)F	Allan Lane-Bobby Blake	58	8/15/47	b8/23/47
	Outlaws of Ghost Town	Allen "Rocky" Lane-Bob Steele			
685	Robin Hood of Texas	Gene Autry-Lynne Roberts-Adele Mara	71	7/15/47	
666	Rustlers of Devil's Canyon (W)F	Allan Lane-Bobby Blake	58	7/1/47	b7/12/47
	Under Colorado Skies *U	M. Hale-A. Booth			
	Wild Frontier, The	Allan "Rocky" Lane-Jack Holt			

SCREEN GUILD PRODUCTIONS

		CURRENT			
HC12	Bar 20 Justice	Wm. Boyd-R. Hayden-G. Hayes	65	7/19/47	Reissue
4614	Bells of San Fernando (D)F	Donald Woods-Gloria Warren	69	4/5/47	b4/5/47
4613	Buffalo Bill Rides Again (W)F	Richard Arlen-Jennifer Holt	66	4/19/47	b4/5/47
4616	Bush Pilot	R. Hudson-J. LaRue-A. Willis	60	6/7/47	
HC10	Cassidy of Bar 20	Wm. Boyd-H. Clark-R. Hayden	59	5/10/47	Reissue
HC11	Heart of Arizona	Wm. Boyd-G. Hayes-R. Hayden	68	6/14/47	Reissue
4701	Hollywood Barn Dance (C-D)F	E. Tubb-L. Talbott-H. Boyce	72	6/21/47	b6/7/47
4609	My Dog Shep	Flame (dog)-Tom Neal	60	12/1/46	
4610	North of the Border	R. Hayden-I. Cooper	46	10/1/46	a8/24/46
HC09	Partners of the Plains	Wm. Boyd-H. Clark-R. Hayden	71	4/26/47	Reissue
4611	Queen of the Amazons (D)A	Patricia Morison-Robert Lowery	62	1/15/47	b3/29/47
4612	Renegade Girl (D)F	Alan Curtis-Ann Savage-Jack Holt	65	12/25/46	b3/29/47
HC07	Rustlers Valley	Wm. Boyd-G. Hayes-R. Hayden	60	3/15/47	Reissue
4608	Scared to Death *C	B. Lugosi-J. Compton	65	5/3/47	
4615	Shoot to Kill (D)A	R. Wade-E. MacDonald-S. Walters	60	5/17/47	b4/12/47
HC08	Texas Trail	Wm. Boyd-R. Hayden-G. Hayes	59	4/12/47	Reissue
		COMING			
	Burning Cross, The (D)A	H. Daniels-V. Patton	77		b8/2/47
4618	Case of the Baby Sitter, The	Tom Neal-A. Jenkins-P. Blake	40	7/26/47	
	Dark Road, The (D)	John Shelton-Ann Doran			a8/30/47
4703	Dragnet (My)A	M. Brian-H. Wilcoxon	71	8/16/47	b7/12/47
4617	Hat Box Mystery, The (My)	T. Neal-A. Jenkins-V. Sale	40	7/12/47	a7/5/47
4701	Hollywood Barn Dance (C-D)F	E. Tubb-L. Talbott-H. Boyce	65	6/21/47	b6/7/47
4702	Killer Dill (C-D)A	S. Erwin-A. Gwynne-F. Albertson	71	8/2/47	b5/17/47
	Prairie, The	Alan Baxter-Lenore Aubert			

SELZNICK RELEASING ORGANIZATION

		CURRENT			
	Duel in the Sun *T (WD)A	J. Jones-G. Peck-J. Cotten	135	4/17/47	b1/4/47
		COMING			
	Intermezzo	I. Bergman-L. Howard			Reissue
	Paradine Case, The	G. Peck-A. Todd-C. Laughton			
	Portrait of Jennie	J. Jones-J. Cotten			
	Rupert of Hentzau	Louis Jourdan-Valli			
	Tender is the Night	J. Jones-A. Kjellin			

20TH-FOX

		CURRENT 1946-'47			
620	Behind Green Lights (D)A	Carole Landis-William Gargan	64	Feb.	b1/19/46
642	Bowery, The	Wallace Beery-Jackie Cooper	84	Oct.	Re-release
648	Dangerous Millions (D)F	Kent Taylor-Dona Drake	69	Dec.	b12/7/46
640	Home Sweet Homicide (MyC)F	P. Ann Garner-R. Scott	90	Oct.	b7/20/46
646	Margie *T (C-D)F	Jeanne Crain-Alan Young	93	Nov.	b10/19/46
645	My Darling Clementine (W-D)F	H. Fonda-L. Darnell-V. Mature	97	Nov.	b10/12/46
641	Sun Valley Serenade	Sonja Henie-John Payne	86	Sept.	Re-release
639	Three Little Girls in Blue *T (M)F	Hayer-Blaine-G. Montgomery	90	Oct.	b9/7/46
649	Wake Up and Dream *T (M)F	John Payne-June Haver	92	Dec.	b11/30/46
644	Wanted for Murder (D)A	Eric Portman-Dulcie Gray	91	Nov.	b4/13/46
		CURRENT 1947-'48			
709	Alexander's Ragtime Band	T. Power-A. Faye-D. Ameche	106	Mar.	Re-release
711	Backlash (My)A	R. Travis-J. Rogers-L. Blake	66	Mar.	b3/22/47
706	Boomerang (D)A	Dana Andrews-Jane Wyatt	88	Feb.	b1/25/47
707	Brasher Doubloon, The (My)A	G. Montgomery-Nancy Guild	72	Feb.	b2/8/47
710	Carnival in Costa Rica *T (M)F	D. Haymes-C. Holm-C. Romero	96	April	b3/29/47
715	Ghost and Mrs. Muir, The (D)A	G. Tierney-R. Harrison-G. Sanders	104	May	b5/24/47
713	Homestretch, The *T (D)A	Maureen O'Hara-Cornel Wilde	99	May	b4/26/47
723	I Wonder Who's Kissing Her Now *T (M)F	June Haver-Mark Stevens	104	Aug.	b6/14/47
716	Jewels of Brandenburg (D)A	Richard Travis-Micheline Cheirel	64	May	b4/12/47
725	Kiss of Death (D)A	Victor Mature-Brian Donlevy	98	Sept. '47	b8/16/47
712	Late George Apley, The (D)A	Ronald Colman-Peggy Cummins	98	April	b2/3/47
704	Les Miserables	Fredric March-Chas. Laughton	109	Jan.	Re-release
718	Miracle on 34th St. (C)F	J. Payne-M. O'Hara	96	June	b5/10/47
717	Moss Rose (M-D)A	V. Mature-P. Cummings-E. Barrymore	82	June	b5/24/47
701	Razor's Edge, The (D)A	T. Power-G. Tierney-J. Payne	146	Jan.	b11/23/46
714	San Demetrio, London (D)A	W. Fitzgerald-A. Young-R. Michael	76	April	b4/4/47
703	Shocking Miss Pilgrim *T	Betty Grable-Dick Haymes	85	Jan.	b1/4/47
705	Stanley & Livingstone	Spencer Tracy-Richard Green	101	Jan.	Re-release
708	Strange Journey (D)F	Paul Kelly-Osa Massen	67	Feb.	b9/14/46
702	13 Rue Madeleine (D)	James Cagney-Annabella	95	Jan.	b12/21/46
719	Western Union	Robert Young-Randolph Scott	95	June	Re-release
		COMING			
	Captain from Castile *T	T. Power-J. Peters-C. Romero			a7/26/47
722	Crimson Key, The (My)F	Kent Taylor-Doris Dowling	76	July	b7/5/47
	Daisy Kenyon (D)	J. Crawford-D. Andrews-H. Fonda			a8/2/47
	Dangerous Years	William Halop-Ann E. Todd			
	Forever Amber *T	L. Darnell-C. Wilde-G. Sanders			
729	Foxes of Harrow, The	R. Harrison-M. O'Hara-R. Haydn		Oct. '47	
	Gentleman's Agreement (D)	G. Peck-D. McGuire-J. Garfield			a7/26/47
	Give My Regards to Broadway *T	N. Guild-D. Daily-C. Winninger			a5/17/47
	Green Grass of Wyoming *T (C-D)	P. Cummins-R. Arthur-C. Coburn			a7/19/47
727	How Green Was My Valley	W. Pidgeon-M. O'Hara	118	Sept.	Reissue
	Invisible Wall, The	Don Castle-Virginia Christine			
721	Meet Me At Dawn (C-D)F	William Eythe-Hazel Court	99	July	
724	Mother Wore Tights *T (M)F	B. Grable-D. Dailey	106	Sept. '47	b8/23/47
730	Nightmare Alley (D)	T. Power-J. Blondell-Helen Walker		Oct. '47	a7/9/47
	Roses Are Red	Don Castle-Peggy Knudsen			
726	Second Chance (D)A	K. Taylor-Louise Currie-D. Hoey	62	Sept. '47	b7/26/47
	Summer Lightning *T	J. Haver-L. McCallister-A. Revere			a7/17/47
728	Swamp Water	W. Brennan-W. Huston	90	Sept.	Reissue
	Tender Years, The	Joe E. Brown-R. Ryan-J. Hutchinson			
720	Thunder in the Valley *T (D)F	P. A. Garner-L. McCallister	103		b6/7/47

Title	Company
Strange Gamble	UA
Strange Journey	20th-Fox
Strange Woman	UA
Stranger, The	RKO
Strawberry Roan	Col.
Suddenly It's Spring	Para.
Susie Steps Out	UA
Summer Holiday	MGM
Summer Lightning	20th-Fox
Sun Valley Serenade	20th-Fox
Suspense	Mono.
Swamp Water	20th-Fox
Swell Guy	Univ.
Sweet Genevieve	Col.
Sweetheart of Sigma Chi	Mono.
Swiss Family Robinson	Astor
Swordsman	Col.

T

Take My Life	Brit.
Tap Roots	Univ.
Tarzan and the Huntress	RKO
Tarzan and the Mermaids	RKO
Temptation	Univ.
Temptation Harbour	Brit
Tender is the Night	SRO
Tender Years, The	20th-Fox
Tenth Avenue Angel	MGM
Texas	Col.
Texas Trail	SGP
That Brennan Girl	Rep.
That Hagen Girl	WB
That's My Gal	Rep.
That's My Man	Rep.
That Way with Women	WB
The Brothers	Brit.
The Kissing Bandit	MGM
The Last Round-Up	Col.
The Man I Love	WB
The Open Secret	EL
The Patient Vanishes	FC
The Time, the Place & the Girl	WB
There Goes My Heart	Favorite
They Made Me a Killer	Para.
They Won't Believe Me	RKO
Thief of Bagdad	FC
Thieves' Holiday	UA
13 Rue Madeleine	20th-Fox
Thirteenth Hour	Col.
This Happy Breed	Univ.
This Time for Keeps	MGM
Three Little Girls in Blue	20th-Fox
Three on a Ticket	EL
Thunderbolt	Mono.
Thunder in the City	Astor
Thunder in the Valley	20th-Fox
Thunder Mountain	RKO
Till the Clouds Roll By	MGM
Time of Your Life	UA
Time Out of Mind	Univ.
T-Man	E-L
Tom Brown's Schooldays	Astor
Too Many Winners	PRC
Topper Returns	Favorite
Topper Takes a Trip	Favorite
To the Ends of the Earth	Col.
To the Victor	WB
Trail Street	RKO
Trap, The	Mono.
Treasure of the Sierra Madre	WB
Trespasser, The	Rep.
Trouble With Women	Para.
Two Blondes and a Redhead	Col.
Two Guys From Texas	WB
Two Mrs. Carrols	WB
Two Years Before the Mast	Para.
Tycoon	RKO

U

Unconquered	Para.
Undercover Maisie	MGM
Undercurrent	MGM
Under Arizona Skies	RKO
Under the Tonto Rim	RKO
Unexpected Guest	UA
Un faithful	WB
Unfinished Dance	MGM
Unholy Garden	FC
Unsuspected, The	WB
Untamed Fury	EL

V

Vacation Days	Mono
Vacation in Reno	RKO
Variety Girl	Para
Vendetta	UA
Verdict	WB
Vigiliantes Return	Univ.
Violence	Mono.
Virtuous	MGM
Voice of the Turtle	WB

W

Wake Up and Dream	20th-Fox
Wallflower	WB
Wanted for Murder	20th-Fox
War Party	RKO
Web, The	Univ.
Web of Danger	Rep
Welcome Stranger	Para.
Welldigger's Daughter	Misc.
Westerner, The	FC
Western Union	20th-Fox
When a Girl's Beautiful	Col
Where There's Life	Para
While the Sun Shines	Brit
Whiplash	WB
Whispering Smith	Para
White Cradle Inn	Brit.
Who Killed Doc Robin	UA
Wicked Lady	Univ.
Wild Bill Hickok Rides	WB
Wild Harvest	Para.

Title	Company
Wild West	EL
Winter Wonderland	Rep.
Wistful Widow of Wagon Gap	U-I
Wolf Call	Mono.
Woman Chases Man	FC
Woman in White	WB
Woman on the Beach	RKO
Wyoming	Rep.

Y

Yankee Fakir	Rep.
Yearling, The	MGM
Years Between	Univ.
You Can't Cheat an Honest Man	Univ.
Your Red Wagon	RKO

TITLE CHANGES

"Stations West" (RKO) now STATION WEST

NEW PICTURES STARTED LAST WEEK

COLUMBIA

Whirlwind Raiders—Principals: Charles Starrett, Smiley Burnette. Director, Vernon Keays.

MONOGRAM

Old Gray Mayor, The—Principals: Freddie Stewart, June Preisser, Gene Krupa and his Band. Director, Will Jason.

REPUBLIC

End of the Rainbow—Principals: Marsha Hunt, William Lundigan. Director, Allan Dwan.

UNITED ARTISTS

Strange Gamble—Principals: William Boyd, Andy Clyde, Rand Brooks. Director, George Archainbaud.

WARNER BROS.

Johnny Belinda—Principals: Jane Wyman, Lew Ayres, Charles Bickford. Director, Jean Negulesco.

ADVANCE DATA
On Forthcoming Product

BIG TOWN AFTER DARK (Para.) *Drama. Principals*: Philip Reed, Hillary Brooke, Anne Gillis. *Director*, William Thomas. *Plot*: Lorelei decides to leave her post as police reporter on the Illustrated Press. Steve hires the publisher's niece to fill the vacancy. She becomes involved in gangster activities and plots a huge swindle against her uncle. The plot is uncovered by Steve and Lorelei, after exciting gunfights with the hoodlums.

MORTAL COILS (U-I) *Drama. Principals*: Charles Boyer, Ann Blyth, Jessica Tandy. *Director*, Zoltan Korda. *Plot*: A middle-aged, wealthy English Squire is accused of having poisoned his first wife, an invalid. His present wife is 20 years younger than he, and way below him in social position. He is found guilty, and sentenced to hang. At the eleventh hour a doctor comes up with a confession from a spinster who has long been in love with the Squire, and he is saved from the gallows.

SHAGGY (Para.) *Drama. Principals*: Brenda Joyce, George Nokes, Robert Shayne. *Director*, Robert Tansey. *Plot*: A ranch owner brings home a new wife and mother for his son. The mother can't stand the boy's pets. When the son's dog is accused of killing sheep, the father fires at the supposed killer and the dog takes to the mountains with the child behind him. The mother goes in search of the boy. The real killer, a mountain lion, stalks them but they are saved by the dog and the father.

UNITED ARTISTS

Prod. No.	CURRENT 1946-'47		Run Time	Rel. Mins.	Date	See Issue of
	Abie's Irish Rose (C)F	Joanne Dru-Michael Chekhov	96	12/27/46		b11/30/46
	Adventures of Don Coyote *C (W)F	F. Rafferty-M. Cramer	66	5/9/47		b5/3/47
	Carnegie Hall (D-M)A	M. Hunt-W. Prince-M. O'Driscoll	134	8/8/47		b3/1/47
	Chase, The (D)A	Robert Cummings-Michele Morgan	85	11/22/46		b10/19/46
	Copacabana (M-C)F	C. Miranda-A. Russell-G. Marx	92	5/30/47		b5/24/47
	Dangerous Venture (W)F	A. Clyde-W. Boyd-B. Alexander	59	5/23/47		a2/22/47
	Dishonored Lady (D)A	H. Lamarr-D. O'Keefe-J. Loder	89	5/19/47		b4/26/47
	Fabulous Dorseys, The (M)F	T. Dorsey-J. Dorsey-J. Blair	87	2/21/47		b3/1/47
	Fool's Gold (W)F	William Boyd-Andy Clyde	65	1/31/47		b10/12/46
	Fun on a Weekend (C)A	Priscilla Lane-Eddie Bracken	93	5/15/47		b4/12/47
	Little Iodine (C)F	J. Ann Marlowe-Marc Cramer	57	10/11/46		b9/14/46
	Lured (My)A	G. Sanders-L. Ball	102	Sept. '47		b7/19/47
	Macomber Affair, The (D)A	Gregory Peck-Joan Bennett	90	3/21/47		b1/25/47
	New Orleans (D-M)A	A. deCordova-D. Patrick	90	4/16/47		b5/3/47
	Other Love, The (D)A	B. Stanwyck-David Niven	96	7/11/47		b4/5/47
	Private Affairs of Bel Ami, The (D)A	George Sanders-Angela Lansbury	115	3/7/47		b3/1/47
	Ramrod (W-D)A	J. McCrea-V. Lake-D. DeFore	94	5/2/47		b3/1/47
	Red House, The (My)A	Ed. G. Robinson-L. McCallister	98	2/7/47		b2/8/47
	Sin of Harold Diddlebock, The	H. Lloyd-R. Washburn-J. Conlin	89	4/4/47		a2/9/46
	Stork Bites Man (C)A	Jackie Cooper-Gene Roberts	67	6/21/47		b8/16/47
	Strange Woman, The (D)A	H. Lamarr-G. Sanders-L. Hayward	100	10/25/46		b11/2/46
	Susie Steps Out (C-D)F	David Bruce-Cleatus Caldwell	65	12/13/46		b11/23/46
	Unexpected Guest, The (W)F	Wm. Boyd-Andy Clyde	60	3/28/47		b12/14/46
	COMING					
	A Miracle Can Happen	James Stewart-Henry Fonda				
	Arch of Triumph (D)	I. Bergman-C. Boyer				a5/3/47
	Atlantis	Maria Montez-Jean Pierre Aumont				a4/5/47
	Body and Soul (D)A	John Garfield-Lilli Palmer	105	8/22/47		b8/16/47
	Christmas Eve	G. Raft-G. Brent-R. Scott-J. Blondell	90			a3/29/47
	Comedy Carnival *C (C)F	Rafferty-Olsen-Abel-Grahame	112	8/29/47		b8/30/47
	Dead Don't Dream, The (W)	W. Boyd-A. Clyde				
	Fanny By Gaslight	James Mason-Phyllis Calvert				
	Heaven Only Knows (F-D)A	Robert Cummings-Brian Donlevy	96			b8/2/47
	Henry the Fifth (D)F *T	L. Olivier-R. Asherson	134			b4/27/46
	Here Comes Trouble	William Tracy-Patti Morgan				a8/24/46
	Hoppy's Holiday (W)F	W. Boyd-Mary Ware	60	7/18/47		b5/10/47
	Intrigue	G. Raft-J. Havoc-D. Seymour				
	Mad Wednesday (D)F	H. Lloyd-R. Washburn-J. Conlin	89	4/8/47		b2/22/47
	Marauders, The (W)F	W. Boyd-R. Brooks-A. Clyde	63			b7/19/47
	Monsieur Verdoux (C-D)A	Charles Chaplin-Martha Raye	123			b4/19/47
	Sleep, My Love	C. Colbert-R. Cummings-D. Ameche				
	Stampede	John Wayne-Walter Brennan				
	Strange Gamble	W. Boyd-A. Clyde-R. Brooks				
	Time of Your Life	J. Cagney-Wm. Bendix-J. Cagney				
	Vendetta (D)	Hillary Brooke-Faith Domergue				a5/10/47
	Without Honor	William Boyd-Andy Clyde				
	Who Killed Doc Robin?	E. Janssen-L. Olsen-D. Belding				a5/31/47

UNIVERSAL-INTERNATIONAL

	CURRENT				
	Black Narcissus *T (D)F	Deborah Kerr-David Farrar	100	Aug. '47	b5/3/47
	Brief Encounter (D)A	Celia Johnson-Trevor Howard	86		b5/3/47
620	Brute Force (D)A	B. Lancaster-H. Cronyn-C. Bickford	98	Aug. '47	b6/21/47
612	Buck Privates Come Home (C)F	Bud Abbott-Lou Costello	77	April	b3/15/47
	Captive Heart, The (D)A	Michael Redgrave-Mervyn Johns	87		b4/13/47
601	Dark Mirror, The (My)A	O. DeHavilland-Lew Ayres	85	Oct.	b10/15/46
2791	Destry Rides Again	M. Dietrich-J. Stewart	94	Mar.	Reissue
613	Egg and I, The (C)F	Claudette Colbert-Fred MacMurray	108		b3/23/47
	Freida (D)A	David Farrar-Mai Zetterling	65	Aug. '47	b6/28/47
619	Great Expectations (D)F	J. Mills-Valerie Hobson	116	July	b12/21/46
	I Know Where I'm Going (D)F	W. Hiller-R. Livesy-P. Brown	91		b1/5/46
607	I'll Be Yours (C-M)F	D. Durbin-T. Drake-W. Bendix	93	Jan.	b1/25/47
2794	I Stole a Million	G. Raft-C. Trevor-D. Foran	78	April	Reissue
616	Ivy (D)A	Joan Fontaine-Patric Knowles	99	June	b6/14/47
	Johnny Frenchman	Francoise Rosay-Patricia Roc	104		
602	Magnificent Doll (D)F	G. Rogers-D. Niven-B. Meredith	94	Nov.	b11/23/46
2795	Magnificent Obsession	Irene Dunne-Robert Taylor	101	May	Reissue
610	Michigan Kid *C (W)F	John Hall-Rita Johnson	69	Mar.	b2/15/47
1066	Notorious Gentleman, The (D)A	Rex Harrison-Lilli Palmer	106	Nov.	b2/16/46
617	Odd Man Out (D)A	James Mason-Robert Newton	116	June	b2/14/47
2796	One Hundred Men and a Girl	Deanna Durbin-L. Stokowski	84	May	Reissue
608	Song of Scheherazade *T (M)F	Y. DeCarlo-B. Donlevy-J. P. Aumont	106	Mar.	b2/1/47
623	Slave Girl *T (C-R)A	Yvonne deCarlo-George Brent	80	Aug.	b7/19/47
621	Something in the Wind (M)A	D. Durbin-J. Dall-D. O'Connor	89	Sept. '47	b7/26/47
609	Smash-Up, The Story of a Woman (D)A	S. Hayward-L. Bowman-E. Albert	102	Mar.	b2/8/47
611	Stairway to Heaven *T (D)A	David Niven-R. Massey	103	Mar.	b11/16/46
606	Swell Guy (D)A	Sonny Tufts-Ann Blyth	86	Jan.	b12/14/46
604	Temptation (D)A	M. Oberon-G. Brent-C. Korvin	98	Dec.	b12/14/46
	This Happy Breed *T (D)A	Robert Newton-Celia Johnson	110		b4/19/47
614	Time Out of Mind (D)A	P. Calvert-R. Hutton-E. Raines	88	May	b3/22/47
2793	You Can't Cheat an Honest Man	W. C. Fields-Edgar Bergen	73	April	Reissue
618	Vigilantes Return *C	Jon Hall-Margaret Lindsay	67	July	a7/13/46
615	Web, The (M)	V. Prince-E. Raines	87	June	b5/24/47
2792	When the Daltons Rode	R. Scott-K. Francis-B. Donlevy	81	Mar.	Reissue
605	Wicked Lady, The (D)A	M. Lockwood-J. Mason-P. Roc	98	Jan.	b1/12/47
	COMING				
	A Double Life	Ronald Colman-Signo Hasse			
	A Lady Surrenders (D)A	Margaret Lockwood-Stewart Granger	113		b10/12/46
	Exile, The	D. Fairbanks, Jr.-M. Montez-P. Croset			a6/28/47
	Imagination (D)	R. Colman-S. Hasso-E. O'Brien			a8/16/47
	Legend of Black Bart, The *T	Y. DeCarlo-D. Duryea			a8/2/47
	Letter From an Unknown Woman	Joan Fontaine-Louis Jourdan			
	Lost Moment, The	S. Hayward-R. Cummings-J. Loring			
	Magic Bow, The (D-M)F	Stewart Granger-Phyllis Calvert	106		b9/28/46
	Mortal Coils	Charles Boyer-Ann Blyth			
	My Heart Goes Crazy *T (M)F	Sid Field-Greta Gynt	120		b9/7/46
	Naked City, The (My)	B. Fitzgerald-D. Hart			
	Oh Say Can You Sing	Sheila Ryan-Fred Brady			a5/25/46
	Pirates of Monterey *T	Maria Montez-Rod Cameron-P. Reed			a5/25/46
	Ride the Pink Horse (D)	R. Montgomery-W. Hendrix			a7/9/47
	Secret Beyond the Door (D)	J. Bennett-M. Redgrave-A. Revere			a5/17/47
	Senator Was Indiscreet, The (D)	W. Powell-E. Raines			a7/9/47
622	Singapore (D)A	F. MacMurray-A. Gardner-P. Dorn	79	Sept.	b8/16/47
	Tap Roots	Van Heflin-Susan Hayward			
	Wistful Widow of Wagon Gap (C)	B. Abbott-L. Costello-M. Main			a7/12/47
	Years Between, The	M. Redgrave-V. Hobson-F. Robson			

WARNER BROS.

CURRENT 1946-'47

613 Beast With Five Fingers, The (H)	Robert Alda-Andrea King	88	2/8/47	b12/21/46
622 Cheyenne (W-D)F	Dennis Morgan-Jane Wyman	100	6/14/47	b4/26/47
625 Cry Wolf (My)A	Errol Flynn-Barbara Stanwyck	83	7/6/47	b7/5/47
605 Deception (D)A	B. Davis-P. Henreid-C. Rains	112	10/26/46	b10/19/46
701 Deep Valley	Dane Clark-Ida Lupino-Wayne Morris	105	9/1/47	a4/5/47
627 Dust Be My Destiny	J. Garfield-A. Hale-P. Lane	88	8/7/47	Reissue
612 Humoresque (D)A	J. Crawford-J. Garfield-O. Levant	126	1/25/47	b12/23/46
608 Kings Row	A. Sheridan-R. Cummings-R. Reagan	127	12/7/46	Reissue
620 Love and Learn (C-M)A	J. Carson-R. Hutton-M. Vickers-J. Paige	83	5/3/47	b3/29/47
626 Marked Woman	B. Davis-H. Bogart	96	8/7/47	Reissue
614 Nora Prentiss (D)A	A. Sheridan-K. Smith-R. Alda	113	2/22/47	b2/8/47
624 Possessed (D)A	J. Crawford-Van Heflin-R. Massey	108	7/28/47	b5/31/47
615 Pursued	Teresa Wright-Robert Mitchum	101	3/2/47	
616 The Sea Hawk	Errol Flynn-Claude Rains	109	4/26/47	Reissue
619 The Sea Wolf	E. G. Robinson-I. Lupino-J. Garfield	87	4/25/47	Reissue
602 Shadow of a Woman (D)A	Andrea King-Helmut Dantine	78	9/14/46	b8/17/46
617 Stallion Road (D)A	R. Reagan-A. Smith-Z. Scott	97	4/12/47	b3/2/47
616 That Way With Women (C)F	S. Greenstreet-M. Vickers-D. Clark	85	3/29/47	b2/15/47
611 The Man I Love (D)A	Ida Lupino-Robert Alda	97	1/11/47	b12/28/46
621 Two Mrs. Carrolls, The (D)A	H. Bogart-B. Stanwyck-A. Smith	99	5/24/47	b4/5/47
723 Unfaithful, The (D)A	A. Sheridan-Z. Scott-L. Ayers	110	7/5/47	b5/31/47
609 Wild Bill Hickok Rides	C. Bennett-B. Cabot-W. William	72	12/7/46	Reissue

COMING

Always Together	J. Reynolds-R. Hutton				
April Showers	J. Carson-A. Sothern				
Christopher Blake	A. Smith-R. Douglas				
703 Dark Passage (D)	H. Bogart-L. Bacall-B. Bennett	106	9/27/47	a5/17/47
Escape Me Never	E. Flynn-I. Lupino-G. Young			a3/8/46
Ever the Beginning	L. Palmer-S. Wanamaker-A. Tamiroff			
Johnny Belinda	J. Wyman-L. Ayres-C. Bickford			
702 Life With Father *T (C-D)F	I. Dunne-W. Powell-E. Taylor	118	9/13/47	b8/16/47
My Wild Irish Rose *T	D. Morgan-A. King-A. Dahl			
Night Unto Night (D)	Ronald Reagan-Viveca Lindfors			a5/10/47
Romance in High C *T	Jack Carson-Doris Day-Janis Paige			
Silver River	E. Flynn-A. Sheridan-T. Mitchell			
That Hagen Girl	S. Temple-R. Reagan-R. Calhoun			
To the Victor	Dennis Morgan-Viveca Lindfors			
Treasure of the Sierra Madre	H. Bogart-W. Huston-T. Holt			
Two Guys From Texas *T	J. Carson-D. Morgan-D. Malone			
Unsuspected, The (D)	C. Rains-J. Caulfield-A. Totter			a6/14/47
Voice of the Turtle, The (C-D)	R. Reagan-E. Parker-E. Arden			a7/5/47
Wallflower (C-D)	Robert Hutton-Joyce Reynolds			a7/12/47
Whiplash	D. Clark-A. Smith-S. Z. Sakall			
Woman in White, The	A. Smith-E. Parker-S. Greenstreet			a4/26/47

BRITISH PRODUCT (U. S. Distribution Not Set)

A Man About the House (D)A	Margaret Johnson-Dulcie Gray	97	Lon. Films	b6/28/47
Beware of Pity (D)A	Lilli Palmer-Albert Lieven	105	Rank	b6/29/46
Carnival (D)A	Sally Gray-Michael Wilding	93	Rank	b10/26/46
Courtneys of Curzon St. (D-M)	Anna Neagle-Michael Wilding	120	London	b4/19/47
Dancing With Crime (D)A	Richard Attenborough-Sheila Sim	82	Para.	b6/28/47
Dear Murderer (D)A	E. Portman-G. Gynt-D. Price	94	Rank	b6/7/47
Green Cockatoo, The (G)A	J. Mills-R. Ray-R. Newton	65	Devonshire	b8/2/47
Green Fingers (D)A	Robert Beaty-Carol Raye	85	ABPC	b10/26/46
Holiday Camp (D)A	Alastair Sim-Valerie White	82	Rank	b8/16/47
Hue and Cry (D)F	F. Robson-D. Price-J. Warner	97	Rank	b2/22/47
Hungry Hill (D)A	Margaret Lockwood-Dennis Price	109	Rank	b1/18/47
Jassy *T (D)A	M. Lockwood-P. Roc-D. Price	102	Rank	b8/23/47
Laughing Lady *T (M)F	Anne Zeigler-Webster Booth	90	ABPC	b10/26/46
Loves of Joanna Godden, The (D)A	G. Withers-J. Macallum	85		b6/21/47
The Man Within *T (D)A	Michael Redgrave-Jean Kent	85	Rank	b4/12/47
Men of Two Worlds *T (D)A	Phyllis Calvert-Eric Portman	109	Rank	b7/27/46
Nicholas Nickelby (D)F	Cedric Hardwicke-Sally Howes	105	Rank	b3/22/47
Root of All Evil (D)A	Phyllis Calvert-Michael Rennie	110	Rank	b2/22/47
School for Secrets (D)F	Ralph Richardson-Pamela Matthews	108	Rank	b11/16/46
Take My Life (D)F	Hugh Williams-Greta Gynt	79	Rank	b5/17/47
Temptation Harbour (D)A	Robert Newton-Simone Simon	110	ABPC	b3/29/47
The Brothers (D)A	Patricia Roc-Will Fyffe-M. Reed	98	Rank	b5/24/47
Upturned Glass, The (D)A	J. Mason-Rosamond John	86	Univ. Int.	b6/28/47
While the Sun Shines (C)A	Barbara White-Ronald Howard	89	ABPC	b2/8/47
White Cradle Inn (D)F	M. Carroll-I. Hunter-M. Rennie	83	London	b3/29/47

MISCELLANEOUS

Angel and Sinner (D)A	Micheline Preslie-Louis Salou	86	A.F.E.	b3/1/47
Anything for a Song (M-C)A	F. Tagliavini-C. Campanini	76	Superfilm	b7/9/47
A Yank in Rome (D)F	Valentina Cortese-Leo Dale	97	Film Rights	b3/22/47
Barber of Seville (Opera)	F. Tagliavini-T. Gobbi	110	Excelsior	b4/19/47
Before Him All Rome Trembled (D-M)A	Anna Magnani-Gina Sinimberghi	105	Superfilm	b3/1/47
Broken Love (D)A	B. Gigli-E. Grammatica	92	Ital.	b8/2/47
Bellman, The (D)A	Lucien Coedel-Fernand Ledoux	95	Mage	b4/5/47
Carmen (D)A	Viviane Romance-Jean Marais	101	Superfilm	b12/7/46
Citizen Saint (B)F	J. Prouty-L. MacMartin	65	Elliott	b5/3/47
Clandestine (D)A	Constant Remy-Suzy Carrier	89	W. Hem.	b1/18/47
Colonel Chabert (D)A	Raimu-M. Bell	93	Siritzky	b6/21/47
Devil's Hand, The (D)A	Pierre Fresnay-Josseline Gael	80		b11/16/46
Francis the First (C)A	Ferandel-Mona Goya	90	Vog Films	b1/25/47
Genius & the Nightingale, The (D)F	M. Cebotari-R. Brazzi	100	Superfilm	b8/2/47
Girl and the Devil, The (D)A	Gunn Wallgren-Strig Jarrell	87	Scandia	b5/17/27
Great Dawn, The (D-M)A	Pierino Gamba-Renee Faure	83	Superfilm	b8/9/47
Ivan the Terrible (D)A	N. Cherkassov-L. Tselikovskaya	96	Artkino	b3/15/47
King's Jester, The (D-M)A	M. Simon-R. Brazzi	94	Superfilm	b6/21/47
Laugh, Pagliacci (D-M)F	Alida Valli-Beniamino Gigli	82	Continental	b5/10/47
Miracle of Monte Cassino (R-B)F	Fosco Giachetti-Nino Pavese	90	Simpex	b5/31/47
Murderer Lives at 21, The (My)A	P. Fresnay-S. Delair-J. Tissier	83	Mage	b8/30/47
On Parade	G. Davis-F. Blanchard-T. Harmon			
Queen for a Night (O)A	Gurlie Lemon Bernhard-G. Bjoerling	89	Saga Films	b1/4/47
Queen's Necklace, The (D)A	Viviane Romance-Marion Dorian	105	Siritzky	b5/10/47
Roosevelt Story, The (Doc)F	Documentary	80	Tola	b7/5/47
St. Francis of Assisi (D)F	Jose Luis Jimenez-Alicia DePhillips	119	Simpex	b4/5/47
School for Danger (Doc)F	Capt. H. Ree-J. Nearne	60	Eng. Films	b2/22/47
Sepia Cinderella (C-M)A	B. Daniels-S. Guyse-Tondaleyo	58	Herald	b7/26/47
Shoe-Shine (D)A	R. Smordoni-F. Interlenghi	93	Lopert	b8/30/47
Shop Girls of Paris (D)A	M. Simon-A. Prejean	90	Mage	b6/21/47
Swing, Cowboy, Swing (W-M)F	C. Shrun-D. Weston-A. Lee	57	Westernair	b9/7/46
They Made Me a Fugitive (D)A	Sally Gray-Trevor Howard		Alliance	b7/12/47
Thunder in the Hills (D)A	J. Prucha-J. Kacer-V. Nasova	78	Gen. Film	b5/10/47
Torment (D)A	Alf Kjellin-Mai Jetterling	95	Oxford	b4/19/47
Two Anonymous Letters (D)A	C. Calamai-A. Checchi	83	Film Rights	b5/3/47
Vow, The (D)A	M. Gelovani	103	Artkino	b6/21/47
Welldigger's Daughter, The (C)A	Raimu-Fernandel	122	Siritzky	b10/5/46

ADVANCE DATA

(Continued from Preceding Page)

ROUGHSHOD (RKO) *Drama. Principals:* Robert Sterling, Claude Jarman, Jr., Gloria Grahame. *Director,* Mark Robson. *Plot:* A rancher and his young brother pick up four stranded dance hall girls. The rancher falls in love with one of them but refuses to acknowledge his love because he disapproves of her way of life, and he sends her away. The two men are ambushed by ex-convicts and the younger is wounded before the fight is over. Weeks later, having changed his mind about "her kind of women," the rancher seeks out his girl to propose.

CASS TIMBERLANE (MGM) *Drama. Principals:* Spencer Tracy, Lana Turner, Zachary Scott, Mary Astor. *Director,* George Sidney. *Plot:* Judge Cass Timberlane, over the protests of his friends, marries a young girl from the other side of the tracks. She becomes restless in their small town, and broods over the loss of their baby. In an attempt to cheer her, Cass takes her on a trip to New York. They quarrel bitterly when he wants to return home, and he angrily leaves her in New York. A severe illness and long recuperation bring them together again.

NATIONAL REVIEWING COMMITTEES' CLASSIFICATIONS

GAS HOUSE KIDS GO WEST (E-L)
FAMILY—National Board of Review.
CLASS A—SEC. I—National Legion of Decency.

KEY WITNESS (Col.)
FAMILY—National Board of Review.
CLASS A—SEC. II—National Legion of Decency.

SONG OF THE THIN MAN (MGM)
CLASS A—SEC. II—National Legion of Decency.
MATURE FAMILY—General Federation of Women's Clubs.

The authorities quoted in this column are as follows:
GENERAL FEDERATION OF WOMEN'S CLUBS. The motion picture committee is headed by Mrs. Arretus F. Burt, chairman, of St. Louis. Two reviewing committees are maintained—Mrs. Mary Lilly, New York, Eastern Committee chairman; Mrs. John Sterns Thayer, Los Angeles, Western Committee chairman. Designations used; FAMILY—8 years and up; MATURE FAMILY—14 years and up; ADULTS—Senior High School Students and Adults; **—indicates picture is rated as "Exceptional."

NATIONAL BOARD OF REVIEW: Founded in 1909 "to represent the interest of the motion picture public." The reviewing committee consists of some 300 men and women of all ages, "representing a cross-section of public taste." Designations used: FAMILY—14 years of age and up (recommendations for age groups under 14 are by Schools M. P. Committee of the National Board); MATURE—18 years old up; *—indicates picture "especially worth seeing."

NATIONAL LEGION OF DECENCY: Committee of International Federation of Catholic Alumnae reviews pictures and publishes its classifications for guidance of members of the Legion—composed of those members of the Catholic Church who join the Legion. Designations used: Class A—Section I—Unobjectionable for General Patronage; Class A—Section II—Unobjectionable for Adults; Class B—Objectionable in Part; Class C—Condemned.

SHORT Booking SB GUIDE

Short subjects are listed by series under headings of companies distributing them. Numerals in parenthesis following series title indicate number of releases in that group announced for, or sold for, the season. Numerals at left of titles is production or release number. Films reviewed are indicated by reviewers' ratings following titles. Third column gives running time of the subject and final column refers to date on which review of the subject was published.

1946-1947 RELEASES

COLUMBIA

ALL-STAR COMEDIES (10)

8431 Society Mugs .....Fair ..... 16 ..12/28/46
8432 So's Your Antenna.....Juvenile ..... 17 ..11/16/46
8433 Slappily Married .....Nonsense ..... 18½..12/ 7/46
8434 Merer Than Off.....Fair ..... 18 .. 2/ 8/47
8435 Andy Plays Hookey....Fair .. .. 18 .. 3/15/47
8436 Meet Mr. Mischief.....Good ..... 17½.. 5/10/47
8437 Scooper Dooper .....Funny ..... 18 .. 5/10/47
8438 The Good Bad Egg..... 17 .....
8439 Bride and Gloom..... 16 .....
8440 Two Jills and a Jack..... 18 .....

ASSORTED 2-REEL COMEDIES (6)

8421 Pardon My Terror..... 16½.....
8422 Honeymoon Blues .....Dull ..... 17 ..11/16/46
8423 Rene-vated ..... 17 .....
8424 Hot Heir .....Funny ..... 18 .. 4/ 5/47
8425 Cupid Goes Nuts.....
8426 Nervous Shakedown ..... 15½.....
8427 Training for Trouble....Fair ..... 15½.....

THREE STOOGES COMEDIES (10)

8401 G. I. Wanna Home..... 15½.....
8402 Rhythm and Weep.....Fair ..... 17½..11/ 2/46
8403 Three Little Pirates....Funny ..... 18 ..3/15/47
8404 Half-Wit's Holiday ....Funny ..... 17½.. 3/29/47
8405 Fright Night .....Funny ..... 17 .. 5/10/47
8406 Out West .....Funny ..... 17½.. 5/10/47
8407 Hold That Lion..... 16½.....

COLOR RHAPSODIES—Technicolor (10)

8501 Loco Lobo .....Cute ..... 6 ..12/ 7/46
8502 Cockatoos for Two..... 6 .....
8503 Big House Blues..... 7 .....
8504 Mother Huba-Huba-Hubbard ..... 6 .....
8505 Up 'N Atom.....Hilarious ..... 6 .....

COLOR PHANTASIES (12)

8701 Fowl Brawl .....Funny ..... 6 .. 4/ 5/47
8702 The Uncultured Vulture..Funny ..... 5½.. 5/10/47
8703 Wacky Quacky .....Good ..... 6 .. 8/ 2/47
8704 Leave Us Chase It..... 6½.....
8705 Tooth or Consequences...Funny ..... 6½.....

COMMUNITY SINGS (10)

8651 No. 1 (Leibert) The Gypsy ..... 9½.....
8652 No. 2 (Bakers) It's a Pity to Say Goodnight.Entertaining .. 10 ..11/ 2/46
8653 No. 3 (Leibert) Surrender .....Good ..... 9½..11/16/46
8654 No. 4 (Baker) Pretending ..... 9½.....
8655 No. 5 (Liebert) Rumors Are Flying .....Singable ..... 10 .. 3/15/47
8656 No. 6 (Baker) Ole Buttermilk Sky .....Good ..... 10 .. 5/10/47
8657 No. 7 (Leibert) The Coffee Song & Open the Door Richard .....Good ..... 9½.. 5/10/47
8658 No. 8 (Baker) I'll Close My Eyes ..... 10½.....
8659 No. 9 (Leibert) For Sentimental Reasons ..... 10½.....
8660 No. 10 Managua, Nicaragua .....Good ..... 10 .....

THRILLS OF MUSIC (8)

8951 Jerry Wald & Orch..... 10 .....
8952 Machito & Orch.....Good ..... 10½..11/16/46
8953 Les Elgart & Orch.....Fair ..... 10 .. 1/25/47
8954 Ray McKinley & Orch..... 9½.....
8955 Shorty Sherock & Orch...Good ..... 8½.. 5/ 3/47
8956 Buddy Morrow & Orch..... 9½.....
8957 George Towne & Orch..... 10 .....
8958 Ray Anthony & Orch..... 10½.....

SCREEN SNAPSHOTS (12)

8851 No. 1 (Radio Characters)..... 10 .....
8852 No. 2 (Looking Down on Hollywood .....Good ..... 10 ..11/16/46
8853 No. 3 (Rodeo) .....Very Good .... 10 .. 2/ 8/47
8854 No. 4 (Skolsky Party)..... 9½.....
8855 No. 5 (Movie Columnists) .....Interesting .... 9 .. 3/15/47
8856 No. 6 (Behind the Mike) .....Fair ..... 9 .. 3/29/47
8857 No. 7 (Holiday in Las Vegas) ..... 10 .....
8858 No. 8 My Pal Ringeye (Smiley Burnette) ..... 10 .....

SCREEN SNAPSHOTS (Series 26) 1 Reel

8859 Famous Hollywood Mothers ..... 10 .....
8860 So This Is 'Ollywood..... 9 .....

SPORTS REELS (12)

8801 Army Football Champions.Excellent ..... 11 ..11/ 2/46
8802 Ten Pin Magic .....Fair ..... 10 ..11/16/46
8803 Hi-Li .....Interesting ..... 9½..12/28/46
8804 Best in Show (Dogs)..... 9 .....
8805 Polo .....Interesting .... 9 .. 5/10/47
8806 Cue Tricks ..... 9 .....
8807 Tennis Wizards ..... 9 .. ..
8808 Goofy Golf .....Good ..... 9 .. 8/23/47
8809 Grappling Groaners .... 9 .....
8810 Volley-Oop! ..... 8 .....

SERIALS

8120 Son of the Guardsmen.....15 Chaps. 20 10/26/46
8140 Jack Armstrong .....15 Chap. 20-25.. 3/ 1/47
8160 The Vigilante .....Expleitable ....20-25.. 7/19/47

METRO-GOLDWYN-MAYER

MGM TECHNICOLOR CARTOONS (16)

W-831 Henpecked Hoboes .....
W-834 Hound Hunters ..... 7 .....
W-836 Red Hot Rangers..... 8 .. 8/31/47
W-839 Uncle Tom's Cabana..... 8 .....

TOM & JERRY (Technicolor) CARTOONS

W-832 Cat Fishin' ..... 8 .....
W-833 Part Time Pal..... 8 .....
W-835 Cat Concerto .....Excellent ..... 7 .. 5/10/47
W-837 Dr. Jekyll & Mr. Mouse ..... 7 .....
W-838 Salt Water Tabby..... 7 .....

PETE SMITH SPECIALTIES (10)

S-851 Football Thrills of 1945..... 10 .....
S-852 Sure Cures .....Excellent ..... 10 ..10/ 5/46
S-853 I Love My Husband But.....
S-854 Playing By Ear.....
S-855 Athletiquiz .....
S-856 Diamond Demon .....Amazing ..... 10 .. 3/ 1/46
S-857 Early Sports Quiz..... 8 .....
S-858 I Love My Wife But..... 9 .....
S-859 Neighbor Pests .....
S-860 Pet Peeves ..... 9 .....

TWO REEL SPECIALS (4)

A-801 Luckiest Guy in the World .....

PASSING PARADE (6)

K-871 A Really Important Person .....

TRAVELTALKS

T-811 Glimpses of California.....
T-812 Calling on Costa Rica..... 10 .....
T-813 Around the World in California ..... 9 .....5/17/47
T-814 On the Shores of Nova Scotia ..... 8 .....

MGM SPECIALS

A-802 Give Us The Earth..... .....8/21/47

PARAMOUNT

NOVELTOONS—Technicolor (65)

P6-1 Spree for All .....Good Start .... 7 ..10/26/46
P6-2 The Stupidstitious Cat....Funny ..... 7 .. 5/10/47
P6-3 The Enchanted Square...Very Good .... 10 .. 5/10/47
P6-4 Madhattan Island .....Excellent ..... 9 .....
P6-5 Much Ado About Mutton.Good ..... 8 .....
P6-6 The Wee Men.....Wonderful .... 10 .....
P6-7 The Mild West..... 7 .....
P6-8 Naughty But Mice..... 7 .....

PACEMAKERS (8)

K6-1 Brooklyn I Love You....Superb ..... 10 ..10/26/46
K6-2 Love in Tune.....Different ..... 9½..11/16/46
K6-3 Radio, Take it Away....Swell Satire ... 11 .. 3/ 1/47
K6-4 Try and Catch Me..... 9 .....
K6-5 Brains Can Be Beautiful.Interesting .... 10 .. 7/ 9/47
K6-6 Everybody Talks About It..... 11 .....

POPULAR SCIENCE—Magnacolor (6)

J6-1 No. 1 .....Average ..... 11 ..11/16/46
J6-2 The Sponge Divers.....Fair ..... 11 .. 1/25/46
J6-3 Air-Borne Pastures .....Good ..... 11 .. 2/ 8/47
J6-4 Marine Miracles .....Fascinating ... 10 .. 5/ 3/47
J6-5 Moon Rockets .....Excellent ..... 10 .. 7/ 9/47
J6-6 20th Century Vikings.....Interesting .... 11 .....

SPORTLIGHTS (10)

R6-1 Race Horses Are Born...Good ..... 9 ..10/26/46
R6-2 Dive-Hi Champs .....Good ..... 10 ..11/16/46
R6-3 Queen of the Court.....Very Good .... 10 .. 1/25/46
R6-4 Like Father—Like Son...Interesting .... 10 .. 1/25/46
R6-5 Jumping Jacks .....Excellent ..... 9½.. 3/15/47
R6-6 Selling the Sun.....Excellent ..... 10 .. 2/ 8/47
R6-7 Under White Sails..... 9 .....
R6-8 Iced Lightning .....Good ..... 10 .. 5/10/47
R6-9 Making the Varsity.....Interesting .... 10 .. 7/26/47
R6-10 Diamond Gals .....Excellent ..... 10 .....

UNUSUAL OCCUPATIONS—Magnacolor (6)

L6-1 No. 1 .....Average ..... 10 ..11/16/46
L6-2 Swedish Glass Makers....Interesting .... 10 .. 2/ 5/47
L6-3 G.I. Hobbies ..... 11 .....
L6-4 Stunt Girl .....Good ..... 11 .. 7/19/47
L6-5 Arctic Artisan .....Interesting .... 11 .....
L6-6 Film Tot Fairyland..... 11 .....

SPEAKING OF ANIMALS (6)

Y6-1 Stork Crazy .....Very Good .... 10 .. 1/25/47
Y6-2 Pooch Parade .....Good ..... 10 .. 1/25/47
Y6-3 Country Life ..... 9 .....
Y6-4 They're Not So Dumb..... 9 .....
Y6-5 In Love .....Very Funny .... 10 .. 7/26/47
Y6-6 As Our Friends.....Hilarious ..... 10 .....

MUSICAL PARADES (6)

FF6-1 Sweet and Low..... 18 .....
FF6-2 Champagne for Two.....Good ..... 20 .. 7/ 9/47
FF6-3 Smooth Sailing .....Good ..... 20 .....
FF6-4 Paris in the Spring..... 19 .....
FF6-5 Midnight Serenade .....
FF6-6 Jingle, Jangle, Jingle.....

GEORGE PAL PUPPETOONS—Technicolor (6)

U6-1 Wilbur the Lion.....Excellent ..... 10 .. 5/ 8/47
U6-2 Tubby the Tuba..... 10 .....
U6-3 Date With Duke.....
U6-4 Rhapsody in Wood.....

POPEYE (6)

E6-1 Abusement Park ..... 7 .....
E6-2 I'll Be Ski-ing Ya.....Funny ..... 8 .. 8/30/47
E6-3 Popeye and the Pirates..... 8 .....
E6-4 Royal Four Flusher..... 6 .....
E6-5 Wotta Knight .....
E6-6 Safari So Good.....

TWO REEL SPECIAL

87 Two Decades of History..... 22½ .....

LITTLE LULU

D6-1 Loose in the Caboose.....Funny 8 5/10/4
D6-2 Cad and Caddy.....Amusing ..... 8 .....
D6-3 A Bout With a Trout..... 8 .....
D6-4 Super Lulu .....
D6-5 The Baby Sitter.....
D6-6 The Dog Show-Off.....

RKO RADIO

EDGAR KENNEDY (6)

73401 I'll Build It Myself.....Hilarious ..... 18 ..10/26/46
73402 Do Or Diet.....Good ..... 18 .. 3/15/47
73403 Social Terrors ..... 18 .....
73404 Heading for Trouble....Funny ..... 18 .....
73405 Host-to-a-Ghost ..... 17 .....

FLICKER FLASHBACKS (8)

74201 No. 1 .....Excellent ..... 9 ..10/25/46
74202 No. 2 .....Good ..... 9 ..11/16/46
74203 No. 3 ..... 8 .....
74204 No. 4 ..... 10 .....
74205 No. 5 .....Good ..... 8 .. 5/10/47
74206 No. 6 ..... 9 .....
74207 No. 7 ..... 9 .....

RAY WHITLEY MUSICALS (4)

73501 Bar Buckaroo ..... 19 .....
73502 Cupid Rides the Range..... 18 .....
73503 Bandits and Ballads..... 17 .....
73504 A Buckaroo Broadcast..... 19 .....

SPORTSCOPES (13)

74301 Skating Lady .....Smooth ..... 8 ..10/26/46
74302 Hail Notre Dame..... 9 .....
74303 Bowling Fever .....Fair ..... 8 ..12/28/46
74304 Kentucky Basketeers ....Excellent ..... 9 .. 1/25/46
74305 College Climbers ..... 8 .....
74306 Ski Champion .....Excellent ..... 8 .. 3/15/47
74307 Ice Skippers ..... 9 .....
74308 Wild Turkey ..... 8 .....
74309 Racing Sleuth .....Good ..... 8 .. 8/23/47
74310 Summer Tale ..... 8 .....
74311 Ski Belles .....Excellent ..... 9 .....
74312 Chasing Rainbows ..... 8 .....

THIS IS AMERICA (13)

73101 Beauty for Sale.....Interesting 17 12/ 7/46
73102 Germany Today .....Informative ... 16 .. 1/25/47
73103 A Nation is Born..... 29 .....
73104 Campus Boom .....Timely ..... 16 .. 3/15/47
73105 San Francisco—Pacific Gateway .....Excellent 16 3/22/47
73106 Forgotten Island ..... 18 .....
73107 Big Party ..... 17 .....
73108 I Am An Alcoholic..... 18 .....
73109 Passport to Nowhere.....Stirring ..... 18 .. 7/12/47
73110 Whistle in the Night...Entertaining .. 18 .. 8/ 2/47

MUSICAL FEATURETTES (4)

73201 Melody Time .....Very Good .... 18 .. 1/25/47
73202 Follow That Music..... 18 .....
73203 Let's Make Rhythm..... 20 .....

SPECIAL

73901 Football Highlights of 1946 ..... 20 .....

LEON ERROL

73701 Borrowed Blonde .....Fair ..... 15 .. 3/29/47
73702 Wife Tames Wolf.....Fair ..... 17 .. 5/10/47
73703 In Room 303..... 17 .....
73704 Hired Husband ..... 19 .....

WALT DISNEY

64116 Rescue Dog .....Hilarious ..... 7 .. 5/10/47
64117 Straight Shooters .....Funny ..... 6 .. 8/ 2/47
64118 Sleepy Time Donald..... 7 .....
74101 Figaro and Frankie..... 7 .....
74102 Clown of the Jungle..... 8 .....
74103 Donald's Dilemma .....Very Funny .... 7 .. 7/19/47

20th CENTURY-FOX

MOVIETONE ADVENTURES (12)

7201 Fantasy of Siam .....Excellent ..... 8 .. 2/ 8/47
7202 Royalty of the Range....Interesting .... 8 .. 3/29/47
7203 Harvest of the Sea.....Interesting .... 8 .. 3/29/47

(Color)

7251 Sons of Courage..... 8 .....
7252 Jamaica ..... Excellent ..... 8 ..10/29/46
7253 Historic Capetown .....Excellent ..... 8 .. 9/21/46
7254 Girls and Gags..... 8 .....
7255 The Cape of Good Hope..Interesting .... 8 .. 5/10/47
7256 Zululand ....Interesting .... 8 .. 3/29/47
7257 Gardens of the Sea.....
7258 Romance of the Fjords.....
7259 Sweden .....

SPORTS REVIEWS—Technicolor (6)

7301 Football Fanfare .....Good ..... 8 .. 3/14/46
7302 Style of the Stars.....Good ..... 10 .. 3/29/47
7303 Tanbark Champion .....

(Technicolor)

7351 Winter Holiday .....Good ..... 8 .. 9/21/46
7352 Summer Trails .....Beautiful ..... 8 .. 1/25/46
7353 Playtime's Journey ..... 8 .....

TERRYTOONS—Technicolor (20)

7501 Winning the West.....Good ..... 7 .. 9/14/46
7502 The Tortoise Wins Again.Good ..... 7 .. 8/17/46
7503 The Eltetronic Mouse Trap .....Very Good .... 7 .. 2/ 8/47
7504 The Jail Break.....Fine ..... 7 ..10/ 5/46
7505 The Snow Man..... 7 .....
7506 The Housing Problem....Funny ..... 7 .. 9/21/46
7507 The Crockpot King.....Wonderful .... 7 .. 1/25/46
7508 The Uninvited Pests..... 7 .....
7509 Mighty Mouse and the Hep Cat .....Very Good .... 7 .. 1/25/47
7510 Beanstalk Jack ..... 7 .....
7511 Crying Welf ..... 7 .....
7512 McDougal's Rest Farm..Very Funny ... 7 .. 3/28/47
7513 The Dead End Cats.....Funny ..... 7 .. 8/30/47
7514 Happy Go Lucky.....Funny ..... 7 .. 8/30/47
7515 Mexican Baseball ..... 7 .....
7516 Aladdin's Lamp ..... 7 .....
7517 Cat Trouble ..... 7 .....
7518 Sky Is Falling..... 7 .....
7519 The Intruder ..... 7 .....
7520 Mighty Mouse Meets Deadeve Dick ..... 7 .....

MARCH OF TIME (13)

1 Is Everybody Happy ..... 18 .....
2 World Food Problem....Excellent ..... 17 ..10/ 5/44
3 The Soviets' Neighbor...Revealing .... 18 ..11/ 2/46
4 The American Cop.....Good ..... 18 ..12/8/46
5 Nobody's Children .....Excellent ..... 17 ..12/28/46
6 Germany—Handle With Care .....Excellent ..... 19 .. 2/ 8/47
7 Fashion Means Business.Excelent ..... 17½.. 3/ 1/47
8 The Teachers' Crisis .....
9 Storm Over Britain.....
10 The Russians Nobody Knows .....
11 Your Doctors—1947 ..... 19 .....
12 New Trains for Old?....Good ..... 18½.. 7/12/47
Turkey's 100 Million.....Informative .... 18 .. 8/16/47

DRIBBLE PUSS PARADE

7901 Monkey-Tone News ....Amusing ..... 9 .. 2/ 8/47
7951 Fisherman's Nightmare .Entertaining .. 8 .. 3/15/47

UNITED ARTISTS

DAFFY DITTIES

Choo Choo Amigo.....Excellent ..... 8 .. 8/ 7/46
The Lady Said No..... 8 .....
Pepito's Serenade ..... 7½.....

MUSICOLORS (7)

Toccata and Fugue.....Intriguing .... 10 ..10/26/46

WORLD TODAY

Wonder Eye .....Interesting .... 10 .. 7/12/47

UNIVERSAL

NAME BAND MUSICALS (13)

2301 Frontier Frolic .....Good ..... 15 ..12/28/46
2302 Champagne Music .....Good ..... 15 .. 1/25/47
2303 Tumbleweed Tempos ....Very Good .... 15 ..12/28/47
2304 Moonlight Melodies .....Excellent ..... 15 ..12/28/46
2305 Tex Beneke & the Glenn Miller Orch..... 15 .....
2306 Melody Maestro ..... 15 .....
2307 Tommy Tucker Orch..... 15 .....
2308 Charlie Barnet Orch..... 15 .....
2309 Charlie Spivac Orch..... 15 .. 7/26/47
2310 Jitterumba ..... 15 .....
2311 Record Party .....Good ..... 15 .....

SING AND BE HAPPY (8)

2381 A Bit of Blarney.....Good ..... 11 ..10/12/46
2382 The Singing Barbers..... 10 .....
2383 Let's Sing a College Song..... 10 .....
2384 Let's Sing a Western Song..... 10 .....
2385 Let's Go Latin.....Amusing ..... 10 .....

TECHNICOLOR CARTUNES (13)

2321 Fair Weather Fiends....Funny ..... 7 ..12/28/46
2322 The Wacky Weed..... Good ..... 7 ..12/28/46
2323 Musical Moments ..... 7 .....
2324 Smoked Hams .....Good ..... 7 .. 5/10/47
2325 Coo-Coo Bird ..... 7 .....
2326 Overture to William Tell..... 7 .....
2327 Well Oiled .....Funny ..... 7 .....

THE ANSWER MAN (8)

2391 No. 1 ..... Interesting .... 10 ..10/26/46
2392 Nature's Atom Bomb .. Interesting .... 10 ..12/28/46
2393 The Jungle Gangster ....Good ..... 9 .. 5/10/47
2394 Red Fury .. Interesting .. 8 .. 5/10/47
2395 Storm Warning .....Entertaining .. 10 .....
2396 Here's Your Answer.....Good ..... 10 .....
2397 Lights of Broadway.....Pleasing ..... 10 .....

VARIETY VIEWS (8)

2341 Bear Facts ..... 9 .....
2342 Pelican Pranks .....
2343 Wild West Chimp..... Funny ..... 9 .. 5/10/47
2344 Rhumba Holiday .....Good ..... 9 .. 5/10/47
2345 Patio Museum .....Interesting ... 9 .....
2346 Bronco Babes .....Good ..... 9 .....
2347 Brooklyn, U.S.A. .....Excellent ..... 10 .....
2348 Play and Plenty.....Informative ... 9 .....

JUVENILE JURY SERIES (8)

2361 Juvenile Jury No. 1..... 10 .....
2362 Juvenile Jury No. 2.....Poor ..... 10 .. 5/10/47
2363 Juvenile Jury No. 3.....Poor ..... 11 .....
2364 Juvenile Jury No. 4.....Poor ..... 11 .....

SERIALS (1)

2581 Mysterious Mr. M.....(13 episodes) .....

SPECIALS

(2 reels each)

Harnessed Lightning .....
Fight of the Wild Stallions.....

VITAPHONE-WARNER BROS.

BLUE RIBBON CARTOONS—Technicolor (18)

3301 Fox Pop ..... 7 .....
3302 Wacky Worm ..... 7 .....
3303 You're an Education..... 7 .....
3304 Have You Got Any Castles ..... 7 .....
7 .....
3305 Pigs is Pigs..... 7 .. 8/16/47
3306 Cat's Tale .....Funny ..... 7 .....
3307 Goofy Groceries ..... 7 .....
3308 Doggone Modern ..... 7 .....
3309 Sneezing Weasel ..... 7 .....
3310 Rhapsody in Rivets..... 7 .....
3311 Sniffles Bells the Cat.....

FEATURETTES (6)

20
3102 Minstrel Days ..... 20 .....
3103 Alice in Movieland ..... 20 .....
3104 Dog in the Orchard..... 18 .....
3105 Keystone Hotel ..... 20 .....
3106 Remember When .....

MELODY MASTERS (6)

18 .....
3601 Desi Arnaz & Orch.... ..... Very Good .... 10 .. 3/ 1/47
3602 Melody of Youth..... Fair ..... 10 .. 3/29/47
3603 Big Time Review..... Fair ..... 10 .. 4/ 5/47
3604 Stan Kenton & Orch.... Fair ..... 10 .. 8/16/47
3605 Vaudeville Revue .....Fair ..... 10 .....
3606 Zero Girl .....Good ..... 10 .....

MERRIE MELODIES—Technicolor (20)

2701 Kitty Kornered ..... All Right ..... 7 .. 7/28/46
2702 Hollywood Daffy .....Very Good .... 7 .. 8/ 3/46
2703 Eager Beaver ..... Very Good .... 7 .. 8/14/46
2704 Great Piggy Bank Robbery ..... Good ..... 7 .. 9/14/46
7 .. 9/14/46
2705 Bacall to Arms.....Novel ..... 7 .. 9/ 7/46
2706 Of Thee I Sting.....Very Good .... 7 .. 9/ 7/46
2707 Walky Talky Hawky....Excellent 7 10/12/46
2708 Fair and Wormer.....Fast 7 11/18/46
2709 Mousemerized Cat .....Fair ..... 7 .12/28/46
2710 Mouse Menace .....Good ..... 7 .....
2711 Roughly Squeaking ..... 7 .. 5/ 3/47
2712 One Meat Brawl.....Funny ..... 7 .. 5/10/47
2713 Goofy Gophers ..... Very Funny ... 7 5/10/47
2714 Gay Anties ..... Good ..... 7 .. 8/16/47
2715 Scent-imental Over You..Amusing ..... 7 .. 8/ 2/47
2716 Birth of a Notion.....Amusing ..... 7 .....
2717 Tweetie Pie ..... 7 .....
2719 Hobo Bobo ..... 7 .....
2720 Along Came Daffy.....Very Funny ... 7 .....

BUGS BUNNY SPECIALS—Technicolor

2718 Rabbit Transit ..... 7 .....
2721 Hair Raising Hare..... 7 .....
2722 Acrobatty Bunny ..... 7 .....
2723 Rackateer Rabbit ..... 7 .....
2724 Big Snooze ..... 7 .....
2725 Rhapsody Rabbit ..... 7 .....
2726 Hare Grows in Manhattan..... 7 .....
3719 Easter Yeggs .....

SPORTS PARADE—Technicolor (13)

10 .....
3501 King of the Everglades..... 10 .. 11/16/46
3502 Lazy Hunter .....Good ..... 10 .. 5/ 3/47
3503 Battle of Champs.....Excellent ..... 10 .. 4/ 5/47
3504 American Sports Album..Interesting .... 10 .. 3/ 1/47
3505 Let's Go Swimming.....Good ..... 10 .. 8/23/47
3506 Arrow Magic .....Good ..... 10 .....
3607 Harness Racing .....
3508 Flying Sportsman in Jamaica ..... 10 .....
3509 A Day at Hollywood Park .....Excellent ..... 10 .....
10 .....
3510 Tennis Town .....Good ..... 10 .....
3511 Sportsman's Playground..Good ..... 10 .....
3512 Carnival of Sports.....

TECHNICOLOR ADVENTURES (6)

3801 Star Spangled City.....Excellent ..... 10 ..11/16/46
3802 Rubber River .....Fair ..... 10 ..12/28/46
3803 Kingdom of the Wild..... 10 .....
3804 Circus Horse .....Fair ..... 10 .....
3505 Glamour Town ..... 10 .....
3806 Branding Irons .....

TECHNICOLOR SPECIALS (8)

20 .....
3001 Cinderella's Feller ..... 20 .. 9/21/46
3002 The Last Bomb.....Tremendous ... 20 .....
3003 A Boy and His Dog..... 16 .....
3004 Saddle Up ..... 20 .....
3005 Song of a Nation ..... 20 .....
3006 Hollywood Wonderland ..Good ..... 20 .....
3007 Romance and Dance.....

VITAPHONE VARIETIES (6)

3401 So You Want to Keep Your Hair .....Fair ..... 10 ..12/28/46
3402 So You Want to Play the Horses .....Funny ..... 10 .11/ 2/46
3403 So You Think You're a Nervous Wreck ..... Fair ..... 10 . 3/29/47
3405 So You Want to Be in Pictures .....Good ..... 10 .....
3406 So You're Going on Vacation ..... 10 .....
3513 Fishing the Florida Keys..... 10 .....

1947-1948 RELEASES

COLUMBIA

THREE STOOGES COMEDIES (8)

9401 Heavenly Daze .....

ASSORTED AND ALL-STAR COMEDIES (10)

9431 Rolling Down to Reno..... 16½.....
9432 Hectic Honeymoon ..... 17 .....

COLOR RHAPSODIES (8)

9501 Swiss Tease ..... 6 .....

THRILLS OF MUSIC (12)

9951 Boyd Raeburn & Orchestra .....

SCREEN SNAPSHOTS (12)

9851 Hollywood Cowboys ..... 9½.....

WORLD OF SPORTS (12)

9801 Cinderella Cagers .....

COMMUNITY SINGS (12)

9651 No. 1 Linda, Heartaches..... 10 .....

SERIALS—15 CHAPTERS (3)

9120 The Sea Hound..... 15 Chaps. .....

20th CENTURY-FOX

MOVIETONE ADVENTURES (12)

8201 Horizons of Tomorrow..... 8 .....
8202 The 3 R's Go Modern..... 9 .....
8251 Holiday in South Africa..... 8 .....
8252 Home of the Danes..... 8 .....
8253 Jungle Closeups ..... 8 .....
8254 Copenhagen Pageantry ..... 8 .....

SPORTS REVIEWS—TECHNICOLOR (6)

8301 Gridiron Greatness ..... 9 .....
8351 Vacation Magic ..... 8 .....
8352 Aqua Capers ..... 8 .....

TERRYTOONS—TECHNICOLOR (20)

8502 The Talking Magpies in Flying South ..... 7 .....
8503 Mighty Mouse in a Date for Dinner..... 7 .....
8504 The Talking Magpies in Fishing by the Sea..... 7 .....
8505 Mighty Mouse in the First Snow ..... 7 .....
8506 The Talking Magpies in the Super Salesman..... 7 .....
8507 Mighty Mouse in a Fight to the Finish..... 7 .....
8508 The Wolf's Pardon..... 7 .....
8509 Mighty Mouse in Swiss Cheese ..... 7 .....
8510 The Talking Magpies in Hitch Hikers ..... 7 .....
8511 Mighty Mouse in Lazy Little Beaver ..... 7 .....

DRIBBLE PUSS PARADE

8901 Album of Animals..... 8 .....

VITAPHONE-WARNER BROS.

MELODY MASTERS (6)

4601 Freddy Martin & Orch..... 10 .....

MERRIE MELODIES

3701 Inki at the Circus.....Amusing 7
3702 Growing Pains .....Funny 7
3703 Pest in the House..... 7
3704 Foxy Duckling 7
3705 House Hunting Mice..... 7 .....

MEMORIES OF MELODY LANE (6)

4201 Let's Sing a Song of the West ..... 10 .....

VITAPHONE VARIETIES (6)

4401 So You Want to Be a Salesman ..... 10 .....

Shorts Reviews

Is Everybody Listening? *(Excellent)*

20th-Fox March of Time No. 1 19 mins.

On the heels of the fictional indictment of radio broadcasting as contained in MGM's "The Hucksters" comes a factual, straight-from-the-shoulder indictment—and it is just that in the latest March of Time—of radio broadcasting as it reaches the ears of Americans in the year 1947. From an intelligently written script, containing such facts as are necessary to sustain its violent criticism of broadcasting, its commercial sponsors, and particularly of that daytime favorite, the Soap Opera, MOT proceeds to dissect broadcasting *per se*, and comes up with the inescapable conclusion that broadcasting has much to apologize for. As the New York *Herald-Tribune's* critic and columnist John Crosby comments, in the film, "The best of radio is wonderful and the worst is moronic and the trouble is that the worst far overshadows the best. Oh well, radio is only 27 years old and perhaps in another 27 years Americans may be sufficiently angry to do something about it." Lee De Forest, one of radio's inventors, also is shown dictating a scathing letter to the National Association of Broadcasters. Such well known stars as Jack Benny, Bob Hope, Fibber McGee and Molly are shown in short sequences to illustrate the better side of the subject. Excellent entertainment with considerable exploitation possibilities.

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THE SERVICE PAPER OF THE MOTION PICTURE INDUSTRY

REVIEWED IN THIS ISSUE

Caravan	26a
Range Beyond the Blue	26a
Ride the Pink Horse	26a
Robin Hood of Texas	26a
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CHARLES E. 'CHICK' LEWIS
Editor and Publisher

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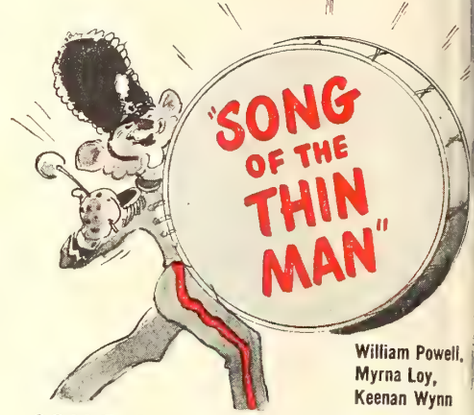
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Robert Walker

COMING TO MUSIC HALL!



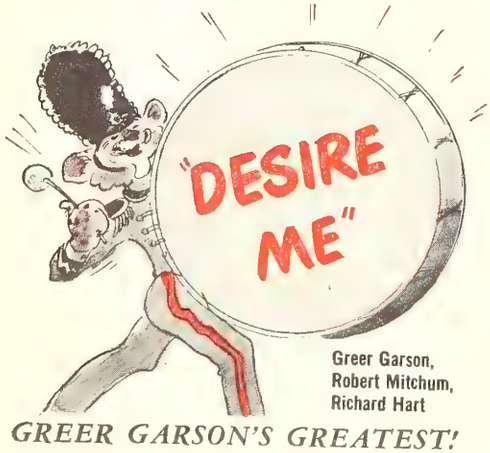
Margaret O'Brien, Cyd Charisse, Karin Booth, Danny Thomas

TEST ENGAGEMENTS BIG!



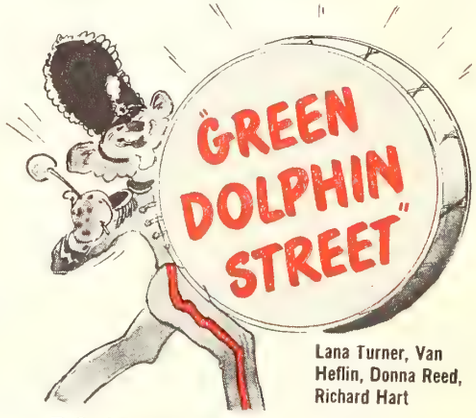
William Powell, Myrna Loy, Keenan Wynn

SONG OF THE BOX-OFFICE!



Greer Garson, Robert Mitchum, Richard Hart

GREER GARSON'S GREATEST!



Lana Turner, Van Heflin, Donna Reed, Richard Hart

ROAD-SHOW CALIBRE!



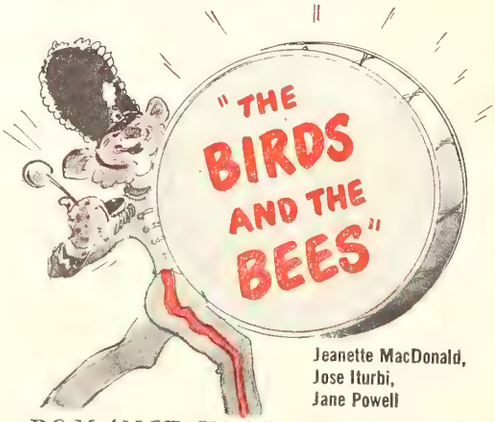
Esther Williams, Lauritz Melchoir, Jimmy Durante, Johnnie Johnston, Xavier Cu

BIG TECHNICOLOR MUSICAL!



Spencer Tracy, Lana Turner, Zachary Scott

IT WILL MAKE HISTORY!



Jeanette MacDonald, Jose Iturbi, Jane Powell

ROMANCE IN TECHNICOLOR!



June Allyson, Peter Lawford

HAPPY NEW YEAR!

Wichita Goes

WILD



fighting to see
Ladd fight
for Lamour in

"WILD HARVEST"

and smashing all opening-day records
for any picture in the last 2 years from

Paramount

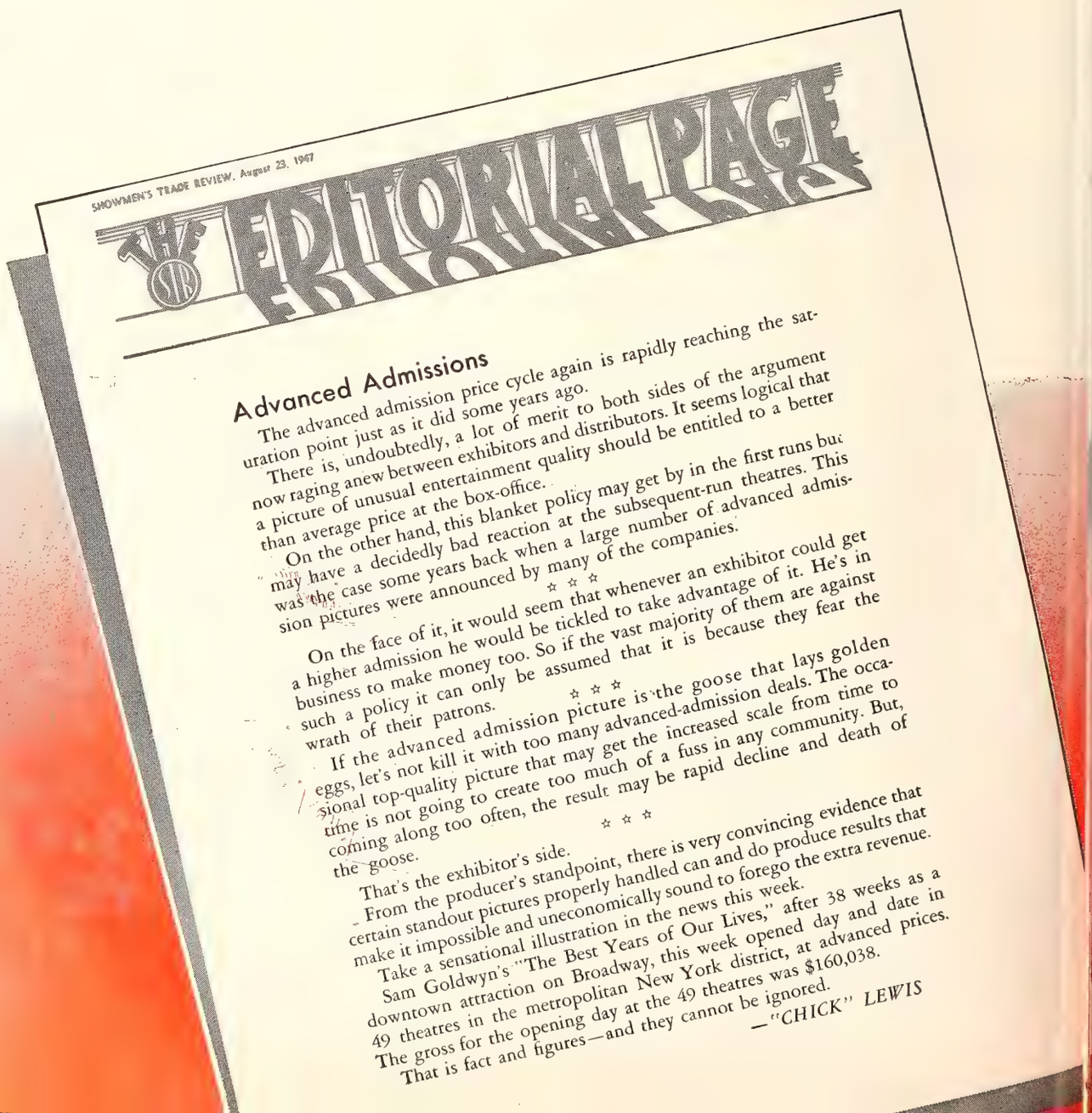


ALAN LADD · DOROTHY LAMOUR
ROBERT PRESTON · LLOYD NOLAN
in
"WILD HARVEST"
with
DICK ERDMAN · ALLEN JENKINS
Produced by ROBERT FELLOWS · Directed by TAY GARNETT
Screen Play by John Monks, Jr.

KEEP AMERICA UNCONQUERED

"If it's American..

I AM republishing the highlights of Chick Lewis' recent editorial in Showmen's Trade Review, because it so fairly represents both the exhibitor's problem and his opportunity. ★ Advanced admission prices do represent a real problem if they are going to be used indiscriminately. But if they are used where they are justified...when a truly fine picture comes along...they are not a problem to the exhibitor, but a chance to obtain the same results obtained by Mr. Sam C. Meyers, whose unsolicited letter below is typical of the experience of every exhibitor who has played "The Best Years of Our Lives" at advanced prices. ★ Today more than ever, in view of the British tax, we must attract more people to the motion picture theatres in America. This can only be



SHOWMEN'S TRADE REVIEW, August 23, 1947

EDITORIAL PAGE

Advanced Admissions

The advanced admission price cycle again is rapidly reaching the saturation point just as it did some years ago.

There is, undoubtedly, a lot of merit to both sides of the argument now raging anew between exhibitors and distributors. It seems logical that a picture of unusual entertainment quality should be entitled to a better than average price at the box-office.

On the other hand, this blanket policy may get by in the first runs but may have a decidedly bad reaction at the subsequent-run theatres. This was the case some years back when a large number of advanced admission pictures were announced by many of the companies.

☆ ☆ ☆

On the face of it, it would seem that whenever an exhibitor could get a higher admission he would be tickled to take advantage of it. He's in business to make money too. So if the vast majority of them are against such a policy it can only be assumed that it is because they fear the wrath of their patrons.

☆ ☆ ☆

If the advanced admission picture is the goose that lays golden eggs, let's not kill it with too many advanced-admission deals. The occasional top-quality picture that may get the increased scale from time to time is not going to create too much of a fuss in any community. But, coming along too often, the result may be rapid decline and death of the goose.

☆ ☆ ☆

That's the exhibitor's side.

From the producer's standpoint, there is very convincing evidence that certain standout pictures properly handled can and do produce results that make it impossible and uneconomically sound to forego the extra revenue.

Take a sensational illustration in the news this week.

Sam Goldwyn's "The Best Years of Our Lives," after 38 weeks as a downtown attraction on Broadway, this week opened day and date in 49 theatres in the metropolitan New York district, at advanced prices. The gross for the opening day at the 49 theatres was $160,038.

That is fact and figures—and they cannot be ignored.

—"CHICK" LEWIS

it's unsurpassed!"

done by improving, not reducing, the calibre of American pictures. To do this, however, requires the cooperation of the exhibitors in charging an advanced admission price when the exceptional picture comes along. ★ Last week *Lord Beaverbrook* appealed in his papers to the British film industry to seize upon the opportunity presented by the British tax and to build swiftly and surely so that it could prove the truth of the slogan, *"If it's British, it's good."* ★ That's fine... but let us here all work together so that we can continue to say truthfully... *"If it's American, it's unsurpassed."*

Samuel Goldwyn

Sam C. Meyers

SUBURBAN THEATRES

Chicago Office
600 S. Michigan Ave.
Chicago, Illinois
Harrison 0608-09

Suburban Office
925 Spanish Court
Wilmette, Illinois
Wilmette 3900

TEATRO DEL LAGO
No Man's Land
Wilmette, Illinois

WILMETTE THEATRE
1120 Central Avenue
Wilmette, Illinois

GLENCOE THEATRE
630 Vernon Avenue
Glencoe, Illinois

STADIUM THEATRE
1716 Central Street
Evanston, Illinois

LIBERTY THEATRE
Libertyville
Illinois

MELROSE THEATRE
Melrose Park
Illinois

August 20, 1947

Mr. Sam Gorelick
R.K.O. Radio Pictures
1300 S. Wabash Ave.
Chicago, Illinois

Dear Sam:

This is the first letter in a complimentary vein I have ever written to a film distributor in over 30 years I have been an exhibitor. Operating a chain of Chicago subsequent run theatres you know that on several occasions I have refused to buy "The Best Years Of Our Lives" from you because I was strongly opposed to playing any picture at advanced admission prices; but when I heard of the sensational record business that other Chicago subsequent run theatres were doing on "Best Years" at advanced admission prices, I decided to take a chance and buy the picture for my circuit and have the first engagement at my Stadium theatre.

Needless to tell you that we not only broke every record and grossed more in one week than we usually gross in six weeks at the Stadium, but I never received more compliments from the customers nor do I know of any picture that gave me so much pleasure and satisfaction. I have just completed the engagement of "Best Years" at my Glencoe Theatre which follows the Stadium, and the experience was exactly the same, and I am positive we will have the same results in all the other theatres of my circuit.

Playing "The Best Years Of Our Lives" was one of the most profitable and pleasant experiences in all my years as an exhibitor. I consider it a privilege to have played "The Best Years Of Our Lives" and I honestly believe it is the greatest picture and the finest entertainment ever produced.

Sincerely yours,

Sam C. Meyers

Sam C. Meyers

SCM: ew

20th CENTURY-FOX

MAKES IT 4* WALLOPING
MONEY-GETTERS IN A ROW AS

*'KISS OF  DEATH DOES
"ABSOLUTELY UNBELIEVABLE
BUSINESS—DON'T KNOW HOW
WE'RE GETTING THEM ALL IN!"—
Harry Brandt

*'MIRACLE ON  34th STREET'

M. P. HERALD BOXOFFICE CHAMPION FOR JULY!

*'I WONDER WHO'S  KISSING HER NOW'
TECHNICOLOR

M. P. HERALD BOXOFFICE CHAMPION FOR AUGUST!

*'MOTHER WORE  TIGHTS' *TECHNICOLOR*

R IS FOR THE **R**ECORDS SHE IS SETTING
AT THE ROXY, NEW YORK—AND IN BALTIMORE—
SAN DIEGO—MILWAUKEE—BRIDGEPORT
HARTFORD—NEW HAVEN—SYRACUSE!

THE EDITORIAL PAGE

Gamble Must Accept

Next week in Washington the merger convention of the ATA-MPTOA takes place.

Most important action of this important combine of exhibitors will be the selection of the right man to head the new organization.

The man selected must be of the highest integrity; a man whose background and reputation are beyond reproach and above all, a man in whom every exhibitor would have unbounded faith and confidence—confidence born of the knowledge that the affairs of the organization are being handled by one of their own kind.

Such a man—and outstanding in every way—is Ted Gamble.

Up to this time, Ted has maintained that he simply cannot afford the time necessary to take on such a job, and we can well appreciate this stand because he is deeply involved in theatre operation on a rapidly growing scale.

Ted has always had the exhibitors' interests at heart. Their problems are his and the degree of respect he enjoys in this industry is not one iota less than he enjoyed during the war years when he was the nation's number one bond seller for the treasury.

Gamble will, undoubtedly, have a hundred good reasons why he cannot accept the presidency of the merged organizations, but those who know him well will simply have to persuade him that he is needed and must take the post.

Any exhibitor organization with Gamble at the top will make history during the next few years. Problems of tremendous importance will have to be solved and it will take a cool head and an aggressive man to steer the ship and bring it safely into port.

If a lot of exhibitors agree with us and drop Ted a line and tell him so, it may go a long way towards getting his acceptance to head this new and promising exhibitor group.

▲ ▲ ▲

Fight ASCAP

It becomes increasingly evident that exhibitors everywhere and in all classifications are aroused and intend to fight the increase in the ASCAP seat tax. Which is an excellent sign and indicative of how strongly the exhibitors will fight if they have to.

For years we have been expressing the opinion that the whole seat tax matter was more a racket than a legitimate charge. Even at the old rate we felt they were getting away with murder.

We sincerely hope that one of the first and most important matters on the agenda of the exhibitor organization meet in Washington next week will be a well-planned and carefully-prepared attack on ASCAP.

And what is more; we believe there is better than a fifty-fifty chance to break up that racket or get from ASCAP a far fairer deal than that which they now arbitrarily present to exhibitors. At the very least, they should be glad to extend existing contracts for six months to a year of get-together negotiations with the exhibitors before this matter becomes a knock-down-and-drag-out battle.

▲ ▲ ▲

Management vs. Popcorn

Candy and popcorn are rapidly becoming an integral part of motion picture theatre operation, but when this activity starts to eat into the manager's time for efficient and safe operation of his theatre, it makes one pause and ponder whether or not it isn't getting too complicated for the net amount of profit involved.

In one situation that we visited not so long ago, the manager showed us how this vending sideline was taking up almost two full days per week of his time, what with checking counters, machines, inventories, ordering supplies, checking on receipts, and the other hundred and one details that enter into the sale of popcorn and candy.

Now it stands to reason that if managing a theatre and selling its attractions to the public is and has been a full-time job, how can a good manager cope with this added demand upon him without neglecting other and more important details of his theatre?

The answer appears to be that wherever candy and popcorn are taking up too much of the manager's time, a special assistant must be employed whose chief duties will be to handle all the details connected with this outside activity. If the net profits from these confections are big enough, such a special assistant would be a good investment since he can also be charged with the responsibility of increasing business at the candy counter and looking for increased efficiency in that department.

But whatever the solution, let's remember that we are in the motion picture business and that is where our best efforts must be applied. Anything else must always be a sideline, so don't let the sideline eat into the essential time required to operate the theatre and exploit its attractions.

—CHICK LEWIS

WHAT'S NEWS

In the Film Industry This Week

DISTRIBUTION—It was switch week this week in the distribution field with RKO and Selznick Releasing Organization teaming up to announce that Selznick and not RKO would release the RKO-produced "Mr. Blandings Builds his Dream House" and with RKO announcing all by itself that it would release the Sierra Pictures "Joan," based on Joan of Arc and starring Ingrid Bergman.

Twentieth Century-Fox has joined the television parade with an RCA deal whereby it will experiment in the Movietone studios at New York with large screen television.

Columbia will have more color in its shorts, using it for 24 reels, or 14 more than it did last year. The total shorts program will reach 112, plus three serials.

Selznick Releasing Organization is holding a series of exchange sales meetings under its top executive—President Neil F. Agnew, Sales Vice-President Milton S. Kusell, and his assistant Sid Deneau.

* * *

INDUSTRY IN THE COURTHOUSE—One of the industry's oldest anti-trust suits—that of the Schoenstadt Piccadilly Theatre in Chicago charging eight majors along with Warner Bros. Theatres and Balaban and Katz with conspiracy—came to a reported end quietly last week. Details were not revealed but it was reliably learned that no cash settlement was made, though Schoenstadt had originally asked treble damages amounting to $6,750,000, but reportedly lawyers' fees were paid. From Chicago came word that the Piccadilly also obtained day-and-date bookings with the Warner Avalon and B&K Tivoli, but in New York doubt was expressed that there were any clearance changes.

In St. Louis Republic got till Oct. 1 to answer in the suit brought against it and other distributors by Martin D'Arcy former operator of the Shubert there who claims he had to give up his lease on the house because he couldn't get film and in Minneapolis Exhibitors Sidney and William Volk asked the court to restrain Columbia, United Artists, Universal, 20th Century-Fox, RKO, Warner Bros. Loew's (MGM) and Paramount from trying to enforce contracts against them or attempt to inspect their books. The court was also asked to determine the validity of the contracts. The Volk request followed suits alleging percentage fraud filed against them by the distributors.

Suit of a different kind was filed in the state superior court at Los Angeles Wednesday when Playwright Emmet Lavery and Broadway Producer Martin Gosch filed a $2,000,000 libel and slander suit against Ginger Rogers' mother, Mrs. Lela Rogers, for statements she made on a broadcast which were taken to insinuate that Lavery's new play, "Gentleman from Athens," was communistic. Both claim the statement injured the play's chances with backers.

* * *

EXHIBITION — British exhibitors and their public won't stand for advanced admissions on special pictures, Sir Sidney Clift, head of that country's second largest independent circuit said in New York this week (p. 9) and at least one American exhibitor——George Reisner—wants fewer high-priced class pictures and more moderate-budget pictures which offer solid entertainment. (P. 9).

New York, which hasn't been allowed to forget there is a picture called "The Outlaw" because Howard Hughes kept billboard advertising space at four prominent locations and by its legal battles with officials who had scared it out of town for approximately a year by threatening to revoke licenses of any theatre showing it, finally made a bow in New York at 8 A. M. Thursday when United Artists used it to reopen its Broadway Theatre, which had been dark recently.

Also in New York—and elsewhere—the music license fee rise continued to simmer with the American Society of Composers, Authors and Publishers agreeing to meet with representatives of the American Theatres Association and the Motion Picture Theatre Owners of America on the subject and with the Allied Independent Theatre Owners of Eastern Pennsylvania calling upon Attorney General Tom Clark to prosecute Ascap as a monopoly.

National Allied in Washington set its next board meeting for Oct. 14-15 in the capital city.

In Portland, Oregon, exhibitors founded their unit of the Motion Picture Foundation with John Hamrick as chairman; in Mexico City, where Selznick says the usual top admission price is three pesos, Mexicans were scheduled to pay five pesos to see "Duel in the Sun" which has a four-theatre, day-and-date booking, another innovation.

* * *

LABOR — Hollywood's warring labor unions which are engaged in a jurisdictional strike met and talked in Chicago, reached no results and decided to meet again in Hollywood Oct. 20. Meanwhile a move was made by the Conference of Studio Unions to hold another meeting in Chicago Sept. 13-14, but the fly in the ointment was that producers would not participate unless the International Alliance of Theatrical Stage Employes were present and they had not indicated they would be.

In Hollywood the Screen Writers Guild attacked the House Un-American Affairs committee for its tactics. Also in Hollywood the Screen Writers Guild asked for an increase of royalties on films whereby their members would get two per cent instead of one per cent.

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TRADE SLANTS

JAMES A. FITZPATRICK

discusses

Films That Still Are Going Places

as reported by

TOM KENNEDY

Some day, not so many years hence, a boatload of motion picture people—not stars, but behind-the-scenes people like exhibitors, distribution men, etc.—may debark from the shores of the U. S. for a cruise of the whole world. And the man charting the course and personally conducting the global tour will be the world's best-known traveler—James A. FitzPatrick.

If and when that trip comes off, it will realize for Jim FitzPatrick an ambition of many years to make a round-the-world travelogue in the company of several exhibitors and other film men with whom he has been associated during his 20-year career making pictures that get less ballyhoo but more bookings than any films made—except outstanding epics in the feature category.

FitzPatrick currently is tackling a job he has shied away from for a long, long time—making a travelogue of New York City. It's an assignment that may result in his breaking a tradition that has stood for a fifth of a century. "We have to tell our whole story in 8 to 10 minutes in the usual travelogue," he said. "It is possible I may make the New York picture in two parts."

He has made 250 of these pictures since he started the series in 1927—"because I have the wanderlust and had the option of joining the Navy or going into the travel business with my camera."

Here are some fragments of conversation by this journeyman showman which are worth pondering by film people, now that the industry is getting so much gratuitous advice about living up to its social-significance obligations to bring the people of the world closer together:

"The travel film is the longest uninterrupted series in the industry . . . it alone continued unchanged and without halt through the transition from silent to sound, and continues in the modern technique of full-color photography . . . each of our films gets about 15,000 bookings in theatres around the world and has a life of about three years currency . . . translations of the narrative easily are made over our sound track (music is universal) so people hear descriptions of the scenes in their own tongue . . . 'fan mail' kept us so busy advising people where to go and how on trips they wanted to make that we decided to open a travel agency and now have dates for opening offices similar to that in Hollywood in both Chicago and New York . . . "

Thus Jim FitzPatrick and theatremen of this and other lands have been bringing to people everywhere films that show the realities of scene and manners and customs of places and peoples in all corners of the globe.

That has been going on for 20 years, mind you, with little space and absolutely no fanfare about it in the miles of columns the critics have been printing about the crying need for "factual" screen treatments for information, edification and understanding between peoples of different lands and nations.

Meet with Ascap

Representatives of the American Theatres Association, the Motion Picture Theatre Owners of America, the Metropolitan Motion Picture Theatres Association, and the American Society of Composers, Authors and Publishers met in New York Friday to discuss the new Ascap licensing rates and the operation of that organization with the motion picture industry. In announcing the meeting, ATA President Si Fabian noted the importance of the Ascap license increases to exhibitors and that the meeting was the basis of a "free discussion of this problem with Ascap officials on a business basis in a sensible preliminary to any action to be recommended to exhibitors."

Large Screen Television Test at Movietone Studio

Twentieth Century-Fox this week signed an agreement with the RCA Victor Corporation whereby experimental large screen television will be conducted in the 20th-Fox, New York Movietone Studios.

The announcement was made jointly by Spyros Skouras and RCA Executive Vice-President in Charge of the RCA Victor Division Frank M. Folson. Both executives stated that delivery of the first element of the large screen equipment would be made in early fall and that 20th-Fox Technical Director Earl I. Sponable, who pioneered in sound film recording, would supervise the project.

Britons Won't Stand Raised Admissions, Says Exhibitor

Showmen and Public Both Reject Rises for Specials, Declares Sir Sidney Clift

By BILL SPECHT, News Editor

English exhibitors and the public are unalterably opposed to raised admissions for special pictures and as far as he can remember only one picture—"Gone With the Wind"—played British theatres at advanced prices, Sir Sidney Clift, head of England's second largest independent theatre chain, comprising some 30 theatres, declared in New York Wednesday.

Sir Sidney, past-president of the Cinematograph Exhibitors Association of Great Britain and Ireland, is spending some time in New York before proceeding to Hollywood.

"On other pictures," he declared, "it has been suggested we should raise prices, but we didn't. . . . The public won't stand for it. They don't like a three-and-a-quarter to three-and-a-half hour sitting. They've gotten used to a two-or two-and-half-hour show. They don't like high prices."

Speaking for himself, he added:

"I want to give it (the better picture) to my people at the same price because they have seen some very mediocre pictures in the past few months."

British theatres, he continued, do not indulge in blanket runs such as was recently used in the United States for a raised admission picture. In England, Sir Sidney explained, one house will play a picture first-run and then when it goes into subsequent-runs it may play several houses, but it never appears day-and-date in competitive houses.

In considering the types of pictures which were apt to be popular Sir Sidney thought that pictures with movement would be more popular than pictures which were talky.

Sunday Audience Wants Action

In certain provincial sections, he declared, action pictures alone will find an audience, and even in some excellent residential neighborhoods, the Sunday audiences will demand action pictures.

"Sunday pictures," he said, "in some areas must be action pictures. You get a different audience. I find that if you put a good picture on recent release on one Sunday and follow it with an action picture on a second Sunday, the second Sunday business will be bigger than the first. The Sunday picture audience wants action and they'll very soon let you know if they don't get it."

One Exhibitor Group Best

There is only one exhibitor organization in England, Sir Sidney said, and it embraces both distributor-controlled circuits and simon pure independents.

Asked about a possible conflict in aims and internal dissension in such an operation, he replied:

"We view it from the angle that unity is strength. There are times when matters arise which favor one against the other. But we have never seriously thought of two associations—one for circuits, one for independents."

He added that there had been a suggestion to set up a separate section within the Cinematograph Association for independents. The suggestion was put to vote with the distributor circuits abstaining from the balloting and the independents alone voting. The results of the independents' vote were 90 per cent against a separate section for exhibitors.

The independent, Sir Sidney said, felt that he had the strength of the important circuits to back him in his problems.

More Solid Entertainment Film at Moderate Cost Is Exhibitor Plea

A plea for more moderate-budget pictures which offer solid entertainment and for less high-cost productions was made in New York this week by George Reisner, veteran exhibitor who operates the 475-seat York Theatre at First Avenue and 64th Street in that city.

Stating that he believes many remarks about the need of more "big" pictures, based on the theory that expense means entertainment, seems incorrect to him. Reisner maintains that even though he operates in New York he is a "small town" exhibitor and that for his operation a smaller-budget picture often proves more profitable than a picture which may have cost millions. His house, only four blocks from Park Avenue and a swanky residential area, draws on a small-income population within a four-block radius. It makes four changes a week.

"Everyone agrees on the need of getting costs down these days," he says. "Yet in the same breath you hear that only big—by 'big' they seem to mean costly—pictures will draw business in the future. I can't agree.

"Further I don't think the people who say this mean that they won't release a costly picture if it turns out to be a cluck. As a matter of fact, cluck or not, once a picture is made it has to be sold. So all this talk about only the big picture making good in the future is off center. What we need are pictures that don't cost too much and offer an evening's entertainment."

Reisner is completing 29 years of experience as a showman during which he has operated 15 theatres, sometimes running as many as three at a time. All his operations have been small and in what sociologists call "less privileged" areas.

On the basis of this experience he believes that the small-budget picture which entertains is just what the doctor ordered for his house. He believes that there are quite a few such pictures, but regrets that it is difficult to find out about this type of picture though there is plenty of information available about the more expensive films.

Small-house exhibitors, he believes, should spend more time learning about product, especially in the small-budget class, for it is in this category that they can often pick up a picture which will do remarkable business.

Years ago, he recalls. Fox had a picture called "River of Doubt."

"I was operating in an Irish neighborhood at the time and someone told me it dealt with Ireland. But I couldn't find out much about it. Naturally I didn't want to buy without knowing, so I bought a trailer. From looking at the trailer I found there was enough action to make it look good for me. So I booked it for two days. I had to bring it back for three days and then I had to bring it back for two more days. Every time someone was asking when I would bring it back again.

"Of course there are a lot of modest-budget pictures which aren't worth anything. But then

(*Continued on Page* 10)

Strikers' Leaders Talk, Decide to Talk Again

Leaders of the warring Conference of Studio Unions and International Alliance of Stage Employes, whose jurisdictional differences led to the 11-month Hollywood studio strike, will meet again in Los Angeles on Oct. 20, it was decided in Chicago last Sunday.

The opposing sides held a meeting in the Windy City at the request of Rep. Carroll Kearns, chairman of the Congressional Labor Sub-committee which has been investigating studio labor situations. Though they reportedly conversed pleasantly, no results, other than a decision to meet again in Los Angeles, was reached.

Merger Meet Sets Program

A wide program of discussion and action on trade practices and problems for the convention which will pass upon the proposed merger of the American Theatres Association and the Motion Picture Theatre Owners of America was indicated this week by the managing board which is planning the meeting at the Shoreman Hotel in Washington D. C., Sept. 19-20.

The board, which said it expected an attendance of 400 to 600, released the following convention schedule:

Sept. 18—Reservations, registrations. Meetings of the boards of ATA and MPTOA.

Sept. 19—10 A. M., Convention opens. 12:30 P. M. luncheon. 2 P. M. Business sessions resumes. Women who are not delegates will take a sightseeing trip through Washington to Mt. Vernon. 6:30 P. M. Cocktail Party, Blue Room, Shoreham Hotel. 8 P. M. Dinner dance.

Sept. 20—8:30 A. M. Hunt Club Breakfast with Washington MPTOA unit as host. 10 A. M. Business session resumes. 12:30 P. M. Separate luncheons for men and women with a fashion show at the women's lunch. 2 P. M. Final business sessions, presentation of new officers. 9 P. M. President's Supper Dance, West Ballroom, Shoreham Hotel.

In addition, 20th-Fox President Spyros Skouras was to speak on the importance of the British import tax to the American exhibitor.

Meanwhile, the Southern California Theatre Owners Association voted to become members of whatever organization might come out of the proposed ATA-MPTOA merger. The decision was predicated on the condition that the new organization's by-laws provide that the director be under control of the independent theatre owners (an ATA provision at present), and that membership in the proposed new organization by SCTOA did not bind its individual members to join.

The SCTOA also approved a move to join ATA-MPTOA in the Ascap license fight.

More Solid Film Entertainment at Moderate Cost Is Exhibitor Plea

(*Continued from Page 9*)

there's always a sleeper. You've got to watch for that 'sleeper'."

Discussing his audiences, he says:

"My audiences want entertainment in a picture. They don't care what its cost is. They want to laugh; they want to get thrilled and they want something that goes right into their homes, that shows things which could exist for them."

Strangely enough, he finds that pictures based on classics are sure-fire at his house. This he attributes to the fact that almost everyone reads a classic and that the picture makes it more understandable, more vivid to them.

Reisner also has acquired some unusual views on exploitation. He claims that by the time a high-budget picture reaches him it needs no more ballyhoo since it has been sold in its exploitation campaigns and the reviews as well as the movie magazines have made it known to the public.

"All I have to do then is to hang out a sign," he remarks. "When I played 'The Jolson Story' that's all I had to do."

But when he is handling his moderate-budget pictures he does differently. Since newspaper advertising is out of the question, Reisner takes to "teasing" the audience with special trailers, and by pushing the picture through a lobby display.

The trailer copy usually tells the audience that if it were not an unusual picture he would not advise them to see it. Sometimes Reisner cuts in on the sound system through a mike and makes a personal appeal.

He used to use handbills until the Department of Sanitation asked him please to desist. He also used house-to-house dodgers until the Post Office made him quit placing them in home letter boxes.

Now when he has a special exploitation job he uses post cards from a mailing list which originally contained 1600 names but which he cut down.

"People in small neighborhoods like mine get very little mail and they like to get mail," he explains, "and they don't get sufficient mail. Often I'll have a patron stop to tell me, 'You've sent me a postcard.' It pleases them. And gets results."

$1,500,000 Budget Top

With production plans geared to the domestic market, most film companies may set a budget top of $1,500,000 per picture, industry sources in Washington said this week. The prevailing thought in Hollywood, according to these well-informed sources, is that production costs must be based on expected returns from the domestic market alone.

'Outlaw' Opens; Sign Cost $8,000 a Month

New York finally got to see "The Outlaw" Thursday as the film opened at United Artists' Broadway theatre after having been scared out of the town for almost a year through threats on the part of License Commissioner Benjamin Fielding to revoke the license of any theatre showing it.

A continuous flow of people went up to the box-office from the opening show. Commissioner Fielding attended during the morning and his office later issued a statement that the objections to some of the advertising and certain scenes had been complied with.

The picture had been kept alive in the minds of the public through a series of billboard ads, the largest of which was on 42nd Street and Seventh Avenue which has been operating since October at the cost of approximately $8,000 a month.

The fight to get the picture into New York was as brisk as the many fights it had around the country. Though approved by the New York state censors, Exhibitors Harry Brandt and Arthur Mayer refused to carry out a planned three-house booking here in October when Commissioner Fielding warned them he would revoke their licenses.

More Color in Columbia 1947-48 Shorts Lineup

A program of 112 shorts and three serials which will include a total of 24 reels in color, 14 more than during the current season, was announced this week by Columbia Short Subject Sales Manager Maurice Grad.

The color will be confined to eight Color Rhapsodies, eight Color Phantasies and eight Color Favorites, the last being reissues of past Color Rhapsodies.

Single-reel black-and-white subjects will include 12 Film Novelties, one of which will be based on the "Man in the Street" idea; 12 Sports Reels, 12 Thrills of Music, 12 Screen Snapshots and 12 Community Sings.

Two-reelers offered will be eight Three Stooges; 10 All-Star Comedies featuring Harry Von Zell, Sterling Holloway, Andy Clyde, Joe DeRita and 10 Assorted Comedies with Eddie Foy, Jr., Hugh Herbert, Vera Vague, Dick Lane, Gus Schilling.

The serials will be "The Sea Hound," "Brick Bradford," "Tex Granger."

RKO's 'Mr. Blandings' To be Distributed by SRO

RKO will turn "Mr. Blandings Builds His Dream House" over to Selznick Releasing Organization for distribution, it was announced in New York this week jointly by officials of both organizations.

The picture, which will be the first distributed by SRO which has not been produced by Selznick, will be the fifth SRO release, "Duel in the Sun" being the first; "Intermezzo," the second, with "The Paradine Case," and "Portrait of Jennie" scheduled as fourth and fifth respectively. According to the announcement, Selznick owns 60 per cent of the "Mr. Blandings" property and RKO 40 per cent.

'Joan' Release Passes From MGM to RKO Radio

RKO announced this week that it would distribute the screen version of "Joan" written by Maxwell Anderson and Andrew Solt and starring Ingrid Bergman. MGM originally was scheduled to have released the picture which is to be made by Sierra Pictures, a triumvirate consisting of Miss Bergman, Director Victor Fleming and Producer Walter Wanger.

The reason for the switch was not disclosed though a report from Hollywood said that it arose over a disagreement with MGM on distribution terms. Whether RKO takes over the share of the financing that MGM was to have had in the picture was not revealed.

Urges Appeal to Public

The Screen Writers Guild this week adopted a resolution protesting the tactics of the House committee on un-American activities and urging that Hollywood groups "combine their talents and existing channels for appealing to public opinion in order to present our side of the story to the American people."

Dual-Use Theatre

The motion picture theatre in Milton, N. D., is a "dual house"—it plays films at night and in the daytime it becomes a funeral parlor.

Universal International

Universal-International

backs up its belief in

great money-properties

by adding

"HARVEY"

the Pulitzer Prize-winning play

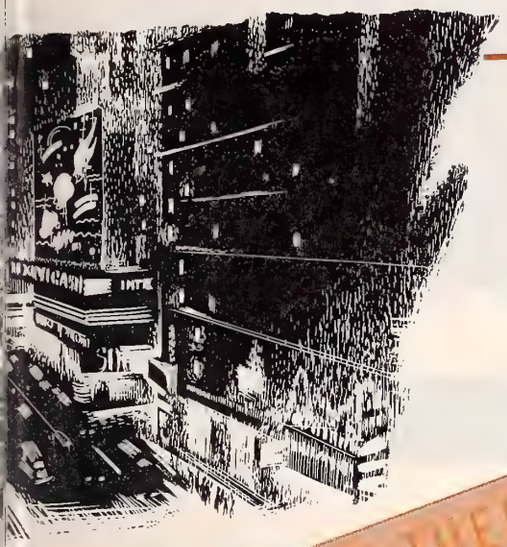
to its impressive list of

Stage and Literary successes...

U-I is preparing for the scree

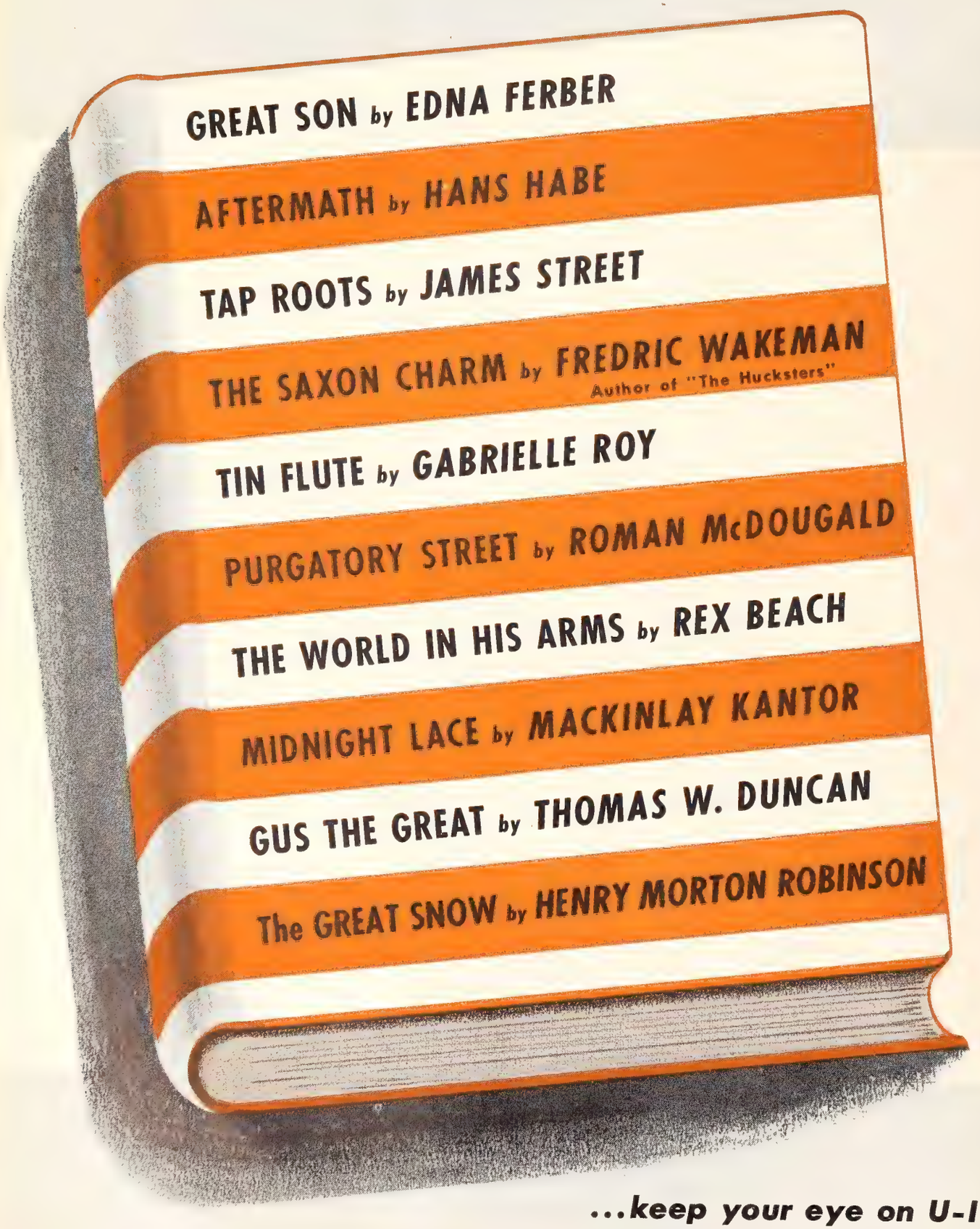


such Broadway stage hits as . . .



Universal International

....and the BEST in BOOKS....soon to become the BEST in MOTION PICTURES!



...keep your eye on U-I

Universal International

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Settlement Reported in Piccadilly Damage Suit

Reports from Chicago this week indicated that the $6,750,000 anti-trust damage suit filed by H. Schoenstadt Piccadilly Theatre against the eight majors and two theatre circuits had been settled out of court.

The settlement details were not revealed but Chicago said it included reduced clearance and payment of attorneys' fees, and did not entertain any damage payments. In New York, official sources declared that they had received no word of any changed clearance for the Piccadilly, which had sued because Balaban and Katz's Tivoli and Warner's Avalon enjoyed a 13-week priority over it. The Piccadilly had claimed that through agreement on the part of the circuits with RKO, Columbia, Paramount, Loew's (MGM), Warner Bros., 20th Century-Fox, and Universal, it had been unable to get pictures and had suffered loss thereby.

Also from Chicago came word that D. F. Kelliher of the Sprague Theatre at Elkhorn, Wis., was seeking better clearance over the Gran Circuit's Geneva at Geneva and the Delavan at Delavan. At present Kelliher plays seven days after these houses.

Volks Ask Court to Rule on Majors' Contract Validity

Suit asking the federal district court at Minneapolis to determine the validity or invalidity of the licensing agreements they had with Columbia, Universal, United Artists, 20th Century-Fox, RKO, Warner Bros., Loew's (MGM) and Paramount, was filed last Saturday by William and Sidney Volk, operating the Minneapolis, Camden Falls and Nile Theatres.

The complaint also asks an injunction, pending the court's ruling, which would restrain the distributor defendants from enforcing their licensing contracts or seeking to enforce an inspection of the Volk books. The Volk complaints followed suits charging percentage fraud, filed separately by each of the distributor defendants.

Milton Feld Rites Held In Hollywood Wednesday

Funeral services were held Wednesday in Hollywood for Milton H. Feld, 55-year-old industryite who spanned both exhibition and distribution. Feld died Monday at the Cedars of Lebanon Hospital. He is survived by his widow.

Born in Kansas City, he entered both selling and exhibiting there in 1909. Transferred in 1924 to Paramount Publix where he served in various managerial capacities throughout the chain, finally being moved to New York with Dave Chatkin. He resigned in 1933 to organize Monarch Theatres where he remained through 1934 when he resigned its presidency to become an assistant to Darryl Zanuck. Recently he was an executive producer for Universal.

Crashed Box-Office

When a Bokoshe, Okla., school bus with 20 students aboard neared the Kemp Theatre at Poteau, Okla., the wheels locked causing the bus to crash into the box-office. Manager W. O. Kemp estimated the damage at $500. Workmen are now repairing the damage.

NEWSREEL CLIPS

The Tragic Length

Ladies, you think those long skirts are giving you a headache what with hiding some of your best charms and making you buy lots of new clothes!

Well consider poor Hollywood. If the long-skirts win and you have to guess at what a woman's thigh looks like on a windy day, a lot of product which was made in the days of freedom of vision and is on the shelf awaiting release, will be as dated as the convention that women drank nothing stronger than anisette.

Speaking her mind on the subject is Republic's designer, Adele Palmer, who says straight from the chest:

"There is nothing that dates a picture more than old styles. The truth is that many studio designers weren't prepared for what happened."

Agreeing in the main is Edith Head of Paramount, who declares her independence flatly:

"I certainly don't intend to put any Paramount stars in dust ruffles.

"Everybody seems to think that because somebody in Paris says skirts should be long, they have to have them sweeping in the dust."

In favor of the longies are Bonnie Sachsin of 20th-Fox and Irene of MGM.

Names

William Wyler, accompanied by Mrs. Wyler, and Producer **Jules Levey** are back from England. Paramount Studio Publicity Director **George Brown** is in Gotham for a series of conferences.

European nations want more mature product than that which we now offer, 20th Century-Fox International President **Murray Silverstone** declared upon his return from Europe. The British have taken the new privation orders issued by the Government in their stride, he remarked.

Jules Field quit as head of 20th Century-Fox's publicity department last week and will form his own ballyhoo outfit soon.

Charles M. Amory of the Monroe Greenthal Co., Inc., has been named account executive for Eagle-Lion Films, Pathe Industries and subsidiaries. RKO Vice-President **Bob Mochrie** is off to Hollywood to talk things over with Production Chief **Dore Schary.** MGM's Ad Manager **Si Seadler** is back in New York after a coast trip.

Cecil B. DeMille may blossom out as a writer on Hollywood for *Cosmopolitan Magazine* in the fall.

Stanley Lawton, who used to run Keith-Albee's metropolitan stage presentations in the New York area and opened up some dark Broadway legit houses with reissues, has turned author. His novel, "Her Secret World," is due out Oct. 15. Those who remember his fronts are given to wonder.

Quentin Reynolds has completed narration on the United Palestine Appeal Film, "Assignment: Tel Aviv," produced by Paul V. Falkenburg and available in 16 as well as 35-mm.

Bookings

World premiere of "My Father's House," first feature-length film made in Palestine is set for the Ambassador Theatre, New York, Sept. 25. Warner Bros. will tradeshow "Power Behind the Nation," the two-reeler made on behalf of the Motion Picture Association in all branches on Sept. 17 along with "The Unsuspected." The New York RKO Palace, which has been playing revivals of RKO product goes back into its winter policy of first-runs Sept. 16 with "The Long Night." Eagle-Lion has sold "Repeat Performance" solid to the Odeon Circuit in England.

Two religious motion pictures got their Philadelphia premieres last week and brought emphasis to the increased use of film for interpretation of the gospel. They were "And Now I See," produced for the United Lutheran Church of America, and "Queen Esther," a film linking the Biblical times with the present and marking the screen debut of Otto Kruger's daughter, Ottilie.

Finance

Twentieth Century-Fox has filed a proxy statement with the Securities Exchange Commission by which it seeks consent of its prior preferred stockholders to borrow $25,000,000 from the Chase National, Bankers Trust, Bank of America, Manufacturers Trust, Chemical Bank and Trust and Commercial National Bank and Trust.

The Western Electric Company Board of Directors this week declared a dividend of 75 cents per share on outstanding capital stock payable on Sept. 30.

Republic will pay a regularly quarterly dividend of 25 cents on its preferred Oct. 1.

Foreign

Vog-International Films has added four French pictures to its offerings—"Adventures of Casanova," "A Knight of Adventure," "Road to the Galleys," "Les Roquvillard."

Calendar

SEPTEMBER

19, annual golf tournament, Tent 13, Variety Club of Philadelphia, Cedarbrook Country Club.

19, meeting of Associated Motion Picture Advertisers, Town Hall Club, New York.

19-20, ATA-MPTOA Ratification Convention, Shoreham Hotel, Washington, D. C.

22, meeting of Federation of New Jersey Theatre Owners on dissolution move, Stacy-Trent Hotel, Trenton, N. J.

22, testimonial dinner for Tom O'Brien by the M. P. Salesmen's Club, Boston.

23, House public hearing on Communism in Hollywood; in Washington.

25-29, annual convention of Theatre Equipment Dealers Protective Association, Shoreham Hotel, Washington, D. C.

Sept. 30-Oct. 1, annual convention Kansas-Missouri Theatre Ass'n, Phillips Hotel, Kansas City, Mo.

OCTOBER

7, meeting and film clinic of Allied Independent Theatre Owners of Iowa and Nebraska, Fontanelle Hotel, Omaha.

12, Motion Picture Bookers' annual dinner and ball, Hotel Commodore, New York.

20, adjourned meeting of union leaders on the Hollywood strike, Los Angeles.

20-24, annual meeting Society of Motion Picture Engineers, Hotel Pennsylvania, New York.

23-24, Kentucky Association of Theatre Owners convention, Louisville.

SELLING THE PICTURE

Crowning Miss Wisconsin 'Comedy Carnival' Stunt

The crowning of "Miss Wisconsin" at the premiere of United Artists' "Hal Roach Comedy Carnival" at the Towne Theatre in Milwaukee put a great big feather—of an eagle, at least—in the chapeau of Manager Ervin Clumb. In addition, it gave the Towne one of its biggest pieces of exploitation and entertainment aplenty.

The event was staged as a civic ceremony on the stage of the Towne in honor of Miss Gladys Berkley of Baraboo, Wis., who had just been chosen "Miss Wisconsin" to represent her state in the search for "Miss America" at Atlantic City. Also present were her court of honor, which comprised the runners-up in the beauty competition. Telegrams, congratulating Miss Berkley on winning the contest were received from Producer Hal Roach, Walter Abel, Marie Wilson and other members of the cast, from the governor of Wisconsin and the mayor of Milwaukee. During the day Miss Berkley appeared on four radio stations explaining details of the "Comedy Carnival" premiere.

Manager Clumb induced the Milwaukee *Sentinel* columnist, Buck Herzog, to invite all freckle-faced youngsters to the first matinee as guests of the theatre. About 800 youngsters turned out, attracting crowds in front of the Towne, many of whom, along with relatives of the youngsters, bought tickets to see the carnival. A photographer snapped the kids and the picture broke in the following issue of the *Sentinel*.

For five days in advance, Clumb sent a "headless" woman roaming Milwaukee streets with this sign: "I laughed my head off at the 'Hal Roach Comedy Carnival'," with proper credits. A Greyhound bus was chartered, nearly covered with a 6x26-foot banner plugging the picture and the appearance of "Miss Wisconsin," and sent through various sections of the city.

A 15-minute radio show, "A Date in Towne" along the same lines as the "blind date" show, was given over station WEMP. Three models and three service men were the winners and they were guests of Hal Roach at the Schroeder Hotel and later at the premiere. WFOX and WEMP participated in a letter-writing, "funniest-thing-that-ever-happened-to-me" contest. Other radio breaks were on Nancy Gray and Ann Leslie shows, with 95 spot announcements over all four of Milwaukee's stations. Bill-posting campaign was heavy, and Milwaukee and surrounding-area newspapers were covered with mats, stills and stories.

Biggest Local Ad Budget For 'Magic Town' on Coast

What is claimed to be "probably the biggest" advertising budget to be allocated for a single picture's local showing has been set for Robert Riskin's "Magic Town" when it bows in on day-and-date pre-release engagements in five Fox West Coast houses in the Los Angeles area the latter part of September.

Approximately $30,000 will be spent for the RKO Radio release in newspapers, radio and outdoor advertising, according to plans announced by the company.



ONE OF TWO deluxe ballyhoo Victorias carrying officials of the Georgia American Legion delegation to the whoopla convention in New York, this equipage followed Georgia's Drum and Bugle Corps parade through the city into Times Square and right to the front of the Criterion where "Gone With the Wind" was about to start its engagement. MGM Exploitation Director William R. Ferguson's brain-child.

$250,000 Ad Budget For 'Sleep My Love'

United Artists has set an advertising budget of $250,000 on Triangle Productions' initial film, "Sleep, My Love," starring Claudette Colbert, Robert Cummings and Don Ameche.

Paul N. Lazarus, Jr., U.A. advertising and publicity director, will hold a series of conferences this week with Sam Dembow, Jr., Triangle sales representative, and Joseph Curtis, who have returned to New York from Hollywood following conferences with Triangle executives Mary Pickford, Buddy Rogers and Ralph Cohn on the advertising, publicity and promotion details.

Douglas WB Canadian Field Representative

Mort Blumenstock, vice-president in charge of advertising and publicity for Warner Bros. this week announced the appointment of Paul F. Douglas, formerly with United Artists, as field public relations representative for the Canadian territory.

Douglas, who fills the vacancy created by the recent resignation of Glenn Ireton, will work under Haskell Masters, Canadian district manager, and under the direct home office supervision of William W. Brumberg, manager of the field staff.

Conferring on 'T-Men'

Max E. Youngstein, Eagle-Lion director of advertising, publicity and exploitation, accompanied by Jerry Pickman, his assistant, and Bob Condon of the publicity staff, was in Washington this week for a series of conferences with Treasury Department officials on the new E-L release, "T-Men." On his return to New York, Youngstein was to set plans for the world's premiere.

Model-Building Contest Set for 'Unconquered'

A model-building contest on a nationwide scale has been set by Paramount on the new Cecil B. DeMille Technicolor picture, "Unconquered," in partnership with the X-acto Crescent Products Co., makers of handicraft tools used by hobbyists. This is in addition to previous exploitation tieups and is intended to start around Christmas.

The competition will be conducted with the cooperation of department stores, retail merchants and X-acto jobbers in localities where the historical film about the siege of Fort Pitt, on the site of which stands Pittsburgh, will play engagements.

Contestants will compete in three age groups. Paramount will award the winner in each group a grand prize consisting of a one-week trip to Hollywood or New York with all expenses paid. In addition there will be more than 100 sectional prizes handed out by X-acto.

Subjects for modeling will be confined to miniatures of Gary Cooper and Paulette Goddard, Indians, covered wagons, forges, log cabins, spinning wheels and other items common to the story's period. There is no limitation as to the material of which the miniature models may be made. Most used are apt to be wood, soap, clay, paper, plastic and metal.

Jobbers and retailers will be urged to give additional prizes in local contests.

100 Coast Music Stores in 'Unfinished Dance' Plug

MGM Records' new album of music from "The Unfinished Dance," with Herbert Stothart conducting the MGM orchestra, and with two vocals by Danny Thomas and narration by Walter Pidgeon, are the basis of a series of music store tieups by which Frank Whitbeck's coast advertising department has lined up nearly 100 music stores in Southern California for elaborate window displays of costumes, stills and special blowups.

Tieups have been arranged in cooperation with distributors of the records, who also will distribute 25,000 special pamphlets on the ballet film before the picture's local opening September 19.

20th-Fox Appoints Bell As Publicity Manager

Appointment of Ulric Bell as publicity manager of 20th Century-Fox was announced this week by Advertising, Publicity and Exploitation Director Charles Schlaifer. Bell came to 20th-Fox last January after a career which included the post of Washington correspondent for the Louisville *Courier-Journal*.

5-Theatre Premiere Set for 'Magic Town'

A five-theatre world premiere of Robert Riskin's "Magic Town" in Los Angeles on September 19, has been set by RKO Radio. The theatres launching the Robert Riskin production are the Carthay Circle, Grauman's Chinese, Loew's State, Uptown and Loyola.

Hepcatese, Frozen Dinner Levy 'New Orleans' Stunt

A glossary of hepcat words, furnished by Manager Larry R. Levy of Loew's Colonial in Reading, Pa., was distributed by two of the largest music shops in that city as part of the exploitation campaign for United Artists' "New Orleans." "The Hepcat Dictionary" occupied the back of a card, with theatre, title and playdate, while the front carried the ad of the cooperating Zeswitz music shops.

Art Acker in his station WRAW "Portraits in Jazz" broadcasts devoted an entire program to Louis Armstrong and "New Orleans." The other two stations plugged the film by playing Armstrong, Woody Herman, Kid Ory and Billie Holiday records.

Levy broke the Reading newspaper ban against allowing space to motion pictures, by having Jules Levey, producer of the picture, ship a frozen New Orleans dinner from La Louisiane Restaurant in New Orleans to Gordon Jones, president of the Reading Chamber of Commerce. Stunt garnered a three-column picture break.

Manager Sam Gilman of Loew's Regent in Harrisburg, Pa., centered his "New Orleans" campaign on the film's appeal to Negroes because of the colored musicians who appear in it. He prepared a special herald for distribution in the large Negro section in Harrisburg, incorporating ad mats from the press sheet.

Gilman also induced Red McCarthy, said to be the first American orchestra leader to turn disc jockey, to play jazz tunes on his radio program and at his dance engagements in advance of the opening.

Sound Truck, Contest Boost Film Premiere

A million persons, more or less, were made aware that United Artists' "Heaven Only Knows" would have its world premiere at the Hollywood Theatre in Atlantic City through a sound truck ballyhoo which Manager Jack Singer sent through the streets, concentrating on areas around the famed boardwalk and beach front hotels. The truck, bannered with special blowups, blared forth special announcements of the premiere interspersed with recordings of popular tunes, for seven days in advance.

Another outstanding Singer stunt was to stage a city-wide beauty contest to select a "Miss Heaven." He devoted to it all the trimmings of a national beauty contest. Gloria French, a music school graduate, was selected as "Miss Heaven" and was crowned by the national swimming champion, Joseph Verdeur.

'Duel' Accessories Kit Free to Small-Towners

New idea in cooperative advertising and exploitation as a special aid to small-town exhibitors booking "Duel in the Sun" was instituted late last week by Milton S. Kusell, vice-president in charge of domestic and foreign sales for the Selznick Releasing Organization.

Realizing that there are approximately 4,000 small-town exhibitors expected to book "Duel in the Sun" in the future who cannot take advantage of the cooperative newspaper and radio advertising program as employed by SRO in major playdates, Kusell has instituted an "advertising accessories" package which will be distributed free to such exhibitors.

Package consists of a collection of three-sheets and one-sheets, window cards, heralds, stills and bulletins on possible local tieups Exhibitors can alter the standard package to meet their individual needs.



WINDOW DISPLAY WORTHY OF DUPLICATION. This unique and attractive bookshop window display for MGM's "The Hucksters" is a result of the active imagination of Miss Ann Bontempo, publicist of Loew's State Theatre in Newark, N. J. It carries out beautifully the "hucksters" motif of the film and should be easy to duplicate. Note the caricature of the Italian street vendor, and the price signs devoted to playdate credits. Large book covers of the novel, in the cart, draw attention to window's background display of books. Also note the player photos and scene stills back of the peddler's cart (and in the corner window) which form realistic eye-appeals to moviegoers.

British Showmen Triumph in Battle with Summer Weather

By JOCK MacGREGOR

British exhibitors have been going all out to keep patrons coming to their theatres in an effort to foil the summer weather. They are adopting some of the Americans' exploitation stunts—and in some instances going them one better.

For instance, there was a "kidnapping" stunt pulled by Manager S. P. Caro of the Odeon at Clacton-on-Sea. He borrowed a 20-foot row boat and fitted it out with a sail cut from an old screen. Painted on the sail was: "Next week at the Odeon, 'Sinbad the Sailor'." The morning before playdate, the boat, with the sail furled, was rowed into shallow water. Several members of the crew then sprang ashore and sized two girls sitting on the crowded beach. Despite their cries, the girls were carried to the boat, the sail hoisted, and the boat made off. Local newspapers obliged with front-page space. Caro repeated the stunt daily during the run of the RKO film, winning plenty of attention.

In Brighton a local "Thank you" charity fund drive was displaying a German V-bomb. Manager J. S. Sackier of the Brighton Odeon tied up with the "Thank you" drive and placed beside the V-bomb a large board reading: "Here is Hitler's number one weapon, so well remembered, we hope soon forgotten. The great film you will not forget, 'So Well Remembered,' can be seen at the Odeon." Sackier effected 16 other tieups on the RKO feature.

Manager C. A. Ramscar of the Odeon in Weymouth, for his showing of "So Well Remembered," linked up with the Weymouth Corporation's Advice and Information Bureau for the display of advertising material on the picture. He also obtained a full-page co-op ad in the *Dorset Daily Echo,* and a book shop tieup which resulted in a sellout of the James Hilton novel, on which the film is based.

Paramount's "Welcome Stranger" was seized upon by exhibitors for several novel promotion schemes. Manager C. H. Dracott of the Odeon in Stockton gave a special prize to the first baby born during the picture's run, and induced the local food officer to affix 15,000 special exploitation labels on all bottles of orange juice distributed. F. Witts, manager of the Odeon in Prestwich, tied up with the local Road Safety Committee for signs reading: "Welcome, stranger, to Prestwich, and please drive carefully. 'Welcome, Stranger' at the Odeon all the week." The signs were posted throughout the district, and a safety first display was put up in the lobby.

The week's "best picture" angle was used by Manager Jerry Jolliffe of the Odeon in Chester, who arranged with dealers in photographic materials for the distribution of all films developed and printed to be enclosed in an envelope imprinted with "For the best picture in Chester this week Eric Portman and Greta Gynt in 'Dear Murderer' at the Odeon." Dealers were supplied with 3,000 of the envelopes.

A shoe dealer tieup on J. Arthur Rank's "Frieda" was arranged by Manager A. Fitzpatrick of the Odeon in Harlesden. Angle used was "Would you take Frieda into your home? Yes, certainly, if she were wearing ....'s shoes."

A special "Black Narcissus" perfume was used by Manager D. Darragh of the Odeon in Penge for atmospheric effect on that J. Arthur Rank production.

A favorite American stunt, hanger labels for milk bottles, exploited the engagement of 20th Century-Fox's "The Razor's Edge" at the Regent in Taibach. Manager M. Lewis had 5,000 of the labels imprinted with picture and theatre credits and distributed them to dealers. He also had the gummed side of 2,000 labels imprinted with proper credits and induced the local hotels and public houses to stick them on the bottoms of drinking glasses. Ten shops and a shoe repair man placed stickers on parcels leaving their establishments. The entire cost of the labels was 75 cents, as the printing was done on a small machine at the theatre.

Capital's Police, Radio Aid 'Dead Reckoning'

Frank LaFalce of the Earle Theatre, Washington, D. C., corralled the capital's police department into helping him exploit Columbia's "Dead Reckoning." He arranged with the department for "Humphrey Bogart Trophies" to be awarded the winners of the boxing tournament which the police were holding for the Metropolitan Police Boys' Clubs. Awarding of the trophies by the superintendent of the police department was accompanied by appropriate fanfare, and stories with pictures broke in the Washington dailies.

The hit tune from the picture, Either It's Love or It Isn't, was responsible for many plugs on the radio, the RCA-Victor recording of the song being used radio stations WWDC, WOL, WTOP, the first named plugging it on three programs. Announcements were carried by WRC and WMAL on various programs. Recordings of the song were placed in more than 500 juke boxes throughout the city and, through special arrangement with the juke box distributor, banners on the picture were placed on many of the machines playing the record. Orchestrations of the tune were supplied to hotel and night club band leaders, which resulted in many playdate mentions.

'Dead Reckoning' Girl

The *Airport News,* which is seen by all incoming passengers, published a feature story on the fact that Lizabeth Scott, one of the film's stars, had been selected by the American Airlines pilots as their "Dead Reckoning" girl. American Airlines officials sent stories and stills on the stunt to the Washington dailies, resulting a number of good breaks for the picture. The G. C. Murphy store carried a full counter display featuring the picture's tune surrounded with stills bunched around a 22x60 wall plaque that was an attention-getter, as were a number of smaller 15-inch round disc dsplays, with proper credits, scattered throughout the store.



SPECIAL LAYOUT FOR 'LAUGH WEEK.' Here is the special ad layout thought up by Manager Pearce Parkhurst and designed by his house artist for the 'Laugh Week' held recently at E. M. Loew's Capitol Theatre, Pawtucket, R. I.

Case of the Laughing Man Inspires Parkhurst to Stage a 'Laugh Week'

It all started when Samuel Hyder suddenly burst out into loud guffaws on a downtown business street of Pawtucket, R. I., a while ago. He was arrested and fined $2 for reveling (legal Pawtucketese for laughing) but on a retrial was acquitted. Manager Pearce Parkhurst, reading the front-page news stories appearing in the Pawtucket *Times,* the Providence *Journal* and Providence *Bulletin,* saw a chance to make capital for his theatre, the Capitol in Pawtucket. Parkhurst had just discontinued vaudeville for the summer months and wanted to make a splurge that would attract customers. He first offered his theatre for a laugh contest, the offer getting a break in the *Times.*

Then the Laugh Week idea occurred to him as a means of cashing in on all the news breaks caused by the arrest. So he set up a solid week, with three changes of bill, of comedies and cartoons. He outlined the ads for it and gave them to the house artist to draw. They all started with Hyder's "Haw! Haw! Haw!," as did the special laugh show trailer which he ran for 10 days in advance, during the time the arrest and trial of Hyder was receiving local and nationwide publicity. The news broadcast of station WFCI one day played up the assumption that now that Hyder had been acquitted it was safe for the residents of Pawtucket to laugh again—and could do so by attending Parkhurst's laugh show bookings at the Capitol.

Special posters, displays and marquee copy played up Laugh Week.

To further tickle Pawtucketers' risibilities, Parkhurst had envelopes imprinted with "Haw! Haw! Laugh Week" copy, listing the comedies and cartoons he had booked, and calling attention to the fact that the envelope contained a free cigaret lighter and a free coat hanger. The lighter was a match, the coat hanger was a nail. Distribution of the envelopes accomplished the desired result—unlimited laughter and fun—for many recipients passed them on to friends to enjoy the joke with them. People began calling at the theatre for the envelope as though it were a premium giveaway. One downtown store requested a quantity of them for display and distribution to customers.

Laugh Week proved a hit at the Capitol, and Parkhurst cashed in handsomely from the "Haw! Haw!" inspiration furnished by Samuel Hyder.

Contrasting 'Carrolls' Campaigns In Kansas City, Beaumont, Texas

The exploitation campaign put on for Warners' "The Two Mrs. Carrolls" by Manager Lawrence Lehman of the Orpheum Theatre in Kansas City, aided by his publicity manager, Jack Tierman, played up one particular stunt, while that put on for the picture's engagement at the Jefferson Theatre, Beaumont, Tex., was an all-inclusive one, and was the work of Manager Buster Avery, Irving Cohn, director of publicity for the Jefferson Amusement Co., and George Bannan, representing Warner Bros. The Jefferson campaign was mailed all managers of the circuit as the model they were to follow in promoting the film.

All persons named Carroll in the Kansas City area were invited to attend "The Two Mrs. Carrolls" as guests of the management. All the Carrolls listed in the telephone directory were invited by phone to attend. Others learned of the invitation from radio mention, newspapers stories and by word-of-mouth. Radio station KCKN was tied up for an interview the day after the opening with four of the Carrolls who were theatre guests at the opening performance. During the program the announcer also interviewed a Mrs. Carroll over the telephone and read letters sent in by others named Carroll. While this stunt was the highlight of his campaign, Manager Lehman also used the customary promotional channels.

Manager Avery of the Jefferson in Beaumont, Texas, placed a three-sheet cutout of the heads of Humphrey Bogart and Barbara Stanwyck in the lobby a week in advance, using it in a front office window during the engagement. A hundred window cards were placed advantageously five days in advance; he posted a 24-sheet; got a full window display on the main business street; placed inserts in the frames of all leading hotels; had napkins imprinted at lunch counters of two leading drug stores; placed a 24x82 advance card over the candy case, using it during the engagement at the Kress backbar; aired the five-minute transcribed interview with Bogart; used a trailerette on the screen of the Liberty Theatre; got spot radio announcement on three stations; landed special scenes mats in the newspapers, and obtained 83 inches of merchant cooperative advertising.

A special tieup was made by Avery with a bowling alley, offering a $30 cash award for the bowler receiving the highest score in the Humphrey Bogart Sweepstakes. This stunt broke into the newspapers and received advance and curent displays in the bowling alley.

Buck Privates Take Over

Buck privates in Racine, Wis., took over the city in the exploitation campaign for Universal-International's "Buck Privates Come Home" at the Rialto Theatre there. Opening day was designated Buck Private Day. Ballyhoo, one of the biggest ever seen in Racine, included a parade of buck privates, races and a contest for queen of the day. City's streets were lined with spectators for the parade. The promotion was cooked up by Ben Katz and Stan Gere.



I'M BACK IN THE SADDLE AGAIN... NOW FOR COLUMBIA!

I am happy to announce that

The Last Round-Up

a big spectacular musical drama
featuring the immortal tune,
will be the first picture
of Gene Autry Productions
for Columbia Pictures release.

Gene Autry

ARMAND SCHAEFER, PRODUCER

Money Dates for October

Anniversaries of many historical events occur in October, and while but few of them will tie in naturally with the exploitation campaigns on specific pictures, the exhibitor should by all means consider them for side stunts which will add to his theatre's prestige and aid the box-office intake. Several of the events can be turned into goodwill-building campaigns; others lend themselves to school essay or drawing contests in which editors of local newspapers should be approached for participation. Schools would give such contests valuable bulletin board announcements. They afford scope for the exhibitor's ingenuity and imagination.

Oct. 1—MOVING DAY in many cities. Announce a movers' day matinee in ads and on trailer, suggesting to harried housewives that they attend the theatre in coolness and comfort while teamsters are moving their belongings to their new locations.

Oct. 1—RURAL FREE DELIVERY was established in 1896. Good for a school essay contest, with prizes on the many ways in which mail has been, and now is, delivered in the U. S., or on Benjamin Franklin's activities in regard to mails, or on the different classes and rates for mail. If there is a stamp collector in the town, see if he won't lend his collection for a display, properly guarded, in the lobby. A special rate for post office employes on a specified night should produce good publicity. Urge patrons to avoid having their mail go to the Dead Letter Office by addressing it clearly and accurately, with return address.

Oct. 1—MISSOURI DAY is celebrated in the schools of that state.

Oct. 2—FIRST PAN-AMERICAN CONFERENCE in Washington in 1889. A display of books on Pan-Americanism, on South and Central America, in theatre lobby or in book store, will attract attention. Run an essay contest on who started the conferences and what they mean to the western hemisphere. Might book a South American feature or short.

Oct. 3-13 — NATIONALLY ADVERTISED BRANDS WEEK. This calls for tieups, with theatre credits, with dealers in drugs, cosmetics, meat, dentrifices, butter, etc., to which should be added the name of the theatre's current attraction and its brand name. Largest list of current brand names might activate school pupils if ticket prizes are awarded.

Oct. 4-5—LOYALTY DAYS, observed on the 5th. Book a short on Americanism—March of Time or other subject. School pupils might be asked to define loyalty and advance ideas, things or persons to which they should be loyal. Take part in any civic observance of the day.

Oct. 5-11—NATIONAL EMPLOY THE HANDICAPPED WEEK. "The Best Years of Our Lives" is a natural for a feature. Tieup with dealers or manufacturers of braces, hearing devices, crutches, etc., for the handicapped. Build goodwill through trailer asking patrons to give jobs to the handicapped. School contest: Name noted persons who became famous despite handicaps (Helen Keller, Byron, F.D.R., etc.).

Oct. 5-11—FIRE PREVENTION WEEK. Clean up theatre premises, removing all litter in which a fire might start, then advertise the theatre's safety. Hold fire drills—announce it in advance and in ads, and let patrons see employes go through the drill. Get fire chief's okay on theatre's fire safeguards, and advertise his approval. Join in any fire prevention campaign put on by the city or fire department. Ask patrons for suggestions as to how you can better guard against fires—it will prove a goodwill builder.

Oct. 7—FIRST U. S. RAILROAD, 1826. A model railroad and train in the lobby would attract kids. Susceptible of school essay contest on expansion of U. S. railroads.

Oct. 9-11—CHICAGO FIRE, 1871. School history class contest, naming greatest fires of history—Rome, London, Chicago, San Francisco, etc., Iroquois Theatre in Chicago, Cocoanut Grove in Boston, General Slocum on Hudson, etc., for small cash and ticket prizes.

Oct. 12—COLUMBUS DAY but will be observed Monday, Oct. 13. Hold a morning matinee for kids. Dress lobby with ship models, if obtainable, as nearly as possible like Columbus's ships.

Oct. 12-18—NATIONAL LETTER-WRITING WEEK. Suggests tieups with public and private schools. Offer prizes (cash and tickets) for best letters on "Why I would like to see————" naming theatre's forthcoming attraction. Try for stationery store tieups.

Oct. 14—GENERAL DWIGHT D. EISENHOWER, born 1890. School biographical contest, or on nicknames of famous Americans—Ike, Teddy (T.R.), Old Hickory, Honest Abe, etc.

Oct. 16—U. S. MINT, established in Philadelphia, 1796. Suggested contests: What metals are used, and in what combination, in U. S. coins? Whose pictures are printed on U. S. certificates, naming man pictured and denomination of bill carrying his portrait? What are the nation's outstanding financial institutions? Lobby: Display of U. S. coins and paper money—contact coin collector or bank. Such a display would have to be guarded.

Oct. 16—WIRELESS FIRST USED from ship to shore by Walter Wellman in 1910. School essay contest on radio's development as a means of communication.

Oct. 20-26—NATIONAL BIBLE WEEK. Suggests tieups with Sunday Schools or parochial schools with bibles or concordances as prizes. Consult Sunday School superintendents.

Oct. 21—FIRST RADIO TELEPHONE across Atlantic in 1915. Lobby display of radio sending and receiving sets would attract youngsters.

Oct. 23—FIRST LOCOMOTIVE built and operated in the U. S. in 1824.

Oct. 25—FIRST TRADEMARK registered in the U. S. in 1870. Try for window displays with dealers in trademarked goods. Be sure that trademarks of your attractions are well displayed. You might even conduct drawing contests of the various company insignias—such as Warners', MGM's, etc.

Oct. 25-Nov. 1—NATIONAL APPLE WEEK. Apple eating contest on stage, or ducking for apples, or apple pie-eating contest should draw the youngsters and their relatives. Tieup is possible with fruit dealer on this or on a lobby display of varieties of apples, correctly labeled.

Oct. 26—ERIE CANAL opened in 1825.

Oct. 26-Nov. 1—BETTER PARENTHOOD WEEK. Suggests Parent-Teachers tieup, and the preaching of sermons on the subject in churches. As a goodwill gesture, superintendent of schools or other prominent person might give a talk in theatre on how children can help make better parents through obedience, consideration, consulting them on studies, careers, etc.

Oct. 26-Nov. 1—NATIONAL HONEY WEEK. Might display bees working on a honeycomb in the lobby—it always draws some attention.

Oct. 26-Nov. 1 — NATIONAL GIRL SCOUT WEEK. Construct a Scout campfire in lobby or in front of theatre, with a girl in Scout costume attending. Tieup with any Girl Scout activity in the city. A Girl Scout parade to the theatre with Scout evolutions or drill on the stage would attract the Scouts friends and relatives. Offer prizes for best drill, neatest costume. A newspaper and public school tieup on the Girl Scouts, foundation, growth, purpose, achievements would be more than worth cash and ticket prizes. Any activity in this connection would be a goodwill builder.

Oct. 27—THEODORE ROOSEVELT, born in 1858.

Oct. 28—STATUE OF LIBERTY UNVEILED, 1886.

Oct. 28—FREEDOM OF THE U. S. PRESS established in 1733 through the trial and acquittal of John Peter Zenger which might well form the basis of an essay contest.

Oct. 30—JOHN ADAMS, born 1735.

Oct. 30—NEVADA admitted to the Union, 1864.

Oct. 31—HALLOWEEN. Such audience participation games as apple, pumpkin or mincemeat pie-eating or apple-ducking contests should be staged. Give a midnight performance (or earlier) and advertise it as a pleasant way to have fun without injury to anybody's property. Trailer might be used urging parents to send their children to it and thus keep them out of Halloween mischief. Dress up lobby with pumpkin lanterns with other items appropriate to the occasion.

APPROPRIATE SEASONAL EVENTS

FASHION SHOWS—Tie up with department stores, women's fashion shops for a fashion show on theatre stage. Shops will reciprocate with windows and cards boosting the coming or current feature. Or, to bring about a riot of fun, stage a burlesque fashion show for men: costumes for the well dressed hobo, taxi drivers, sandhogs, coal heavers, auto repair men, etc., with prizes for the most outlandish.

FOOTBALL—Stage a football players' performance. Tie up with sports editors. Stage contests between amateur teams, and award football and football accoutrements as prizes. Display football togs in lobby. Contact sports shops for window displays.

HARVEST FESTIVAL—This is the time when harvesting is about completed. Decorate lobby with corn stalks, red, white, yellow and blue ears of corn and other produce. Theatre with rural patronage can bring in ruralites by offering prizes for best pumpkin or mincemeat pies, jellies, jams, etc., all to be displayed, with entrants's credits, in the lobby. Corn-husking, wood splitting contests for men would arouse much interest. Newspaper editors will give space to such a harvest festival and in most cases actively cooperate.

Old, New Equipment Display Aids 'Perils'

For his showing of Paramount's "Perils of Pauline" Manager J. H. Fletcher of ABC's Regal Theatre, Walham Green, a 2000-seat London neighborhood house, arranged a lobby display of projection equipment both new and some very old to capture the flavor of the age in which the original "Perils" was filmed.

Early equipment such as in use in the days of the original film was shown alongside the latest type projector through which the current Technicolored version was being shown on the theatre's screen. Control panels, speakers, tubes, early sound film and disc equipment and strips of film showing the various sound systems also were on display.

Manager Fletcher had full support of the various equipment manufacturers in the exhibition, much of which was arranged by chief projectionist K. L. Barrett.

The display evoked considerable interest among the theatre's patrons and the press, with Barrett, in constant attendance, being bombarded with questions regarding the working of the various parts.

Due to the success of the exhibition Manager Fletcher plans to allow parties of patrons to visit the projection booths in the mornings.

Ad Dirigible Plugs Film During Polo Grounds Game

A piece of smart, timely and effective exploitation was the stunt arranged by Film Classics to exploit its forthcoming, "Spirit of West Point" by which the now famous Douglas Leigh electric advertising dirigible hovered over the Polo Grounds in New York during the New York Giants-All Star football game, with its electric message telling spectators about the picture. That Glenn Davis and Felix "Doc" Blanchard, famous West Point grid stars were performing on the Polo Grounds football field at the moment the dirigible appeared overhead, and that they are co-stars of the film was not missed by the fans.

Those at home, too, were told about the film by the game's broadcaster, Harry Wismer, also in the picture who plugged "Spirit" several times during the time he was on the air.

Warner Short Gets Midnight Premiere

Warners' Technicolor two-reel featurette, "King of the Carnival," filmed last year at the Topeka state fair grounds, was given a midnight preview early this monh at the Jayhawk Theatre in Topeka, Kan., on the eve of the opening of this year's Topeka fair. In the audience were many distinguished guests, including the Governor of Kansas, the mayor of Topeka and Senator Arthur Capper.

The film tells the story of the world's biggest carnival, the Royal American Shows, and its owner, Carl J. Sedlmayr, who was present at the preview with practically the entire personnel of the Royal American Shows.

Appeal to Travelers

Chicago film distributors are using street car and elevated advertising space to boost their films to the traveling public. Currently the elevated billboards are featuring "Life with Father," "Possessed" and "Crossfire." The boards help to round out distributor advertising campaigns in the Chicago territory.

THEATRE MANAGEMENT



The Brass Tacks of Efficient Picture Theatre Management*

'SELL' DON'T GIVE YOUR TIEUP AWAY

By Jack Jackson

If proof were needed that exhibitor business practices have gone a long way in the wrong direction during the recent dollar flood, the loose (or should I say "sloppy") handling of today's merchant tieup is the clincher. In the mad scramble to hold Government participation in earnings to the lowest possible figure, men in the advertising and exploitation departments had such frequent meetings with the "to hell with the cost, we only pay 10 per cent attitude" that like any other spendthrift practice, it became accepted creed. The many recruits to the ranks of the "boom boom" boys have been so thoroughly inoculated with the "spend it serum" that they can't get along without the drug, and approach every business contact with the sincere conviction that movie money is something to get rid of with the quickest possible dispatch.

In contrast I look back to the seemingly forgotten days when merchants were educated to view theatre cooperation as a privilege beyond price and willingly scaled their dollars to balance our prestige. I can still hear Milton Feld's "Don't do things just to be doing 'em. If it don't hold every promise of clicking forget it" and John Friedl's, "Will it sell tickets." I recall Sam Katz's period of cost free advertising—a nationwide event in which about a thousand theatres participated, and the bundles of tear sheets Ben Serkowitz had to wade through to count lineage running into the thousands of inches, to say nothing of thousands of window displays and such—without one cent of cost to Paramount-Publix.

Measured by this gauge the current run of tieups I've observed—each having more loose ends than the frayed fringe of a rooming house bedspread—looms like the work of "5th Column Saboteurs" intent on skidding theatres to the doors of the Bankruptcy Courts.

I've seen trailers on the screen, posters in the lobby and the merchandise of a cooperator for sale at the concession stand, with a bicycle (partly paid for by the exhibitor) as a prize in a contest being conducted once-a-week from the theatre stage.

I've seen another where the theatre distributes heralds and exhibits a screen trailer—both of which are furnished by the cooperating merchants—and the prizes are given away AT THE STORES OF THE COOPERATORS. I could go on but that's enough to illustrate what I mean. In each instance the theatre is behind the eight-ball so far as capitalizing on its services is concerned. Actually the theatres are using their screens, their lobbies and the work of their service staffs to tell their patrons to buy another fellow's merchandise AND PAYING FOR THE DUBIOUS PRIVILEGE. How times have changed!

Being sincere in the opinion that sins like these—and others too numerous to chronicle here—are due to the twin scourges mentioned earlier, the time seems propitious to start a series of discourses detailing the step-by-step planning that goes into making "tieup" measure to the theatre translation rather than its association with "gift wrapping" which seems currently in vogue. As we once knew it—and we better start right now to refresh our memories and practices—the theatre tieup meant the "selling" of the priceless glamor of show world wares to some dealer in the mundane markets of normal commerce. In return for the privilege of associating his merchandise with theatre personalities or practices the merchant was required to contribute merchandise of appropriate value and defray the costs of informing the local gentry—through newspaper, window, delivery truck signs, radio, heralds and other media—of the social imminence and prestige attained by him and his merchandise. It was—and should now be—the accepted practice to place every possible dollar of expense and every possible unit of physical effort on the shoulders of the cooperating establishment, where it rightfully belongs.

You, Mr. Exhibitor, wherever you are, can do that kind of a job on tieups and here's what it takes:

First you must have a comprehensive knowledge of the superiority of screen fare over and above any other commodity offered for public consumption. Diamonds and rare jewels are as dust in the nostrils of a coal miner compared to the picturization of cherished dreams that are your stock in trade.

Second you must have a thorough appreciation of the economic status of your patrons. Remember yours is a cash business and that means that every person occupying a seat in your theatre is the possessor of finance. Through no other public medium and in no other public place can the merchandiser of other wares meet and impress as many people.

Third it behooves you to be completely and consistently conscious of the pinnacle of public prominence occupied by the stars and personalities who take part in the photoplays you exhibit. Princes and Presidents are not "aped" and their every gesture or habit copied as are those of America's screen personalities.

With all this on your side of the ledger, is there any reason why you should not value the cooperation you are in position to offer at a higher mark in dollars and effort than newspapers, radio and other selling media?

Is there any justifiable reason why you or your theatre should absorb even the smallest portion of cost or exert the slightest effort for merchants to whom you extend the privilege and profit of contacting your customers or capitalizing the popularity of personalities featured in your attractions?

If, knowing all this, you can feel other than a benefactor when you extend cooperation to neighboring merchants; if you can feel other than indignant at the slightest suggestion about sharing in the cost to the cooperator you'd better make an early date with a psychiatrist because you have symptoms of a Casper Milquetoast complex.

The Answer Is 'No'

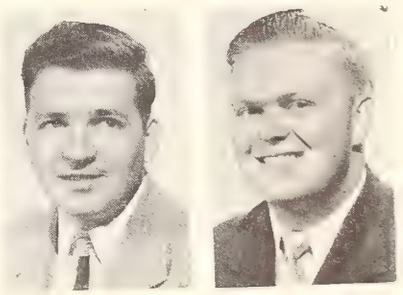
Now let's do a little summing up and comparing:

Is it possible for the merchant—at any cost—to create and feature a window display on the most prominent corner that will receive the concentrated attention of an audience of financial means equal in number to the tally of your daily report? (In case you're in doubt, the answer is "no" because the window will serve as a magnet to the town idlers—and the more

(*Continued on Page* 18)

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Aid in Emergency



When a Harrisonburg, Va., beauty parlor exploded recently, killing 11 women and injuring 19 more, Assistant Manager Alton W. Lawson (left) of the State Theatre, and Doorman Lawrence McInturff of the Strand, both members of the local fire department, were immediately released by Manager Cyril Mee and worked from early afternoon until midnight removing bodies and assisting the injured. Both Lawson and McInturff received high praise from the city officials and the fire department for their aid in a civic emergency. Others who assisted at the scene of the explosion were given free passes by Manager Mee.

Jackson . . .

(*Continued from Page* 17)

elaborate and attractive the window the greater the audience of idlers—who have neither money nor appreciation of "quality" merchandise.)

Can the merchant contact as many prospective buyers—of sufficient means to gratify their desires—through the use of full-page newspaper ads as he can in a message on your screen? (Again, my friend, the answer is "no." Newspapers themselves acknowledge the fact that the average advertisement is read by only 17 per cent of their readers. Deduct from that the number of readers who read the ad but are not financially able to purchase the article and the odds of screen over newspaper hit staggering comparisons.)

Is there a radio period when the merchant can depend on reaching effectively as many people of means as can be reached through contacting theatre audiences? (Once more the answer is "no" because the competition for radio is unusually keen and many preferences in programs lessen the audience for even the most popular, while the theatre screen is without competition.)

There is little sense in going into comparison with billboards, handbills, etc. And, when you add the possibility of picturing the merchants' wares on your screen you double and treble each of the above arguments because, since the beginning of time, it has been acknowledged that one picture is better than a thousand words and when the picture is a *moving* picture —well, you go ahead and figure.

Of course, in each instance I'm talking about the advertising of "quality" merchandise because, until the era of loosely-tied tieups, I always felt that theatre owners recognized the fact that they were degrading a highly valuable medium by cooperation with undesirable merchants or merchandise not generally accepted by the average theatre audience. Generally speaking it has been—current era excepted—the policy of theatres to be mighty "choosy" about who and what found its way to their screens. The existing practice of "bubble gum contests," beer emporiums, yes, even the magazine ads (despite the acceptance by large circuits of these tieups) should be "ditched" as quickly as possible if the screen and theatre cooperation generally is to regain the enviable position it once held.

If you feel that you have to cheapen your screen, for heaven's sake do it in the interest of your own merchandise and devote the space to selling the popcorn and candy available at the concession counter. You'll find it more profitable and it'll keep your audience from associating you with the push cart merchants.

A little Tallying

Assuming that you have—or soon will have —cleaned the undesirable from your lobby and screen, let's do a little tallying to find out just what—in dollars and cents—the cooperation of your theatre should be worth to the merchants you contact.

The length of the average screen ad is 60 feet and takes about 40 seconds of exhibition time. Multiply the number of shows you run each day and you have a slide-rule measurement of the actual time devoted to his message. What would radio time of equal amount cost per day in your town? The measurement of your screen is ??. Of course the local newspaper has no such size ad for sale so it can only offer its full page for comparison. What is the price of a full page ad in your local paper? The cost of window displays is dependent on the value of the location, the cost of the display materials used plus the time of the window trimmer and the price of electric current. Get the merchant to approximate his cost and then add the total of all three and multiply by two—to account for the desirability of the customer potential and the dignity of your theatre —and you have some idea of the dollar and cents value of your cooperation with local merchants. Have you been selling short? I'll bet the dandruff off my left shoulder against six torn ticket stubs that you have.

Those Were the Days

Just in case you may feel that I'm overdoing it and ribbing you to make exorbitant demands on the local commercial gentry, let me recall a few "standout" tieups that were successfully executed back in the days when the admission dollar was as elusive as a chameleon in a back yard truck garden. Lou Goldberg, now an impresario of stature but then blowing the whistles for the attractions playing at the Brooklyn Paramount Theatre, made a tieup with a large chain of Brooklyn grocery stores involving the printing and distribution of 100,000 heralds, one side devoted exclusively to the theatre, and the giveaway of 200 big baskets of groceries every week for 13 weeks without a penny of cost to the Brooklyn Paramount. The same Lou, jealous of one of my personal accomplishments in promoting free trips to Bermuda as weekly theatre prizes, went after The French Steamship Line and promoted free trips to Paris, France. This writer conducted a 14-week merchant tieup at the Eastman Theatre in Rochester that involved day-to-day cooperation of the Rochester *Journal* and the giving away of merchandise valued at $11,000 in return for lobby display and screen mention in a contest trailer. In another instance, dealers of a certain brand of radio distributed, door-to-door, 30,000 heralds weekly in a contest where the first three pages of the paper were devoted to the theatre and its attractions and the back page to the radio. The radio dealers were also required to provide five cabinet models as free prizes to the winners. The theatre gave its screen, lobby and weekly passes during the six-week run of the contest.

Higher Appreciation

I mention these cases to give you an idea of how highly we valued the screen during the previous era of low grosses and to illustrate what CAN be done when tieups are properly planned and handled.

I am in hopes that I've laid the ground work here to give you a higher appreciation of your theatre, its customers and its value as an advertising medium to the local merchants. Starting next week I will recount the promised step-by-step structure for a five-to eight-week tieup with department stores (The Rochester incident satisfied me that no tieup, regardless of prize values, holds interest beyond that period) and follow with laundry, Chamber of Commerce, street car, churches and as many others as possible to prepare you for the coming battle for patrons that is now looming on the exhibition horizon.

Chakeres Floods City with Slogans in Campaign to Revive Moviegoing Habit

Lured by the delights of pleasant outdoor life at mountain, seaside, lakeside or country resorts, many moviegoers turn vacationists during the summer. And even those at home, desiring to get as much of the sun and fresh air as possible before hibernating for the winter, take advantage of the warm months to visit nearby parks and lakes and other in-the-open recreational facilities.

But along about September, with the opening of school again, back they come from their vacations and their frequent outdoor weekends to begin fall and winter activities. Often it's a little difficult to get into the swing of things again. Take moviegoing, for instance. That's a mighty good habit. But people can easily get out of it after concentrating on the great outdoors during the summer, and it takes a bit of good, institutional showmanship to get 'em back in again.

The model for such a campaign comes from Springfield, Ohio, where City Manager M. H. Chakeres of the Regent-State Corp., operating the State, Regent, Majestic, Fairbanks and Ohio theatres in that city, decided to utilize the week of September 1-7 as the period for a concentrated effort to make the public movie-conscious.

The campaign was centered on a slogan, "Let's Go to the Movies," which Chakeres spread all over the community to the benefit of opposition houses as well as his own.

First, he enlisted the cooperation of 32 local merchants who carried the slogan in their ads for that week and in their windows. One-inch reverse box ads were spotted on each page of the two local newspapers, and a Holsum Bread streamer ad below the comics on the cartoon page was given to the theatres, gratis, in which to use the slogan.

Ten slogan-bearing 24-sheets were posted in various sections of the city, and 50 soft drink trucks were bannered. Signs were placed on all local busses and taxis, while automobiles carried 300 sets of auto bumper cards.

Think anyone could miss seeing the slogan? Well, just to make sure they didn't, Chakeres also placed 1,000 gum-backed streamers on store windows and on auto windshields, and affixed 1,000 small gum-backed circles on mirrors and windows. On light poles and in windows went 300 jumbo cards, and rubber stamps were made for distribution to five-and-dime and drug stores in the downtown area so that the slogan could be stamped on paper bags and napkins.

Even the city gave its blessing to the institutional campaign by permitting a banner to be suspended across a prominent street intersection during the week. And radio, through Skin Woods of WIZE and Doug Campbell of WJEL, cooperated by ending all local programs with the slogan.

Three thousand weekly theatre programs with the front page devoted to "Let's Go to the Movies" were distributed to department stores.

Now these were only a few of the stunts used by his managers, Chakeres hastens to point out, and he has passed them on to STR readers in the hope that "they may be helpful to some of the boys in the field."

Well, if just *some* of the boys take advantage of them, we don't know our showmen. *Most* of the boys will surely adapt them to their own use in local campaigns to revive the moviegoing habit.

Watch Lighting Schedule

Days are getting shorter again. A check on outdoor lighting schedules will reveal whether or not it is in tune with the changing days.

REGIONAL NEWSREEL

WASHINGTON

The Playhouse, new art cinema, will be located at 727 15th St. N.W. and will be run by Mrs. Louise N. Miller and her Little Theatre management, and I. E. Lopert of New York. Lopert's connection with the Little is the first step in the establishment of 500 artcinema theatres across the country. Present set-up includes 13, with the Playhouse making it No. 14. The Playhouse, named by Washington drama critics some months ago, will seat 450-500.

Hardie Meakin, RKO Keith's Theatre, is handling reservations for the convention of the American Theatres Association and the Motion Picture Theatre Owners of America at the Shoreham Hotel, Sept. 19-20.

Cooperative Theatre Service, the new enterprise launched by Max Cohen at a luncheon at the Statler Hotel, is now permanently located at the Central Bldg., 805 G St. N.W.

George Page, manager of the Seco Theatre, announces an addition to the family—a daughter born on Aug. 25.

The Variety Club golf tournament and dinner dance was held on Sept. 5 at the Manor Country Club.

New employes at Warner Bros. Theatres include: Ken Guggenheim, contact department; Mary Jane McDowell and Lidwine Phillips, booking department.

On Sept. 11, with the opening of "Life With Father," name of the Earle Theatre was changed to the Warner Theatre.

INDIANAPOLIS

Frank Warren, 20th-Fox salesman, has resigned and joined the sales organization at U-I. He will cover the northern Indiana territory.

In a deal during the week, Greater Indianapolis Amusement Co., has booked Republic's 1947-48 product for its local houses, and also closed a deal with Fourth Avenue Amusement Co. for its theatres in Louisville, Ky., Terre Haute and Lafayette, Ind.

Joe Finneran, Syndicate Theatres, Franklin, Ind., has been confined at home by an injured ankle which had to be placed in a cast.

Eagle-Lion District Manager Max Roth and Sam H. Abrams, local branch manager, spent several days in Louisville on business.

The town of French Lick, Ind. is wondering if it will have Bing Crosby for a citizen in the near future. Rumors began to fly Thursday that Bing had bought the large Waleshaven farm southwest of the town. The rumors have not been pinned down. It is known, however, that Bing did attempt to bid on the farm last week when it was up for auction but was an hour late. Since the sale he is supposed to have been dickering with the purchaser. Bing became interested in the property after he played here in the Midwest amateur golf tournament in April. He has had pictures of the farm taken from the air.

Howard Minsky, 20th-Fox division manager, Philadelphia, Peter Levathes, short subjects sales manager, New York City, and J. J. Grady, district manager, Cincinnati, were business visitors at the local branch on Wednesday.

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NEW HAVEN

Combined meeting of all managers of Loew Poli New England Theatres was called by Harry F. Shaw division manager for the discussion of operation and Fall Harvest of Hits during the month of October. Present were: Matt Saunders, Harry Rose Al Domain, Bob Carney, Morris Rosenthal, Sidney Kleper, Bill Brown, Sam Shoubof, Paul Klinger, Lou Cohen, Fred Greenway, H. H. Maloney, Bob Portle, George Freeman, Joe Boyle, Mollie Stickles.

Leonard Sang, formerly manager of the Shubert Theatre, New Haven, will take over managership of Belasco Theatre, New York City.

RKO Branch Manager Barney Pitkin closed up his summer cottage and moved his family back to New Haven in his new automobile.

J. Roger MacQuigan, publicity director for Consolidated Amusement Corp. in Honolulu, Hawaii, flew in to visit his family in New Haven, including Mrs. Charlotte Sitzer, booker for the Loew Poli New England Theatres.

B. C. Attendance Up

Decline in box-office receipts that manifested itself in Vancouver and British Columbia earlier in the season has been arrested by an upturn that began within the past few weeks, and exhibitors are hoping the worst is over. Though the upturn is encouraging, patronage is still below that of last year, and the theatremen will hazard no predictions. Juvenile attendance, however, is way off due to the polio scare which closed the Vancouver schools.

DALLAS

James Preddy, manager of the Forest Theatre, Dallas, is the new manager of the Telenews Theatre, it has been announced by James Cherry, Interstate Circuit Dallas manager. Alex Barr, treasurer of the Melba, will go to the Forest as manager.

Austin Drive-In Theatre Corporation, Dallas, Texas, has been incorporated with $30,000 authorized capital stock by W. G. Underwood, C. C. Ezell, and Albert H. Reynolds.

The Variety Club of Texas' annual Turtle Derby will be held Sept. 13 in Dallas, Julius Schepps, general manager of the turtle derby committee has announced. Conrad Brady, in charge of production, said that an ice show will be presented. Producing the set is Kendal Way. In charge of designing is John Worley.

Twin City Drive-In Theatre, Dallas, Texas, has been incorporated with $40,000 authorized capital stock by C. D. Leon, Jack Bettis, C. H. Brooks.

L. C. L. Theatres, Inc., Bay City, Texas, has been incorporated with $1,000 authorized capital stock by J. G. Long, Cathryn L. Clark and J. F. Long.

United Theatres Service Corp., chartered in Texas in June, has begun operations with offices at 308 S. Harwood St. It is patterned after successful buying and booking offices in other areas and embraces innovations which will be applied initially in Texas. Ed V. Green, buyer and booker of long experience and trained generally in theatre operations, has resigned as branch manager of Favorite Film Corp. of Texas to become general manager of United. John L. Franconi is president.

DENVER

The weekly bulletin of the Allied Rocky Mountain Independent Theatres took a shot at "increased admission films" with this blast: "What Selznick and Goldwyn started has now become a landslide. Warners, Fox, Paramount, United Artists and Metro are all coming up with increased admission specials. It has become ridiculous."

A newsreel featuring Denver and Colorado news hit the screens of eight Denver theatres last week. The company is headed by Harry Huffman, city manager for Fox Intermountain Theatres, and Gordon Gross and Harlan Mendelhall, cameramen. With schedules set two weeks in advance, spot news is not being attempted at present. Theatres showing the films included the Denver, Paramount, Webber, Esquire, Tabor, Aladdin, Rialto and Telenews.

George Frantz, head of the Frantz Service Co., theatre inspections and inventories, has returned from a sales trip that took him as far east as Boston.

James Morrison, formerly manager of the 20th-Fox exchange, will go to the hospital in October to submit to an operation for the removal of a kidney injured when he fell during a snowstorm last winter.

Columbia Branch Manager Robert Hill, was host to the exchange staff at an antelope dinner at the Rocky Mountain Screen club.

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REGIONAL NEWSREEL

(*Continued from Page* 19)

Pat Pinnell, Columbia salesman, resigns to enter the theatre business.

Betty Piele May, formerly theatre manager for Atlas Theatres here and at Golden, Colo., was found dead with her husband near Omaha, Neb. Both had been murdered.

LOS ANGELES

An armed bandit wearing a leather jacket and blue jeans held up the Congress Theatre last week, escaping with $248. Beverly Chiodo, theatre cashier, was confronted by the bandit, who said, "Don't scream. Give me your money." She handed him receipts from the cash register and other money from beneath the window counter.

The advertising-publicity department, headed by Seymour Peiser, moved bag and baggage from 1612 W. Washington to the main Fox West Coast building at 1609. A banquet room on the third floor has been reconverted into offices for the department. The legal files department of FWC has moved into the old real estate section, which incidentally has been redecorated.

Attorneys have been hired by Bakersfield theatre owners to battle the new amusement admissions tax, which was voted at a special election last month. The city expects to garner $150,000 a year from the new tax.

Republic Sales Chief Jimmy Grainger and Edward L. Walton, his assistant, came in from New York for a series of sales conferences with coast exchanges.

A new unit of four neighborhood houses opened Sept. 5 with revival attractions and move-overs from the Four Academies as the stock-in-trade. Theatres are the Melvan, Jewel, American and Beverly Canon.

Celebration of the golden wedding anniversary of Mr. and Mrs. Henry David Sturdivant, parents of Fox West Coast's B. V. Sturdivant, of E. N. Sturdivant, E. B. Sturdivant and Mrs. Harry Towson Gantt, will be held Sept. 19 at the Sturdivant Ranch in Alpine, Calif.

LOUISVILLE

The recently-opened Strand Theatre at Edmonton, Ky., is to be sold to the highest bidder on Tuesday, Sept. 30, according to M. H. Sparks, the owner.

William Adcock has opened an outdoor 200-car drive-in theatre in Irvington, Ky. Irvington, with 800 people, has heretofore been a theatreless town. There small towns in the vicinity should give the drive-in good drawing possibilities.

A new Neon marquee has been ordered by the Falls City Theatre Equipment Co. for its building. Painting and redecoration of the interior are still in process with business going on as usual.

Plans are being completed by the Kentucky Association of Theatre Owners for its three-day convention in Louisville starting Oct. 22. W. E. Carrell has announced that a cocktail party will be given at the Falls City Theatre Equipment Co. during the convention, with date not yet set. Manufacturers' representatives are scheduled to be on hand with new equipment which will be demonstrated and explained to all interested parties.

Major remodeling of Allen Bradley's Ritz Theatre, Louisville, has begun. The theatre will be enlarged, new seating and equipment installed.

Frank Riffle, Altec Service engineer in the Louisville area for a number of years, was promoted to field manager, effective Sept. 1.

Deportment Improver

Manager of the Madison in Albany, N. Y., introduced the junior management plan in the theatre as a means of improving the deportment of younger patrons, and at the same time give teenagers an opportunity to observe at first-hand the career prospects of motion picture theatre management.

MILWAUKEE

A Green Bay, Wis., office has been opened by the Wisconsin Sound Equipment Co., of 628 W. North Ave., Milwaukee. The new office is to be managed by Robert Johnson, formerly visual education director of the Wisconsin Humane Society.

At Wisconsin Rapids the Rapids Theatre Co. has been incorporated with a capital stock of 500 shares at a par value of $100 per share. To "operate a theatrical business." Incorporators are Thomas Panlos, Charles V. Stark and M. S. King.

On Sept. 5 Floyd Scott, 60, a veteran in show business, died at Milwaukee. He had been manager of the Davidson Theatre in downtown Milwaukee since September, 1942.

Ed Friedwald, manager of Warners' Alhambra in downtown Milwaukee, has returned from his vacation in Canada where he looked in on a number of theatres, especially in Toronto, where he has friends.

A Wisconsin distributor of reissue films reports business is rather slow at this time. He accounts for this, in part, by the fact that exhibitors have to promise something novel in these "dog days" to get the people to the theatres. In most Wisconsin cities, clear up to Lake Superior, the temperatures have been riding around 90 to 98, with 100 or more reported in some areas of the state.

HARRISBURG

A new candy counter has been installed at Loew's Regent, in a recessed space to the right of the indoor foyer.

Jack Trumbo, staff assistant at the State, will be promoted to assistant manager of the Colonial, when the resignation of Franklin Maury becomes effective this month. Trumbo, who has been at the State for about a year, as staff member and usher, substituted for assistant manager Spike Todorov, on his vacation this summer, and when Maury resigned at the Colonial to take over managership of the Surf in Miami Beach, Trumbo was transferred and promoted. The Maurys, Franklin, his wife and their small son, leave next week for Florida, where he will begin his new duties Oct. 1.

Governor James H. Duff and members of his cabinet and advisory staff will see a private preview of "Unconquered," at the Capitol on September 26. This will familiarize the officials with the picture before going to Pittsburgh Oct. 2 to participate in the celebration honoring DeMille and the world premiere of the film.

Mrs. Jack O'Rear, wife of the manager of the Colonial, is assisting temporarily in the office.

OMAHA

The Omaha Variety Club collected more than $5,000 for local charities at the "Variety Girl" premiere at the Paramount Theatre.

Boys at the Masonic Home received free tickets to the "Variety Girl" premiere as a result of purchase of a large block by front office and service room union locals along film row.

Ralph Hintz has sold his Chief and Tecumseh Theatres at Tecumseh, Neb., and will move to California. He was bought out by Ira C. Wotteyne, a former resident, making his start in the film business.

Vernon Nelson has resigned as treasurer at the RKO Brandeis.

J. T. McBride, former Paramount branch manager here and now its Milwaukee manager, visited Joe Scott, local 20th-Fox branch manager.

Quality Theatre Supply Vice-President Lynn White is on a Minnesota fishing trip. Harold Smith, exhibitor at Carson, Ia., has returned from a fishing trip at Lake Okoboji.

Will Singer, RKO Brandeis manager, gave the film industry a representative on the Labor Day parade judging committee for the first time.

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FIRST LAP OF FOREIGN SURVEY JOURNEY. Samuel Schneider (second from right), Warner Bros. vice-president, who is on an extended survey of the foreign situation, and Mrs. Schneider are greeted on their arrival at Le Bourget airport, Paris, by Joseph S. Hummel (left), Warner International vice-president, and Joseph W. Westreich of Warner's Paris office.

GREEN' FOR THE BOX OFFICE!



THE INDUSTRY'S TRADE CLUES TO A THRILL HIT!

"Delightful tale of crime and humor . . . perfectly turned to hold audience attention!" —*Motion Picture Herald*

"Will keep payees guessing . . . Inspector Cockrill played superbly by Alastair Sim!" —*Daily Variety*

"Well-made thriller . . . high degree of suspense!" —*Exhibitor*

"Enthralling thriller . . . builds to suspenseful, ingenious climax!" —*Showmen's Trade Review*

"Refreshingly made . . . excellent all-around acting, clever dialogue, adroit direction!" —*Motion Picture Daily*

"Will keep audiences excited and guessing up to last minute!" —*Independent*

NEW YORK NEWSPAPER CLUES TO A THRILL HIT!

"A humdinger of a baffler . . . humorous, intriguing, startling!" —*Times*

"Loaded with suspense . . . make a note to see it!" —*Daily News*

"Well worth seeing. Amusing and gripping drama!" —*Herald Tribune*

"More humor and excitement than most!" —*Sun*

"Corking good thriller. Suspenseful . . . slick . . . deftly devised. Sim is terrific!" —*Post*

"A tonic for the audience. Inspector Cockrill enchanting!" —*PM*

GREEN FOR DANGER

J. ARTHUR RANK *presents*

SALLY GRAY · TREVOR HOWARD · ROSAMUND JOHN

in "GREEN FOR DANGER"

and presenting ALASTAIR SIM *as Inspector Cockrill*

with LEO GENN · MEGS JENKINS · JUDY CAMPBELL · MOORE MARRIOTT

Directed by SIDNEY GILLIAT · *Produced by* FRANK LAUNDER *and* SIDNEY GILLIAT



REGIONAL NEWSREEL

LONDON OBSERVATIONS

Watchful British Producers See Sign of Compromise On Import Tax; False Statement on Disney Retracted

By JOCK MacGREGOR

Indications that a compromise in the British Government's attitude to the Dalton Duty may soon be reached were evident at the British Film Producers Association monthly press conference. Asked to confirm that his members knew of this reported change in attitude, Sir Henry French at first hesitated, then declined to give an answer.

Previously he had stated that his members were not going to sacrifice quality for quantity, but could not reveal how many British pictures were likely to be made during the next year.

This suggests that British producers are watching events, are wary of the situation and are not planning a bid to provide the cinemas' requirements when the existing supply of American films is exhausted. As realists, they are aware, despite bleatings of the national press, that this is not their great opportunity. The majors, at any rate, are obviously not gambling on the duty going through and are using the situation only as an excuse to engineer certain economies.

The Board of Trade, however, is calling a meeting with the producers to discuss means of stepping up production. None should know better than these two bodies that to do this, studios, personnel and raw materials, all of which are in equally short supply, are needed.

* * *

It would appear that the Government will give the producers few concessions. Temporarily shelved this week is "Blue Lagoon," —which Frank Launder and Sidney Gilliat were to have produced—because the Bank of England would not authorize dollar expenditure on Technicolor stock for the Fiji location shots.

* * *

Recent British pictures have been unquestionably of a high quality, but certain producers are getting smug and politicians feel that Hollywood films are indifferent and unwanted. So it may be a disguised blessing that a really bad English picture should come along. Hollywood's "Silver Darlings," though produced on a lavish scale, is such an offering.

I hope it will be shown to the press. It should shake them.

* * *

Rank's "This Modern Age" deserves top marks for its latest issue, "Antarctic Whale Hunt." Showing the search for whales, the harpooning and subsequent disposal of the carcasses aboard the factory ships, this is screen reporting at its best, and while the series is generally too domestic to warrant U. S. release, this two-reeler certainly does.

* * *

I have long maintained that misstatements regarding Hollywood in the British press should immediately be challenged. Recently the *Evening News* came out with such a story about the Disney Studios, and J. E. Ricketts of Disney's London office lost no time in writing to the editor and sending copies to the trade press. The result was an immediate apology and a retraction, with details of how the misunderstanding arose. Good work.

Probably the most interesting British picture in production is the Michael Powell-Emeric Pressburger team's "Red Shoes." This story of a corps de ballet will feature a 13½-minute ballet, specially created for the screen. This will be no ordinary ballet. The full scope of the studio will replace the limitations of the stage. Camera angles, Technicolor and the tricks of the special effects department will play as much a part in the finished pattern as the dancers, music and decor.

Making her screen debut is Moria Shearer who has turned down several Hollywood offers, as she prefers the ballet. Her partners will be Leonide Massine, for three years with the New York Roxy, and Robert Helpmann of Sadler Wells.

* * *

Congratulations to *The Kine's* popular reviewer, Josh Billings. Renowned as a confirmed bachelor, he has married Edith Marshall, Alfred Davis' secretary, with whom I had the pleasure of working when I first joined the Kinema Branch at the War Office.

* * *

Despite the dollar situation, plans for Bing Crosby's British picture, tentatively titled "The Amateur Tramp," go ahead with a role being written in for comedian Sid Fields.

* * *

Despite the film shortage, RKO's "Honeymoon" goes into release, without a West End screening, as "Two Men and a Girl" double-featured with Columbia's "Guilt of Janet Ames."

* * *

Sam Goldwyn's "Best Years" continues its sensational London run with crowds lining up for the doors to open at 10 A.M. So far, no release date or policy regarding screening have been fixed, or, perhaps it would be more accurate to say, announced. In answer to my query on this an RKO spokesman said that it is doing such business that they have not considered how it would be shown elsewhere. I hope that this uncertainty does not cover desires for advanced prices. Such a move at this time would provide the press and parliament with ammunition for a blast, would infuriate exhibitors and do untold harm to the whole industry.

Movie Samaritan

Room scarcity and showmanship gave Tommy Seidenfuss, assistant manager of the Los Angeles Temple Theatre, the opportunity of the year when it came to "doing something." Seidenfuss, recently renting a room learned that Clarence J. Schirk, his 72-year old landlord, had never seen a talking picture, though he had once seen a Will Rogers silent.

So Tommy took his landlord to the Temple where "The Farmer's Daughter" was showing and where the old gentleman took to Loretta Young. He subsequently became a movie fan but had to walk out on one picture with a lot of shooting in it, declaring:

"I thought I might get hit."

(*Continued from Page* 20)

William Laird, Universal shipper, has been upped to the booking department. The new shipper is Alan Jacques.

Dee Parks, MGM receptionist, has resigned.

Mrs. Charles Stewart, exhibitor at Shenandoah, Ia., has almost completed her recovery from a recent serious illness.

CLEVELAND

Norman Levin has asked to be relieved temporarily from his duties as Republic branch manager, to recuperate from a recent illness. Manager John J. Houlihan of the St. Louis branch will take over.

Edwin R. Bergman resigned last week from the Eagle-Lion sales force to become branch manager of the local Film Classics office.

Nate Schultz, Variety Club chief barker, has set Sept. 20 as the date for the official opening of the club's entertainment season. It is planned to offer Saturday night entertainment with buffet service throughout the winter. Bob Nero, onetime Republic shipper, has been named manager of the Variety Club.

RKO Palace Theatre breaks into its straight picture policy on Sept. 18 with four weeks of combination vaudfilm programs. Olsen and Johnson offer the opening attraction, to be followed by Ted Weems on Sept. 25, Cab Calloway on Oct. 9 and Jack Haley with Marie McDonald on Oct. 16.

Ray Porris, assistant manager at the RKO Allen, has announced his engagement to Miss Frances Kimmel of Erie, Pa.

Henry Brenner, former west coast theatre manager, now in Cleveland, has been appointed manager of the Haltnorth Theatre, a link in the Washington circuit.

Boys of the film industry will give a bachelor dinner for George Delis, general manager of the A. G. Constant circuit, at the Belden Hotel, Canton, on Sept. 18. Delis will be married to a Canton girl on Sept. 28. Cleveland friends may obtain tickets from Eddie Bergman.

Sanford Gottlieb has resigned from the 20th-Fox sales force. Bill Donnelly has been transferred from the RKO Palace to Keith's East 105th St. Theatre as assistant to Manager Ed Pyne.

Marjorie Lillie Corcoran, secretary to Warner District Manager Charles Rich, has resigned to devote her time exclusively to homemaking.

HARTFORD

Phyllis Selvin, secretary to A. M. Schuman, general manager of the Hartford Theatres Circuit, has returned to her desk, after a vacation along the St. Lawrence River.

New rugs have been installed on the stairways leading to the balcony at the Colonial, Hartford.

Frank Daly, assistant to Joe diLorenzo, Connecticut district manager, Daly Theatre Corp., Hartford, has resigned to join Hartford's City Street Department as an inspector. Frank is son of Mickey Daly of the Daly Theatre Corp.

Among Warner area "A" theatre managers attending an exploitation meeting with Dan Finn of the circuit's zone office, to discuss "Life With Father," were: Jim McCarthy, Strand, Hartford; John Hesse, Roger Sherman, New Haven; Alec Davis, Warner, Worcester;

REGIONAL NEWSREEL

Andy Sette, Capitol, Springfield; Murray B. Howard, Art, Springfield.

Jack Simons, manager of the local Center Theatre, vacationed on Cape Cod and in Rhode Island.

Ushers and doormen at the E. M. Loew's, Hartford, are wearing new uniforms.

Near Winsted, Conn., the People's Forest Drive-In Theatre has been opened by People's Forest Drive-In Theatre Corp., of Winsted.

Joe diLorenzo, Connecticut district manager for Daly Theatre Corp., Hartford, Conn., was injured seriously in an auto accident at Old Saybrook, Conn., last week, and was taken to Lawrence Memorial Hospital, New London, Conn.

ALBANY

Ruth Hogan, cashier for MGM, has resigned to go into another field and she has been replaced by Marian Malark, formerly her assistant. New employes at MGM are Kathe Mueller, biller, and Ruth Williams, telephone operator.

Phil Baroudi has taken over the operation of the Fairyland Theatre, Warrensburg, formerly owned and operated by Jerry LaRocque. On doctor's orders, LaRocque will take it easy for a while after which he will announce future plans.

Nicholas Natalie has taken over the operation of the Worcester Theatre, Worcester, N. Y., formerly operated by the Conery Circuit.

Universal District Sales Manager Fred Myers, held a three-day meeting at the Ten Eyck Hotel, Albany, with Eugene Vogel, Albany branch manager; salesman, head booker and office manager.

Albany Universal Branch Manager Eugene Vogel has moved his family back to Albany from his summer home at Averill Park, N. Y.

Charlotte Wall, telephone operator at WB, has resigned to await a blessed event. The girls of the office tendered her a farewell dinner.

Stanley Yentes, 20th-Fox booker who recently underwent an emergency appendectomy, is recuperating at his home in Brooklyn. Shipper Wayne Carigan, lost his 18-year-old nephew.

New assistant shipper at Fox office is Bob Flanders.

J. Bullwinkel, Columbia branch manager, visited Utica exhibitors and then went on to Buffalo to attend a meeting at the Hotel Statler for Albany and Buffalo managers which was presided over by Irving Wormser, circuit sales manager.

DES MOINES

More than 150 guests attended the Tri-States and Central-States golf party at Wakonda country club with a large number of out-of-town visitors on hand. Leo Wolcott, Eldora exhibitor and Allied chairman, walked off with the major golf prize by shooting a 77 for low score. Harold Lyons of 20th Century-Fox had the highest, a 114, and also received a prize. Bob Sandler won the blind bogey prize, and Wolcott's son, Harrison, won a special prize for coming cloest to a circle on number nine green. Other prize winners included Eddie Goldman of Parrot film for the longest drive on number three hole and Wolcott for having the lowest score on number five hole with Bill Johnson of Monogram winning a small radio as the attendance prize.

Bert Thomas, former Columbia salesman, has moved to Omaha to become manager for Eagle-Lion there.



RECEIVES UJA AWARD. At a dinner held in Philadelphia recently Eddie Cantor (right) received the United Jewish Appeal Humanitarian Award in recogntion of his outstanding service to the 1,500,000 Jewish survivors overseas. With Cantor above (l-r) are Barney Balaban, Paramount president, and Abe Ellis, chairman of the Independent Theatre Owners Committee of Philadelphia.

The new theatre at Maquoketa to be opened by the Maquoketa Amusement Co., will be named the Chief which was the winning name in a contest held prior to the opening. Claude Beck will be manager of the house.

Mr. and Mrs. Julian King announced the marriage of their son, Julian H. King, Jr., and Arlene Schultz of Pasadena, Calif., at Las Vegas, Calif., last month.

Carl James has been transferred from the Minneapolis RKO Orpheum to the Des Moines RKO Orpheum to replace Jack Genovese, resigned.

Ralph Morton has taken over the Moorhead Theatre at Moorhead, Ia., from E. A. Bryson.

BOSTON

The intense heat wave in New England really cut into theatre attendance in a big way, eespecially in houses not equipped with air conditioning.

Congratulations are extended to PRC Branch Manager Al Fecke and Mrs. Fecke on the occasion of their 30th wedding anniversary.

"Sig" Horowitz, former salesman with 20th-Fox, and more lately sales manager for Screen Guild, resigned from the latter company to rejoin 20th as sales manager in the Philadelphia office.

Mrs. Louis Richmond, wife of the general manager of the E. M. Loew Circuit, was convalescing at the North East Baptist Hospital after a recent operation.

Louis Stern and Irving Shapiro, Concession Enterprises, were entertained by Larry Herman, booker for the Ralph Snider Circuit, at his summer home in Magnolia.

Harold Stoneman, head of Interstate Theatre Circuit, vacationed in New Hampshire.

Jack Droddy, former office manager for UA, had been transferred to Buffalo to assume the duties of salesman.

COLUMBUS

RKO City Manager Harry Schreiber completed redecorating an apartment here in time for his family to join him from Cleveland for the opening of the schools. Schreiber had been RKO city manager in Cleveland prior to being reassigned to Columbus.

John Murphy, 17, son of John Murphy of Jackson-Murphy Theatres, was killed recently in an automobile collision.

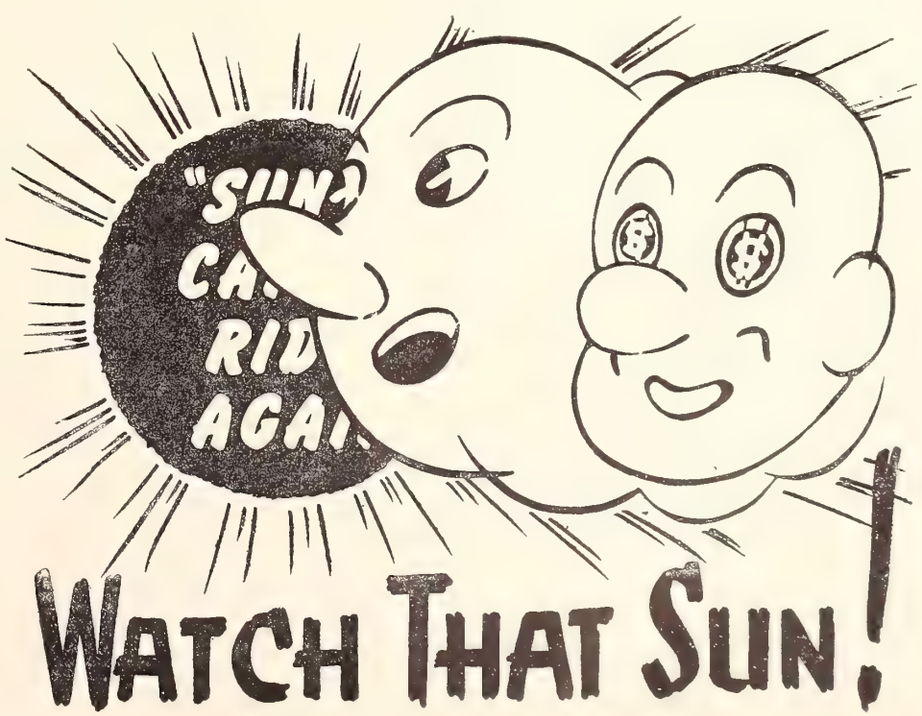
The Miles Circuit is preparing to open this month its drive-in theatre on West Broad Street.

Loew's has promoted William Green from student assistant at the Capitol to assistant manager at the circuit's Broad, shifting Harold Goodin from assistant at the Broad to the Ohio.

Lou Holleb, following two weeks in Grant Hospital, is able to be up and around.

(*Continued on Page 24*)

(*Advt.*)



REGIONAL NEWSREEL

(*Continued from Page 23*)

The Ohio Theatre has promoted Joan Wycuff from the service staff to cashier.

The Palace Theatre's Miss Columbus beauty contest was won by Shirley Kietzmann, 18-year-old brunette. She had twice before won Palace Theatre contests, once as Miss Republican and again as Miss Franklinton.

Owners of the Eastlake Drive-in Theatre, Leonard Bookwalters, Rex K. Dyer and L. K. Dyer, have filed a cross-petition in the Common Please Court at Bellefontaine, O., in which they ask $20,000 damages from Florence Sutton and others living in the Waterbury resort area. Plantiffs allege they were wronged in being forced into court in answer to a suit by Miss Sutton and associates who sought a restraining order against the theatre as a public nuisance.

KANSAS CITY

Ann Molander has resigned from her twin jobs on film row and has headed for the Southwest. She has been secretary of the Baker Theatre Enterprises for the past two years, and doubled as secretary of the Kansas-Missouri Theatres Association. Mrs. Zella Faulkner is the new double secretary.

George Baker of the Baker Enterprises has been in and out of town a lot lately getting his new theatre in Shenandoah, Ia., opened.

A. H. Chaffee is back on the job as Paramount exchange office manager after a Minnesota vacation.

Raoul Walsh and his crew of production officials from the Warner Studios trekked to St. Louis last week to look over the river boat which will be used in the forthcoming picture, "Colt .45." Walsh and crew had been looking over the Missouri river here for a location site to shoot outdoor scenes of the picture.

The 1,100-car, $200,000 drive-in, occupying 10 acres in Kansas City, Kan., has been opened by Drive-In Theatres, Inc. Several others are in prospect. Manager will be Harry Stone. Among the principals in the new corporation are Ruben Finkelstein, H. B. Ahrends and Samuel Weiss, the latter of New York.

10th to Join PCCITO

It was disclosed in Salt Lake City this week that independent exhibitors of Utah and southern Idaho will form their own organization within a week or 10 days and then affiliate with the Pacific Coast Conference of Independent Theatre Owners, making the tenth state in the PCC fold. PCC trustees at their recent meeting here offered membership to the Utah and southern Idaho independents upon completing their organization.

ATLANTA

Atlanta Enterprises President William J. Jenkins has bought the Roxy Theatre, in the city's business section, for $450,000. Built in 1928, the Roxy operated under the name of Keith's Georgia.

Variety Club's benefit show for its Fresh Air Camp for Girls at Hapeville, Ga., and Boys Estate near Brunswick, Ga., "The Variety Girl," contributed for the occasion by Paramount, went over big. Charlie Durmeyer is to be congratulated for his work in putting the show over.

Mrs. Kate Waiter has returned to her desk at Eagle-Lion following a Florida honeymoon.

Sack Amusement President Alfred Sack visited his company's Atlanta branch.

Mr. and Mrs. Tony Stone, owners of the Leon at Tallahassee, Fla., passed through here returning from visiting their daughter at the Mayo Clinic in Rochester, Minn., and reported the daughter is progressing well.

Bill Griffin, who closed his Strand and Lyric in Cullman, Ala., when the city council announced a theatre tax, reopened them after two weeks and will now wait until the taxes are actually clamped on the houses.

Ann Mayo has resigned as head of Monogram Southern's accounting department, with no future plans yet announced.

Southeastern Theatre Equipment Co. has appointed Milton F. B. Mueller as a special sales representative.

Mrs. H. T. Wood has sold her theatre in Lithonia, Ga., to Mrs. Violet Edwards, owner of theatres in Monticello, Ga.

CHARLOTTE

Hugh Sykes, former Screen Guild salesman, has opened a new booking and buying service serving independent theatres in the territory.

Joe Bishop, Universal head salesman, and wife are the parents of a baby boy, Samuel Allen. He is the Bishops' second son.

The Variety Club of Charlotte sponsored a showing of "Variety Girl" at the Carolina Theatre last week.

The Charlotte city council, the Carolina Theatre, and Paramount Pictures were hosts last Sunday for Charlotte's war brides and their husbands by entertaining them at a supper party and a showing of "Welcome Stranger."

U-I Salesman Tom Bailey and his wife and children have returned from a visit with Mrs. Bailey's two sisters, Mrs. Burtus Bishop, wife of the MGM mid-west divisional manager in Chicago, and Mrs. Benn Rosenwald, wife of MGM's Boston branch manager, and formerly Charlotte branch manager.

Lewis Owens, RKO booker, has resigned Another resignee is Hugh McDonald, 20th-Fox booker. Frank Lowery, Fox salesman, has left that company to accept a sales position with Warners.

A large delegation from the Theatre Owners of North and South Carolina will attend the joint Motion Picture Theatre Owners of America and American Theatres Association meeting in Washington Sept. 19-20. Those going up include H. F. Kincey, H. D. Hearn, H. H. Everett, and Mrs. Walter Griffith of Charlotte; H. R. Berry of Hartsville, S. C.; Ben Strozier of Rock Hill, S. C.; Roy Rowe of Burgaw, N. C., Sidney Stevenson of Henderson, N. C., and Harry Buchanan of Hendersonville, N. C.

The Badin Theatre in Badin, N. C. is closed for remodeling.

RKO Charlotte Branch Manager R. F. Branon has promoted Jules Williamson from office manager to salesman; Clay Jessup from head booker to office manager; Jack Webb from booker to head booker. All three were former service men.

CHICAGO

Claire Emery, secretary in the MGM publicity department, was married to Vernon Klinger and will make her home in Colorado.

A son named John Walter was born at St. Elizabeth's Hospital to John Ellis, assistant manager of the B and K Crystal, and Mrs. Ellis.

MGM District Manager Doc Bamford will vacation at Mackinac, Mich. Allied Vice-President Van Nomikos is vacationing on the west coast.

More than 100 entries have been received by the Chicago Film Council for the World 16-mm.

NEW THEATRES

New Haven—A permit has been granted to Leonard E. Sampson and Robert C. Spodick to build a 299-seat theatre in downtown New Haven, to be housed in a former street-car barn, at an estimated cost of $35,000. Construction is unique in that it will be a building within a building. South wall of the present structure will be used in the theatre and concrete walls will be built for the other three sides. Part of the building not used for the theatre will be reserved for future development.

Louisville—The Crescent Amusement Co., of Nashville, Tenn., has announced plans for the construction of three drive-in theatres in the vicinity of Nashville. One is to be an 850-car capacity project, which will be complete with a shopping center. This unit is reported to be one of the biggest projects of it's kind to be built in the South. In addition two other drive-ins are scheduled for the outskirts of Nashville. All three are expected to be in operation at the opening of next season.

Gulistan Wilton Theatre Carpet
JOE HORNSTEIN has it!

Chicago—The H and E Balaban circuit plans for a new drive-in theatre next season at North Ave. and Mannheim Road. It will include a shopping center and cost will be about $1,000,000.

Milwaukee—A new theatre is being built at Muscoda, Wis., for Irvin Morris of Gotham, Wis., who hopes for an early October opening.

Portland, Ore.—Lloyd A. Moore of Umatilla, Ore., has started construction of an 800-seat theatre which, it is said, will be one of the finest in eastern Oregon. Building will house several business concerns.

Atlanta—A 500-seat theatre, being erected by Mrs. Wooten, is expected to open this month in Knoxville, Tenn.

Cleveland—Automobile Theatres, Inc., of Cleveland, is building a drive-in theatre in North Canton, O.

Oklahoma City—Griffith Theatres has purchased a site for a 500-car drive-in theatre at Ponca City, Okla. Construction contracts are expected to be let soon.

REGIONAL NEWSREEL

film festival to be held at the H. and E. Balaban Surf Theatre starting Oct. 11 to Nov. 23. China, Great Britain and Canada are among nations making entries.

Film row reports 20th-Fox has released employes in a retrenchment move.

Benton C. Black of Educational Projection Service has acquired a plane in which to make deliveries of films to camps, hotels and summer resorts in the north woods.

Jack Belasco continues his uninterrupted service as manager of the Woods Theatre, with Gene Kistner as assistant manager. In an item here two weeks ago, the appointment of Kistner to the Woods was erroneously reported as manager instead of assistant manager.

Sam Chernoff has leased the Harvard Theatre here for a long term from Ivan Goode and Samuel Lerner. The Chernoff circuit will modernize the house.

Whiteway Sign has leased its old quarters at 315 West Walton Place to Instrument Laboratories Co., which will equip and service theatres throughout the Chicago area.

Louis Calhern will enter the Passavant Hospital in Chicago on Sept. 15 for surgery.

John Balaban, chairman of the Jewish Welfare Fund, has named Mrs. Morton Weinress to head and coordinate the women's division of the drive. Hundreds of women's clubs will participate.

William Walsh has been named advertising manager for the Wurlitzer Co., and Frank Leeming its sales promotion manager.

Gordon Byer has resigned as assistant manager of the Chicago Theatre. Joseph McGuinn has been named assistant manager of the Berwyn. Jack W. Carnrick, formerly of the RKO sales staff, has been named director of the Chicago Executive Club. Louis Carmonna is the new assistant manager of the Central Park Theatre. Madge Emery is the new secretary for Bill Bishop, MGM publicity chief here.

NEW YORK

Film row shows some gloom these days both over the economy cuts that some companies have made and over the prospects that other companies may make more. To date 20th Century-Fox has dropped several, reportedly in the inspecting department; Paramount is also in the drop class. United Artists dropped four —two salesmen, a booker and an office boy.

Members of the Screen Office and Professional Workers Guild are seeking reviews on all discharges, claiming that the companies are "abusing the right to discharge for economic reasons." SOPEG to date has persuaded United Artists to reinstate several home office employes, it announced last week.

Film Classics added John McKenna to its New York sales staff last week to serve the New Jersey area. He had been with United Artists during the past six years in the upstate New York area.

Vincent Ligouir of RKO Theatres' publicity department, married Elaine Pols last Saturday at the Bancroft Hotel, New York. They're now honeymooning in Canada. Claudia Freeman, formerly of 20th Century-Fox, will get married shortly to a former soldier she met when she was a WAC.

Frances Varola has joined United Artists as bookkeeping machine operator.

Lou Trachtman, booker for Film Classics, who has been home-seeking has finally found one. He moved into the new Stuyvesant Town this week.

The Motion Picture Bookers softball team beat that of the Century Circuit 13 to 12 last week.

Final plans for the Motion Picture Bookers annual dinner and ball, to be held at the Hotel Commodore Oct. 12, were being laid this week.

Engagement of Edmund C. Grainger, son of Edmund C. Grainger, Sr., of the Shea Circuit, to Miss Virginia Rocke, daughter of Mr. and Mrs. Arthur Rocke, was announced.

Allen Grant, manager of Century's Patio in Brooklyn, is back on the job after an absence due to ill health.

First fall meeting of the Cinema Stamp Collectors Club was held Sept. 10 at 7:30 p.m. at the Hotel Astor. The meet was preceded by a dinner in the Hunting Room.

A daughter, named Rhona, weighing six pounds, was born Sept. 3 at the Jewish Memorial Hospital, New York, to Murray Kaplan of Eagle-Lion's contract department and Mrs. Kaplan. It is their second child.

A son, Richard F., was born to Mr. and Mrs. Fred N. Polangin last week. Polangin is eastern publicity director for Enterprise Studios.

10 'Variety' Shows

The Great States Circuit of Chicago showed Paramount's "Variety Girl" in 10 of its key theatres to tie in with the Paramount Week sales drive.

PITTSBURGH

Film Classics Branch Manager Milton Brauman who has been confined to the Montefiore Hospital for the past month with a serious stomach ailment, is reported improving.

The marriage of Miss Marion Finer, assistant to J. T. McGreevey, buyer and booker for the Harris Amusement Company, to Harold Leibovitz, local business man, took place at the Hotel William Penn on Sept. 7. They will spend a three-week honeymoon in Florida and Havana.

Ethel Herrmann Cohn, first wife of the late Ira H. Cohn, and well known in the local motion picture industry, announced her marriage to Fred Schwarz, real estate dealer. The ceremony took place last June.

Art Markey, office manager and booker for the Selznick Releasing Organization here, has resigned.

John J. Maloney, central sales manager for MGM, with headquarters in this city, is celebrating his 25th anniversary with that company.

Three more new drive-in theatres are under construction in this territory; one in Farrell, Pa., on the route to Mercer; one in Franklin, Pa., one in Erie, Pa., on the East Lake Road.

MINNEAPOLIS

Safecrackers who tugged and hauled a heavy safe from the box office into the foyer of the Paradise Theatre, Minneapolis neighborhood house, took a $1,500 jackpot.

Universal General Sales Manager William Scully was at the Minneapolis exchange conferring on the new sales policy for 1947-1948. With him was Mannie Gottlieb, midwest district manager.

Jerry Weisfeldt is new office manager of 20th-Fox, having been transferred here from company offices in Panama.

Sara Pichey, receptionist at 20th-Fox, is vacationing for three weeks at Los Angeles.

Mr. and Mrs. Walter Hoffman, who were married recently, are spending their honeymoon in the east. Groom is the exploiteer for 20th-Fox.

Recommendation that all members of North Central Allied take advantage of the clause extending the grace period 60 days for payment of the Ascap tax was made by Stanley Kane, NCA secretary.

(*Continued on Page* 26)

. . . NEWSREEL SYNOPSES . . .

(*Released Wednesday, September* 10)

MOVIETONE (Vol. 30, No. 3)—Truman in Rio hails signing of pact for hemisphere defense; Huge crowds see air show at Cleveland; Big union parade marks Labor Day fete at Toledo; Thousands see big Labor Day parade at Princeton, Ind.; Tennis finals at Forest Hills, L. I.; New York Giants defeat eastern colleges' All-Stars in charity game; Notables witness Little World Series of the American Legion at Los Angeles; Jitterbug jivers give out in wild dance jamboree.

NEWS OF DAY (Vol. 19, No. 201)—South Americans hail Truman in Rio; Davis Cup thrillers; Grid pros beat college stars; Midwest labor celebrations; New speed records set at Cleveland air meet; Harvest moon dance champions.

WARNER PATHE (Vol. 19, No. 6)—Truman in Rio; America wins the Davis Cup; Stunters star at Cleveland air show; N. Y. Giants crush college all-stars; Veterans cash their terminal leave bonds; U. S. housewives shop in Canada; "Little World Series" in L.A.

PARAMOUNT (No. 4)—Truman in Brazil; First pitcures of Cadiz explosion; U. S. keeps Davis Cup; World series fever; Football stars shine for charity.

UNIVERSAL (Vol. 20, No. 71)—Truman at Rio; 200 dead in Spain blast; National air races; Giants beat All-Stars; Labor Day parade; Little World Series; Western open golf.

ALL AMERICAN (Vol. 5, No. 255)—IBPOE of Western National convention; Preventing juvenile delinquency; Exclusive interview with Claude Barnett, Brooklyn pitcher; Veterans learn new trade; Legion takes over New York.

TELENEWS (Vol. 1, No. 20)—Thousands flock to scene of reported miracle in France; Yanks develop health and play program for German children; U. S. Army takes Austrian children on cruise; Convicts aid labor shortage in France; 100-year-old train runs again in Switzerland; Pistol champs demonstrate marksmanship in Mexico; New, non-inflammable gasoline.

(*Released Saturday, September* 13)

MOVIETONE (Vol. 30, No. 4)—India torn by bitter strife as violence flares in Punjab; Observatory in Bavarian Alps films sun's explosive activity; Bishop O'Leary officiates in Pontifical Mass in Boston; Helicopter huge success in "dusting" cotton fields; Nation's lovelies compete for title of "Miss America"; Kids in Cleveland have big blow-out—with bubble gum; Army begins training football team at West Point; Vickie Draves gives top-flight high diving exhibition.

NEWS OF DAY (Vol. 19, No. 202)—Terror reigns in India; Gen. Omar Bradley arrives in Germany on inspection tour; Field Marshall Montgomery visits military establishments in France; Philadelphia plans diorama of the city; Lovely Miss America 1947; Army and Navy gridders; Fishing de luxe; Diving champs.

UNIVERSAL (Vol. 20, No. 72)—Thousands die as strife rages in India; Italians cheer arrival of coal from the U. S.; "Monty" reviews new French army in training; Treasury Secretary Synder fails to attend international monetary meeting; England's tallest man; Tuna caught by the ton off Nova Scotia; Miss America chosen in Atlantic City.

WARNER PATHE (Vol. 19, No. 7)—Miss America named for 1947; Dutch recover gems looted by the Nazis; Giant model shows the future Philadelphia; 1,500 singers salute Queen Wilhelmina; Armless painter makes comeback; Kid styles for fall and winter; Entire village for sale.

PARAMOUNT (No. 5)—Army and Navy football teams get set; Berlin's biggest air raid shelter shattered; Montgomery in France; Nazi loot returned to Holland; Dutch hail Queen on her birthday; Beauty's own world series—Mrs. and Miss America.

REGIONAL NEWSREEL

(*Continued from Page 25*)

Approximately $14,000 was raised for Northwest Variety Club's heart hospital to be erected on the University of Minnesota campus from the special engagement of Paramount's "Variety Girl" which was held at Radio City Theatre.

PHILADELPHIA

Evelyn Smith, daughter of the Paramount branch manager, and Randall Mueller have set the "I do" date.

Jack Engla, Film Classics, has made a deal to handle the British reissues known as Devonshire Films.

Sig Horowitz, former manager for Screen Guild, Boston, has replaced Bill Cohen at 20th Century-Fox as sales manager. Cohen has been promoted to the New York office as assistant statistician for the company.

Sam Lefko, salesman at RKO, has returned to his desk after a long siege at Saranac Lake, New York.

Mary Montague is the new clerk at RKO.

John Holman, salesman for Paramount in Scranton, and Wilkes-Barre, has announced his wedding for Oct. 11.

Harold Colton, former Columbia booker, has replaced Matty Presby at Eagle-Lion.

Abe Sunberg, general manager, Dave Moliver Theatres, was in an auto accident which resulted in his receiving a hole in his shin bone. After some expert stitching, Abe is recuperating.

Bill Solomon has resigned as Harrisburg salesman for 20th Century-Fox.

Mrs. E. McCaffrey Ziegler, UA office manager-booker, is recuperating at her home in Atlantic City from a broken rib suffered in a fall.

Toni Hulme, shipping room clerk at Clark Film, was an Elkton elopement last week.

Motion Picture Associates of Philadelphia will hold memorial services for Sam Gross and C. E. Peppiatt, former district and division managers for 20th Century-Fox, killed in an airplane crash, in the Green Room of the Broadwood Hotel on Monday, Sept. 22.

Eagle-Lion Branch Manager Harry Berman was one of the judges in Oscar Neufeld's "Miss Philadelphia" contest last week at the Latin Casino.

Julia Inforzato, billing clerk at UA, expects Sir Stork sometime in January.

Ann Troupe and Jim Flanagan have resigned from Clark Film.



AUSTRALIAN REPORT. Ernest Turnbull (left), managing director of the Hoyt Theatres in Australia, hosted at a press luncheon by Charles P. Skouras (right), told the gathering that 40 per cent of his theatres' (156) business came through newspaper advertising, 20 per cent through word-of-mouth. He stressed newspaper advertising as a means of bettering business.

VANCOUVER

Kelly Hayter, manager of the Community Theatre at Salmon Arm, B. C., and his family were the victims of a fire that completely destroyed house-furniture and effects while they were at the movies. Estimated loss is $7,000.

Odeon Theatre Cubs (women) sponsored by the Odeon Theatre at Ladysmith, B. C., won the Vancouver Island softball title, taking the final from a strong Victoria team. They will now play a Vancouver team for the provincial championship next week.

Famous Players C.C. held two Western Canada conventions at Banff and Harrison Hot Springs. All British Columbia F-P managers led by Frank Gow, district manager, were at Harrison Springs Sept. 8-9. President J. J. Fitzgibbons, and Larry Bearg the western division manager, were in charge of both meetings.

Frank Soltice, British Columbia sales representative of Eagle-Lion (British), has been promoted to the Calgary territory to cover Alberta and Saskatchewan for E-L, Monogram and Hanson 16-mm. Soltice was formerly head British Columbia booker for the Odeon Circuit.

Premiere showing of the National Film Board color release, "Diamond Jubilee," a documentary depicting Vancouver's history, development and beauty spots, was given at a meeting of the Board of Trade's advertising and sales bureau.

Charlie Weiner, Canadian general manager for Selznick Releasing Organization, was a Vancouver visitor in connection of "Duel in the Sun" Canadian premiere.

Charlie Ramage, manager, and Jack Jackson, booker of Regal Films, returned from the Canadian convention held at Toronto. The MGM title will supersede Regal Films across the Dominion, it was announced at the meeting.

Harry Goodman, manager of the Rio Theatre at Victoria, has resigned to take a position with the National Film Board. Hymie Singer of the State, Vancouver, is the owner of the Rio, and says a new manager will be appointed shortly.

Ruth Stonehouse, secretary to Charlie Doctor, Capitol Theatre manager here, was married to Donald Edie, former RCAF officer. The Edies, after a honeymoon, will reside in Edmonton, Alberta. Eva Reid of 20th-Fox has resigned and will marry this month.

ST. LOUIS

The Goldeman-Leventhal-Tobin circuit will open the new 600-seat theatre for the Negro trade within a few weeks.

J. W. Thompson has opened his drive-in theatre near Highland Winet Airport, between Pocahontas and Highland, Ill., and will reopen his 300-seat Strand in Pocahontas in November. It is closed for major alterations, new seats, etc.

Eagle-Lion exchange is being redecorated with some eye-arresting splashes of color.

Harry Crull of Nation Screen sales staff walked into a Ford agency recently, traded in his old car, and came out with a new car, and at list price.

Harry Hynes, Jr. U-I salesman, is back from a Florida vacation.

The U. S. Circuit Court of Appeals has under submission the appeal of the St. Louis Amusement Co., Fanchon and Marco Service Corp. and others from the decision of U. S. District Judge Richard M. Duncan who some months ago dismissed their $285,000 anti-trust damage suit against Paramount, RKO, 20th-Fox, Warner Bros. and the American Arbitration Assn. Case was argued Sept. 3 before Judges Sanborn, Thomas and Johnson of the Circuit Court of Appeals in St. Paul.

The St. Louis Arena and Forest Park Highlands, recently sold by the Reorganization Investment Co. for $2,000,000, will be operated by a new company, the St. Louis Arena Corp. of which C. D. P. Hamilton, Jr., C. W. Carson and P. F. Buck are listed as the incorporators. Hamilton is president of the new company and Emory D. Jones manages the Arena.

Eagle-Lion-PRC Manager Bill Sherman spent Labor Day weekend in Bloomfield, Ill., where his wife operates their State Theatre.

B. O. Clark of Kirkwood, Mo., will open in October the 450-seat theatre in Freeburg, Ill., which is being remodeled from an auto dealer's garage.

Following the wreck of his 1939 Buick, Monogram Salesman Charley Conrad is driv-

(*Continued on Page 27*)

Noiseless Popcorn Bags Here!

Eureka! At last it's here—at least in six San Francisco theatres operated by San Francisco Theatres, Inc. Now, without disturbing their neighbors or missing what Clark Gable whispers to Lana Turner, patrons can dig right down into their bags of popcorn and eat away. And all because Irving M. Levin, district manager of the circuit, has discovered a noiseless popcorn bag.

So unique was the discovery, so revolutionary in popcorn-eating-at-the-movies history, that Hollywood columnist Erskine Johnson made a quick flying trip to the Golden Gate city to actually test it for himself. With Levin, he reveals in a special story in the San Francisco News, he went right into the audience and dug down into the new miracle container. And, lo and behold, the woman next to him made no complaint (she was also eating popcorn), and he actually could hear the dialog on the screen.

Levin made his discovery when a company across the bay in Oakland, having invented the bags as containers for frozen orange juice, was left with a large quantity on its hands when folks failed to take to frozen orange juice.

So the showman bought 300,000 of them, paying seven times the price of the ordinary popcorn bag, and business at the old popcorn stand is booming. And what's more, according to Levin, the box-office is also up.

THE MOTION PICTURE

THEATRE

EQUIPMENT and MAINTENANCE

Title Registered with U. S. Patent Office

A Special Section Published Every Fourth Week by Showmen's Trade Review

Exclusive Regular Features:

- ★ Managers Check List
- ★ Theatre Advisory Council
- ★ Projectionists' Check List
- ★ Projection Advisory Council
- ★ Architects' Advisory Council

September 13 1947

Featured
in this issue

Equipment for Exploitation

The Service Paper of the Motion Picture Industry

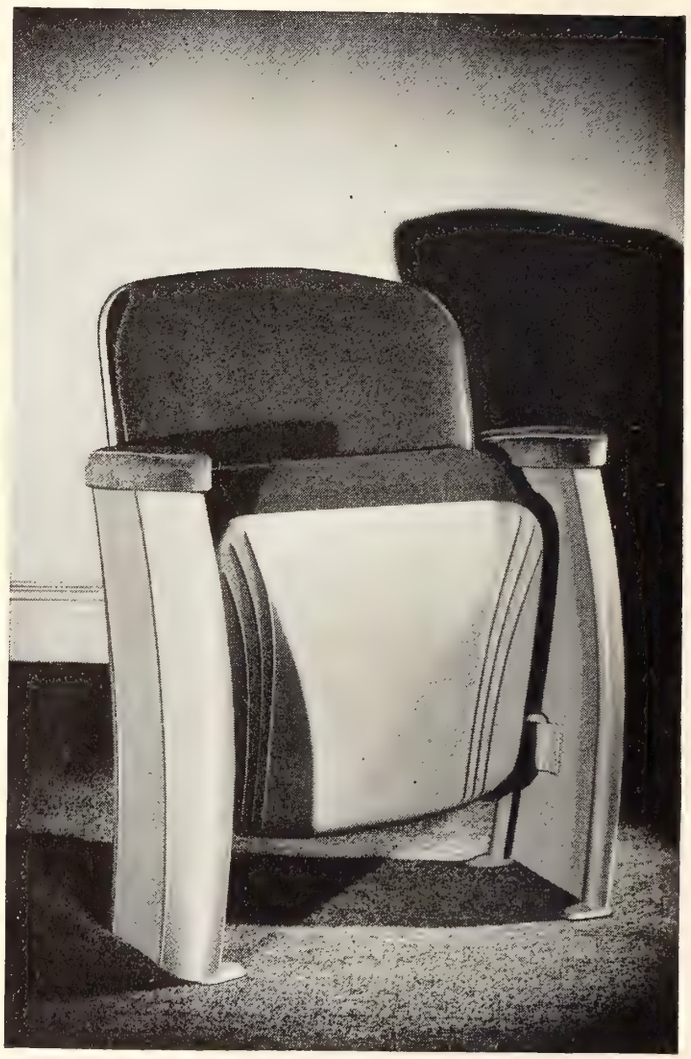
Aaron Nadell, *Technical Editor*

The ENCORE

double pay-off in enjoyment . . .



Illustrated is the Encore model TC-701. Note how invitingly comfortable it looks with deeply upholstered seat and back, and fully cushioned arms. A trial will convince you of its all-around *comfort*.



Learn all the advantages of this and other Heywood-Wakefield theatre chairs from your nearest independent distributor or Heywood-Wakefield sales office in Boston, Baltimore, New York or Chicago.

"Good Box Office" is the verdict of operators who have selected the new Heywood-Wakefield theatre chairs as part of their modernization program. See for yourself how their truly elegant styling and superb *comfort* can help make yours the most popular house in town.

HEYWOOD-WAKEFIELD

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Theatre Seating Division ★ 666 Lake Shore Drive, Chicago 11, Ill.



Simplex HIGH

PROJECTION ARC LAMP

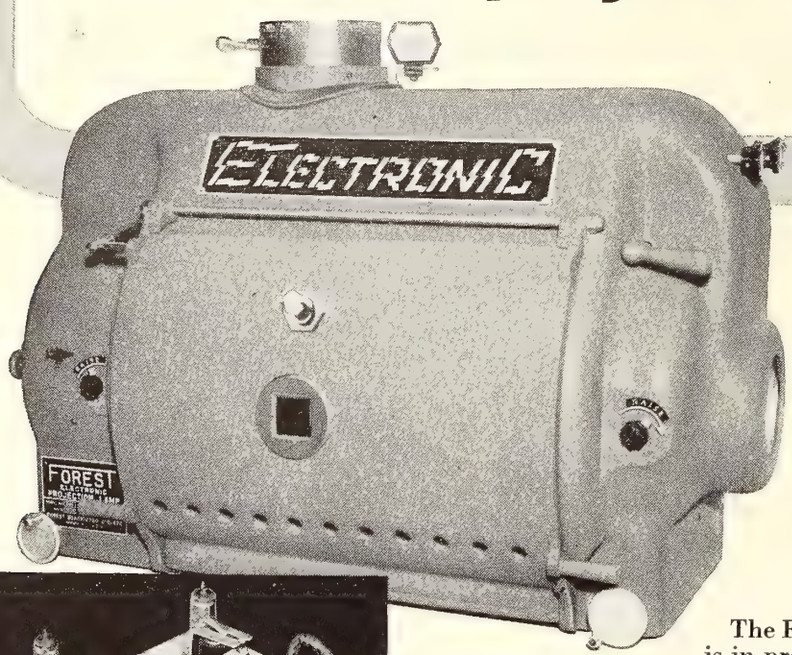
The most economical source of abundant screen illumination from any standpoint

Distributed Exclusively By . . .

"There's a Branch Near You"

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THEATRE SUPPLY
Division of National · Simplex · Bludworth, Inc.

The New FOREST
Electronic projection lamp



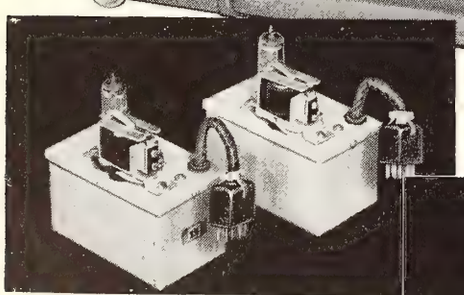
Now Available
Quick Delivery

The Forest ELECTRONIC Projection Lamp is in production, available for quick delivery.

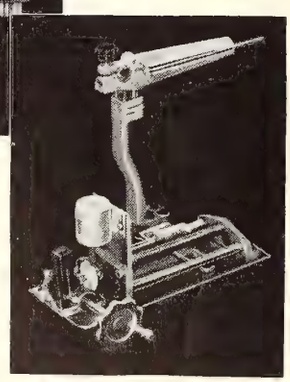
This is the ONLY Electronic Carbon Arc Lamp. It is simple in design, faultless in performance. Carbon feed is controlled electronically. Individual solenoids actuate both positive and negative carbons. A constant gap is maintained, thus making possible maximum brilliance of screen image regardless of the throw.

Unit construction means quick and easy maintenance. Electronic timing of actuating impulses means a steady arc without continual manual adjustment by the operator. Low-cost operation means more profit for the house.

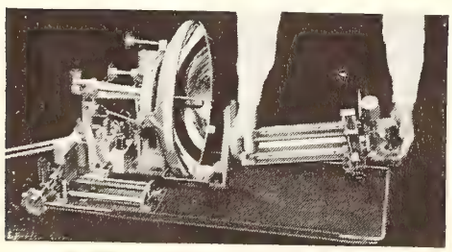
Specify the Forest ELECTRONIC for your next lamp installation.



↑ Electronic Timers control production of actuating impulses. These timing units are replaceable in a matter of seconds.



→ Solenoids actuate individual carbon feed mechanisms. Over 300 parts have been eliminated — no fast moving cams, gears or gadgets to wear out.



← Unit construction of entire assembly is demonstrated here. Note simplicity of design and ease of maintenance.

See Advertisement Page E-17 for Data on Rectifiers for Use with the Forest Electronic Projection Lamp.

FOREST
ELECTRONIC COMPANY INC.
744 Broad St., Newark, N. J.

SEE US AT BOOTH #30 — TESMA ANNUAL TRADE SHOW

Equipment for Exploitation

Council Favors Huge Marquee Boards, Changeable Letters of Many Sizes and Colors, Sound Trucks, Tripods, Animated Displays

What equipment can be used most advantageously to exploit the picture and the theatre?

Members of STR's Theatre Advisory Council discussed their own preferences and successful practices at this month's meeting, and in many details found themselves in remarkably close agreement. Apparently what works well for one theatre works well for nearly all, in this respect. The sharpest differences appeared where local ordinances in some parts of the country prohibit practices which circuits located elsewhere find themselves free to use.

Among the devices favored for exploitation are larger attraction board space on the marquee, vari-colored marquee letters in different sizes, sound trucks, motor-driven animated displays, and lobby tripods. Disapproved by a close majority was the use of public address loudspeakers under the marquee, this being one of the instances in which local regulations have an important bearing on the practices of many of the Council members. Apparently for this same reason of local ordinances use of lobby tripods, although approved by the Council as a whole, won out only by a narrow vote.

Marquee Display Space

There is almost no difference of opinion, but an overwhelmingly favorable vote, on the exploitation value of marquee attraction boards and changeable letters. Much more than a two-thirds majority of the Council members participating in this month's discussion declare that in new construction or in remodeling a facade they try to increase the area of marquee display space available for exploitation.

"Wherever possible, it should be done by all means."

"In general we increase the display space wherever we can, and provide better lighting."

"We try to get in three lines of letters, not less than twenty-two feet long."

Still another member points to the "increasing importance of selling shorts and specials" via the marquee.

Only one Councillor registers any dissent in the matter, yet this gentleman also says:

"Generally speaking, try to increase the display area." However, he comments further:

"We are running up against more and more resistance from city codes to limit these areas. We believe that these limitations are of no consequence if applied to all places of amusement. In fact, we believe the entire readable space could be removed from the front of theatres without affecting business seriously, if it were done on an over-all basis."

STR THEATRE ADVISORY COUNCIL

C. B. AKERS, Griffith Theatres.
K. F. ANDERSON, W. S. Butterfield Theatres.
W. B. ARMSTRONG, Golden State Theatres.
E. E. CLEVELAND, Western Mass. Theatres.
J. H. ELDER, Interstate Circuit.
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CLAYTON TUNSTILL, Malco Theatres
R. VAN GETSON, Balaban and Katz Corp.
JULES S. WOLFE, Famous Players Canadian.

Changeable Letters

Use of changeable letters of more than one size is backed by an enormous majority of the Council. Majorities nearly as large also endorse use of changeable letters of more than one color; and increasing the varieties of letters.

"We favor 10-inch, 12-inch and 18-inch marquee letters where the space is adequate for their use. We believe colored plastic letters have a definite place and add life to theatre displays. When we start converting our old marquees we intend to take advantage of different varieties of marquee letters."

"More than one size of letter is desirable. Also more than one color. We are planning to increase the variety of letters we use."

However, one member does comment: "We have found colored plastic letters practicable only where we have an extreme amount of illumination behind the panels. And this light must be as near white as possible—any color mixed with it, when using plastic letters, has not been practical as far as we are concerned."

One other member believes in using changeable letters of more than one size but not of more than one color.

Sound Trucks and P.A.

Use of sound trucks for exploitation is favored by the majority of the Council members. Several Councillors, however, note that legal bans limit or prevent employment of this device for attracting attention.

Exploitation, of course, loses its punch unless the pace and method are constantly varied. Among the majority that favor sound trucks, some use them only "occasionally" or "as needed" or even "infrequently."

For this reason, very few members believe the theatre ought to own its sound truck equipment, preferring rather to rent it as required.

"This type of exploitation is used so infrequently that owning equipment even in a circuit operation would be expensive. We prefer renting it."

"Certainly, rent it."

"Rent it."

"We own ours."

Use of public address sound under the marquee is disapproved, but only by a close vote, and in this case also a number of members cite legal bans preventing such exploitation in their territories. Among the strong minority that do use marquee public address, very few care to tie it in with the projection room sound equipment in any way—almost all prefer a completely separate public address installation.

Displays

Tripods for exploitation displays are favored by a close vote when used in the lobby of the theatre; disfavored by an equally close and exactly opposite vote for use outdoors. Again, as in the case of so many other methods of exploitation, the members note legal restrictions. The restrictions against tripods are, of course, based on the idea that they might prove a panic hazard, tripping patrons in cases of emergency exit.

"The Fire Departments in this area do not permit the use of outdoor display frames on tripods and they also include lobbies and foyers. We can not have

(*Continued on Page E-22*)

The Design of the Auditorium

Architects Prefer One-Floor Seating, No Proscenium, Reverse Slope Floor; Disapprove Use of Non-Parallel Walls for Control of Acoustics

The essential features of auditorium design—whether or not to provide a balcony, whether or not to provide a proscenium—and so on, formed the topics of discussion at this month's meeting of STR's Architects Advisory Council. Four principal subjects held the attention of the members. In addition to those just mentioned, use of the reverse slope floor came in for extended and detailed examination. And, finally, the councilors also took up the question of acoustic control—whether this is best achieved by conventional wall design and added acoustical treatment, or by ribbed or convex or non-parallel walls which break up the sound waves instead of absorbing them.

As these matters were explored in the course of discussion, substantial areas of agreement were revealed. In general, it can be said that the architects strongly disapprove the use of a proscenium. The members emphatically veto the orchestra-plus-balcony design if the theatre is to show motion pictures only—but if live entertainment is to be added then the majority favor a balcony. The reverse slope floor is approved, but with limitations. Use of unconventionally shaped walls for acoustical control is in disfavor.

Balconies

The question of balconies was considered under two aspects—in the case of theatres that show pictures only, and those that combine pictures with some live entertainment.

For pictures only, the plurality vote favors single-floor seating. Dissents to this are so scattered that there is no clear-cut preference for any single alternative. Only a small minority favor the stadium type of theatre; and a few members believe the decision depends on the site and other individual considerations. One member considers that single floor design and stadium design are equally desirable; two others prefer single-floor seating for small theatres and stadium or balconies for large ones. A small minority also exists in favor of balconies even where the policy is one of showing motion pictures only.

Comment

Among the comments are:

"One-floor seating for economy."

"One-floor seating if possible for the number of seats desired. It is more economical. Orchestra-and-balcony construction costs more, and stadium theatres are the most expensive of all."

"Strictly one-floor seating at least up to 1,200 seats, if the width and depth of the lot permit."

"The open stadium type is preferable, although a little more expensive in construction."

"Exhibitors seem to prefer the stadium type."

Site a Deciding Factor

"I prefer orchestra-and-balcony seating if the site permits because volume is so important. But this must be balanced against the increased cost of a balcony—more expensive construction."

"It all depends on location, size of lot, type of patronage and so on."

"Where real estate prices are high and a large number of seats are required to make the investment a sound one, a balcony may be necessary. In some Southern towns it is almost a 'must' to have a small balcony to accommodate the Negro trade. Otherwise a one-floor theatre is desirable for reasons of cost. I don't favor the stadium type."

The opinion of the Council is entirely different with respect to theatres that are intended to offer live entertainment as well as pictures. As to such houses, there is a clear majority in favor of balconies, and only scattered opposition to them.

Acoustic Control

The reverberation time of the average theatre is about two seconds—that is, sound tends to linger for that long before it dies away. But sound waves travel 1,100 feet in one second. No auditorium measures 2,200 feet in any direction. It follows, therefore, that all sound waves repeatedly encounter wall and ceiling surfaces and undergo repeated reflections.

Unless precautions are taken, the reverberation time in any theatre is apt to be much too long. Then the sound becomes harsh, unpleasant, and even hard to understand. This is because sounds do not die away soon enough—there is too much overlapping.

Two different methods can be used to hold down the reverberation time to what it should be. Wall and ceiling surfaces can be coated with acoustic material which absorbs the energy of the sound waves, causing their strength to fade quickly; or the wall (and ceiling) surfaces can be so slanted or shaped that the sound waves are broken up when they undergo reflection. An example of this type of interior design is given in STR for March 29th, Page E-20.)

The Council's Choice

A clear majority of the architects prefer the conventional method of installing sound absorbing material. A substantial minority, however, hold an exactly opposite view, choosing to dispense with this material in favor of non-parallel, convex or ribbed walls which break up and scatter the sound waves. Still others vary their procedure to conform to each individual case.

"Although non-parallel side walls in auditoriums have many advantages in



ROGER ALLEN, Grand Rapids Nat'l Bank Bldg., Grand Rapids, Mich.

LEONARD ASHEIM, 5 Sheldon Terrace, New Haven, Conn.

MYLES E. BELONGIA, Peacock & Belongia, 1012 N. 3rd St., Milwaukee 3, Wisc.

ARMAND CARROLL, Armand Carroll & Wm. J. Stephenson, 262 S. 15th St., Philadelphia, Pa.

HORACE G. COOK, RD No. 2, Dallas, Pa.

GEORGE L. DAHL, 1920½ Main St., Dallas, Tex.

COLLINS C. DIBOLL, Diboll-Kessels & Associates, Baronne Bldg., New Orleans 12, La.

DREW EBERSON, John & Drew Eberson, 2 W. 47th St., New York 19, N. Y.

LEON M. EINHORN, Einhorn & Toole, 93 State St., Albany 7, N. Y.

HUGH GIBBS, 441 E. 1st St., Long Beach 2, Calif.

HUGO K. GRAF, 2825 Olive St., St. Louis, Mo.

ROLAND TIP HARRISON, Wetherell & Harrison, Shops Bldg., Des Moines, Ia.

WALTER HESSE, Bloch & Hesse, 18 E. 41st St., New York, N. Y.

acoustic control and in providing more desirable seating, we generally use parallel walls for space reasons. It is usually necessary to use the full area of the lot to get the number of seats desired. In doing this, we must use sound-absorbing material for the necessary acoustic control."

"Conventional wall design and acoustic material is the simpler and more economical method."

"I prefer conventional wall design and as much acoustic material as may be needed."

"The choice lies in the amount to be spent on acoustics. Straight, parallel walls and acoustic materials cost less."

"Well, we prefer non-parallel, convex or ribbed walls in the auditorium for control of acoustics."

"Yes, use a minimum of acoustic material."

"In most cases, I prefer the textured and 'shaped' walls. They have great architectural possibilities. And both methods, specially shaped walls and acoustic treatment of them, might be combined."

"Too much acoustic treatment produces a 'dead' house. That's bad too."

Reverse Slope Floor

The much discussed reverse slope floor which slants downward toward the screen and then, as it approaches the screen, reverses itself and slopes gently upward, is in general favored by the Council.

"We like it, and it has proved to be very successful."

"Yes, it should be used in all picture theatres."

"I prefer the reverse slope in all auditoriums."

"Whenever possible, for the economy in overall structure height."

"Reverse slope floors seem to be applicable to most auditoriums."

"Yes, but what make of seats will be required? Some seating companies still don't turn out reverse pitch seats."

"The reverse slope is good only in small, narrow houses."

"In some auditoriums only."

"Yes, use it where necessary."

"Avoid it if possible."

"I prefer a single slope."

"Reverse slope only where there is a balcony."

"Only cases where the land near the screen location is higher than the land at the back auditorium location call for a reverse slope."

A small minority opposes the reverse slope floor in all cases.

The Proscenium

A two-thirds majority of the members participating in this month's meeting prefers to omit the proscenium in theatres designed for motion pictures only. They consider that it is not needed either structurally or psychologically.

"A proscenium is not necessary for motion pictures."

"Definitely not—but it is hard to convince many exhibitors that it is really unnecessary.

"It is neither a structural nor a psychological necessity in motion picture theatres."

"It is not necessary."

"Not unless it is logical to the design."

"I prefer to omit it."

"Omit it by all means if possible."

"I see no reason for it, and have been omitting it in most cases."

However, some of these, and other Council members who also oppose prosceniums, compromise to a certain extent with the psychological factor by substituting various devices for putting a frame around the entertainment.

TALMADGE C. HUGHES, 120 Madison Ave., Detroit 26, Mich.

KARL KAMRATH, MacKie & Kamrath, 2713 Ferndale Pl., Houston 6, Tex.

W. H. LEE, 732 Commercial Trust Bldg., 16 S. Broad St., Philadelphia, Pa.

FRED J. MACKIE JR., MacKie & Kamrath, 2713 Ferndale Pl., Houston 6, Tex.

MERLE ROBERT MAFFIT, F. & Y. Building Service, 328 E. Town St., Columbus 15, O.

R. W. NAEF, 536 Eastview St., Jackson 26, Miss.

URBAN F. PEACOCK, Peacock & Belongia, 1012 N. 3rd St., Milwaukee 3, Wis.

CARL W. SCHUBERT, Boyum, Schubert & Sorensen, Hoeschler Bldg., La Cross, Wisc.

RAYMOND B. SPENCER, First Nat'l Bank Bldg., Memphis, Tenn.

BERNARD B. SPIGEL, Dickson Bldg., Norfolk, Va.

HAROLD SPITZNAGEL, Sioux Falls, S. Dak.

ROBERT LAW WEED, 1527 DuPont Bldg., Miami 32, Fla.

Another New Service

Now, when you need to buy anything for your theatre, you can get full information on the products of *many* manufacturers by mailing only *one* inquiry—and compare the claims of many products before you decide. Simply fill out the coupon below. There is no obligation whatever.

EQUIPMENT INFORMATION SERVICE

Showmen's Trade Review
1501 Broadway
New York 18, N. Y.

Gentlemen:

I intend in the near future to buy the items of equipment I have checked below. Please send me all available literature on these products. I understand that this service is free, and that I am under no obligation of any kind.

STRUCTURAL MATERIALS
- ☐ Theatre Front
- ☐ Doors
- ☐ Exterior Wall
- ☐ Interior Wall
- ☐ Sound Absorbing
- ☐ Roofing
- ☐ Insulating

FURNISHING MATERIALS
- ☐ Floor Covering
- ☐ Rubber Mats
- ☐ Runners
- ☐ Stair Treads
- ☐ Flooring
- ☐ Draperies
- ☐ Upholstery
- ☐ Carpet
- ☐ Foyer Furniture
- ☐ Crowd Controls
- ☐ Chairs
- ☐ Sand Urns
- ☐ Lounge Furniture
- ☐ Plumbing Fixtures

LIGHTING EQUIPMENT
- ☐ Fluorescent Lamps
- ☐ Germicidal Lamps
- ☐ Ultra-Violet Lamps
- ☐ Spot & Flood Lamps
- ☐ Decorative Fixtures

TEMPERATURE EQUIPMENT
- ☐ Air Conditioning
- ☐ Air Diffusers
- ☐ Air Fresheners
- ☐ Odor Removal
- ☐ Blowers and Fans
- ☐ Unit Coolers
- ☐ Unit Heaters
- ☐ Air Sanitizers

ADVERTISING EQUIPMENT
- ☐ Marquee
- ☐ Changeable Letters
- ☐ Name Sign
- ☐ Attraction Boards
- ☐ Display Frames
- ☐ Display Cases

BOX-OFFICE EQUIPMENT
- ☐ Ticket Registers
- ☐ Change Machines
- ☐ Ticket Boxes
- ☐ Price Signs
- ☐ Box-Office Safes

VENDING EQUIPMENT
- ☐ Popcorn Machines
- ☐ Popcorn Warmers
- ☐ Peanut Roasters
- ☐ Candy Display Cases
- ☐ Beverage Machines
- ☐ Popcorn
- ☐ Peanuts
- ☐ Beverages
- ☐ Theatre Candy

PROJECTION EQUIPMENT
- ☐ Arc Lamps
- ☐ Generators
- ☐ Rectifiers
- ☐ Projectors
- ☐ Reflectors
- ☐ Screens
- ☐ Voltage Regulators
- ☐ Carbons
- ☐ Carbon Savers
- ☐ Cueing Devices
- ☐ Film Splicers
- ☐ Fire Shutters
- ☐ Safety Devices
- ☐ Incandescent Lamps
- ☐ Projector Parts
- ☐ Magazines
- ☐ Pedestals
- ☐ Reels
- ☐ Reel End Alarms
- ☐ Rewinds
- ☐ Rectifier Tubes
- ☐ Stereopticons
- ☐ Test Reels

SOUND EQUIPMENT
- ☐ Exciter Lamps
- ☐ Photoelectric Cells
- ☐ Soundheads
- ☐ Amplifiers
- ☐ Loudspeakers
- ☐ Sound System
- ☐ Public Address
- ☐ Hearing Aids
- ☐ Tubes
- ☐ Test Reels

STAGE EQUIPMENT
- ☐ Curtains
- ☐ Curtain Machines
- ☐ Curtain Tracks
- ☐ Decorative Fabrics
- ☐ Dimmers
- ☐ Footlights
- ☐ Border Lights
- ☐ Spot & Flood Lamps
- ☐ Switchboards
- ☐ Stage Rigging
- ☐ Stage Hardware

MAINTENANCE MATERIALS
- ☐ Cleaning Compounds
- ☐ Vacuum Cleaners
- ☐ Deodorants
- ☐ Polishing Compound
- ☐ Disinfectants
- ☐ Uniforms

Name .....

Theatre .....

Address .....

City and State .....

Additional Revenue from Showing 16-mm Business Films!

The Vogue

San Francisco

Irving M. Levin, District Manager for San Francisco Theatres, Inc., is doing very nicely, thank you, with his recently renovated 375-seat Vogue Theatre.

Levin reasoned that salesmen who often show 16-mm. sales films to prospects in hotel rooms and in other unsuitable places, and industrial executives who show documentary films to their employes in hastily-equipped meeting halls and the like, would all welcome an opportunity to hold such showings in a regular theatre with modern comforts and facilities.

Levin also reasoned that the heavy investment in a theatre, its furnishings and equipment, earns no profits during the morning hours of the day; and (in the case of the Vogue Theatre, in downtown San Francisco) very little profit during the business hours of the afternoon.

So Levin bought a couple of 16-mm. sound projectors, connected them up to the regular sound speakers, and offers his theatre and its facilities during business hours to industrial and advertising firms—and even to amateur 16-mm. enthusiasts, who arrange bookings to edit their experimental prints! Evenings and week-ends, the Vogue functions like any other theatre, providing standard entertainment.

A prominent oil company, a large lumber firm and a nation-wide telephone service have been among the first to contract for use of "The Vogue Business Theatre." Advertising agencies of the Pacific Coast were also quick to realize the possibilities of audio-visual selling in a theatre where prospective clients could concentrate their attention on the screen under ideal conditions of theatre atmosphere, theatre seating, proper ventilation, and enclosed, soundproof projection room. The use of high-quality, theatre-type speakers (as contrasted with the small, portable speakers necessarily used when showings are held in hotel rooms or meeting halls by means of portable equipment) is also an outstanding advantage. Still further, the Vogue's normal staff of four usherettes is on hand during these business showings to greet and seat the invited guests.

Levin finds that the installation of the 16-mm. equipment, originally intended only for these business showings, also gives him a strong competitive advantage in his evening and week-end entertainment programs. In addition to standard entertainment pictures, he can and does give his patrons occasional showings of literary, musical and historical films, both documentary and of an entertainment nature, which are available on 16-mm. only and cannot be run in a theatre without the necessary additional equipment. He thus provides his regular box-office patrons from time to time with some special attractions which his opposition cannot offer.

No Alterations Needed

No major alterations of the Vogue Theatre were found necessary for inaugurating the new "business theatre" policy. In appearance and visible facilities the Vogue resembles any average picture house. The facade is of simple functional design. A dominant vertical sign shows the theatre's name in flashing neon. An attraction board below the name sign utilizes Wagner changeable letters to advertise the evening's entertainment. The marquee border is ornamented with simple strips of dark red neon lighting. Illumination from frosted glass panels in the soffit increases the light intensity about the box-office and outer lobby, where the color scheme is provided by tiles in royal blue and by glistening white cement.

The inner lobby or foyer is carpeted in pale blue while its walls and ceiling are ornamented in pastel shades of coral, yellow and dove gray. A candy counter, a drinking fountain, a table for floral displays, and a large marble-framed advertising panel behind the candy counter complete the foyer furnishings.

The light blue carpet extends into the auditorium aisles, where chairs are upholstered in blue except in the loge section at the rear of the main floor. Here the upholstery is rust colored. Rust-colored curtains also dress the stage, and potted palms at either side of the screen opening add a touch of formality. Four large ceiling lighting fixtures reproduce the royal blue motif of the outer lobby and are assisted by indirect cove lights, blue and green in color, along the side walls.

Projection Room

The projection room is fitted with standard theatre equipment—Simplex projectors and Western Electric amplifier—and, in addition, with two Amprosound 16-mm. high intensity arc type projectors located alongside the 35-mm. units. The screen does not have to be masked down for 16-mm. pictures, but remains the same size—10x14—for all showings. The 16-mm. soundtracks are reproduced through the Ampro amplifier, the output of which is connected by switches to the regular back-screen speakers.

Projection light for the regular 35-mm. projectors is obtained from Strong Utility-Hi arc lamps; for the 16-mm. showings from Strong Junior-Hi arcs of the high intensity type. The latter provide 1,000 lumens of light, and screen brightness is said to be indistinguishable from that observed with 35-mm. pictures. The 16-mm. arcs burn 30 amperes each; the 35mm. arcs use 45 amperes each.

The 16-mm. projectors are permanently installed in place. The Vogue's regular projectionist, George Austin, is a 16-mm. specialist as well as a theatre projectionist. He worked out some original techniques to provide flawless changeovers between the two types of projection. Among these is a long, lightweight metal bar attached to the 16-mm. changeover which permits Austin to control both types of operation from one position in the projection room.

A separate public address system is part of the Vogue's "business" equipment. It provides a microphone for business men who wish to offer additional comment during or after the showing of business films.

Business Aspects

The practical effect of the Vogue's "business theatre" policy is to extend the working day—the time during which the building and its equipment are earning a return on the cost invested in them—to cover the period from early morning until the last entertainment ends at night, in place of the more conventional arrangement.

The policy has been highly successful,

(*Continued on Page E-22*)



FACADE of the "Business Theatre"



AUDITORIUM of the "Business Theatre"

HERE'S ACTUAL SPACE SAVING

[NOT JUST THEORETICAL]







★ **100% MORE PASSING SPACE WHEN OCCUPIED** with conventional spacing of 32″ back to back.

★ **REAL PATRON CONVENIENCE AND COMFORT**—Ample space to eliminate standing.

★ **POSITIVE FREEDOM FROM MAINTENANCE HEADACHES**

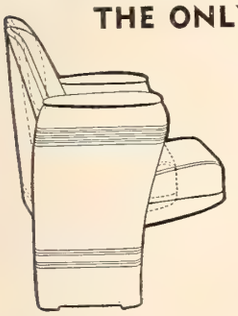
Only 3 more moving parts than conventional chairs. No adjustments, lubrication, or replacement of moving parts.

Are Yours With

THE NEW IDEAL SLIDE-BACK CHAIR

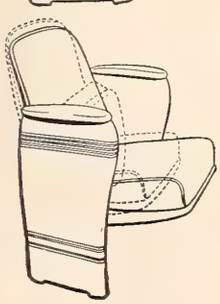
More than six inches of smooth, effortless, horizontal retraction . . . no humps, no jarring, no disturbance to those behind.

THE ONLY CHAIR OF *ANY TYPE* THAT AFFORDS 100% SAFETY IN EMERGENCIES



Unoccupied seats automatically, silently, slide back, rise and lock into position; automatically disengaging when lowered for occupancy.

Full-length, die formed steel back panel entirely covers the seat cushion, eliminating pinching hazards. No sharp edges to bump shins. No understructure to hamper cleaning.



Adjustable to all conditions and inclines. Can be stationary in balconies with high risers.
Deep-spring cushioned comfort. Good posture.
Easily installed without the aid of specialized mechanics.
A variety of models, end standards and upholstering.
Write for details.

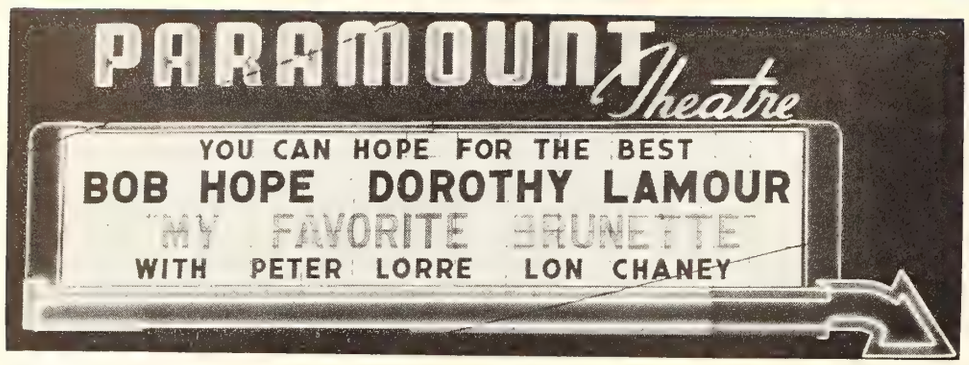
Sold by

Independent Theatre Supply Dealers

IDEAL SEATING COMPANY
OF GRAND RAPIDS
SEATING IN THE MODERN MANNER

How to Use Changeable Marquee Letters Most Effectively

Be Sure They Carry a Message; Have Different Sizes, Colors and Kinds



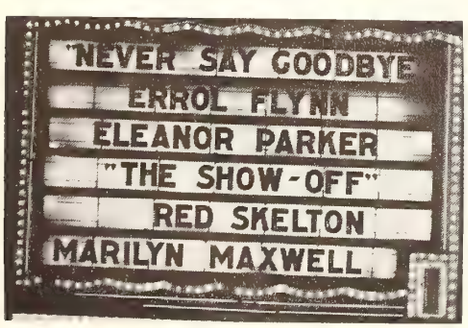
EFFECTIVE COMBINATION of Wagner translucent and silhouette letters of different sizes, with adequate white space, at the Paramount Theatre in Hollywood.

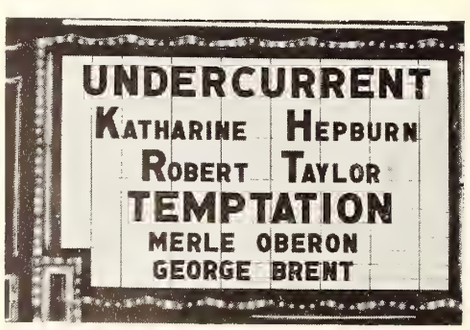


HIGHLY ATTRACTIVE and legible circular marquee with Adler ten-inch and sixteen-inch third-dimension letters at the Avon Theatre, Savannah, Georgia.



VARIED SIZES AND COLORS of three-dimensional Bevelite changeable letters provide truly eye-catching advertising at the Arden Theatre, Lynwood, California.





BEFORE AND AFTER remodeling of the attraction board at the McVickers Theatre, Chicago. Note the vastly increased readability of the new Wagner board and letters.

Changeable letter exploitation, to be effective must meet the four requirements common to all display advertising.

First, the display must contain a genuine sales message. This must be definite, not vague.

It is impossible to exaggerate the importance of this first point. Too many theatremen invest wisely in attraction boards and adequate fonts of letters and then use their investment unwisely by telling the public nothing, on those attraction boards, except "Shows from 11:45 A.M. to 12 P.M." or "Programs changed Tue. and Thurs." Such messages are hopelessly incomplete. They tell when the theatre is open, or how often per week the program is changed—but they give the people no reason whatsoever for wanting to go to the theatre!

Such auxiliary information is very good information indeed to put on the marquee —provided—the attraction board space is large enough to accommodate it as secondary and minor detail. The major message should always be a reason for coming to the theatre. Changeable marquee letters are used effectively only when they sell the entertainment, not when they merely convey incidental information. They are selling media.

Second, the sales message must catch attention. For this, four different devices can be used: ample illumination, color, letters of different sizes, and combining silhouette letters with translucent ones.

Third, attention once caught must be held until the sales message has been read. This involves principally making the display so attractive (by using letters of good appearance arranged in a pleasant layout) that the eye will want to linger on it.

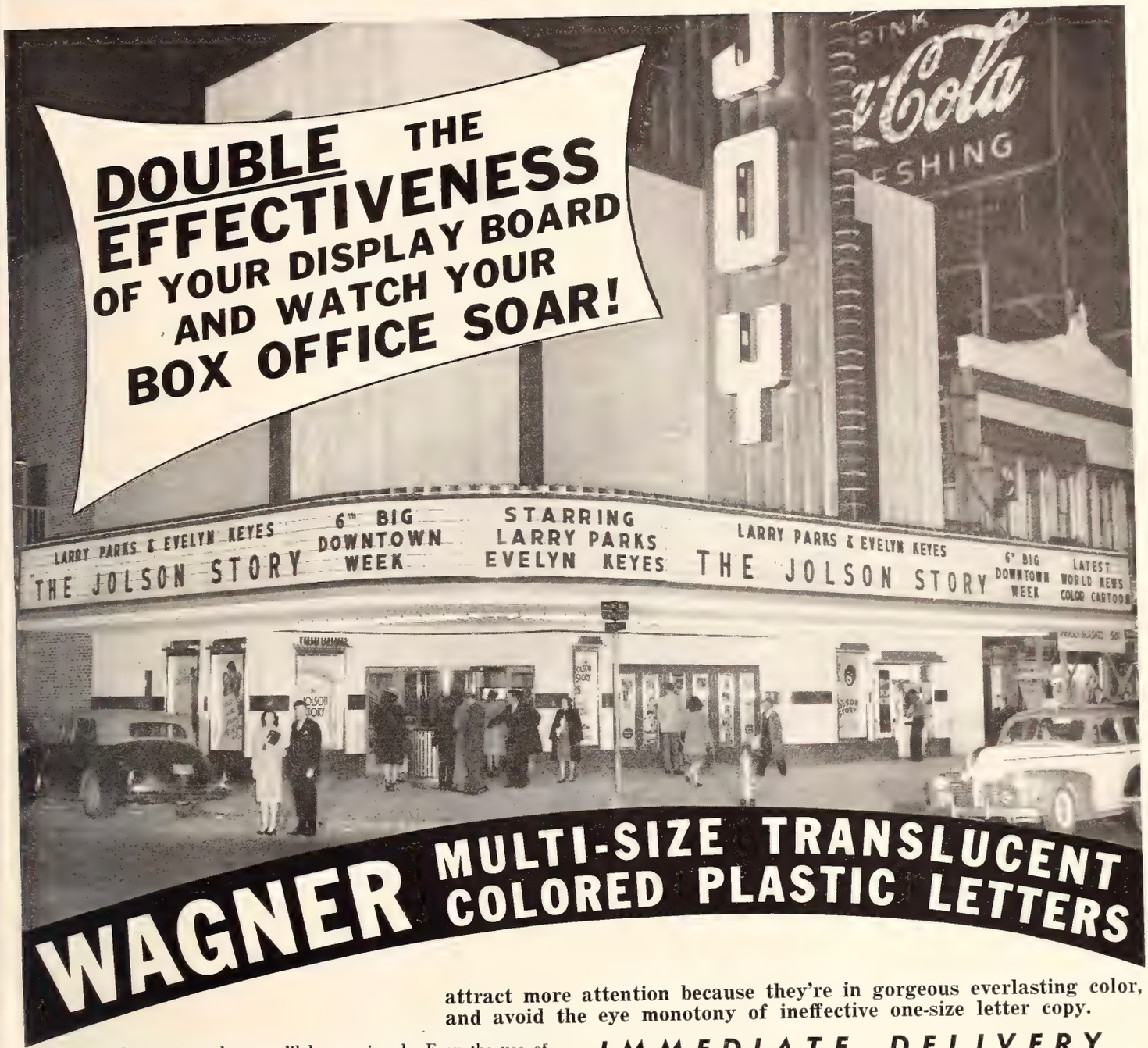
Fourth, the sales message must be made so easy to read that it will be absorbed before the eye turns away. The principal device for this purpose is plenty of white space. Few things are harder to read than overcrowded lettering.

The three pictures at the top of the two left-hand columns of this page illustrate highly effective changeable letter advertising.

Those displays carry definite sales messages. They are eye-catching. They're attractive. And they are so extremely readable they don't have to be read—the message each carries impresses itself on passersby at a glance.

These attraction boards are amply illuminated; the letters are attractive in themselves and attractively arranged, they are of different sizes, colors and kinds, and there is adequate white space around them.

At the bottom of the left-hand columns is a vidid example of the contrast between indifferent and effective changeable letter advertising.



WAGNER MULTI-SIZE TRANSLUCENT COLORED PLASTIC LETTERS

attract more attention because they're in gorgeous everlasting color, and avoid the eye monotony of ineffective one-size letter copy.

The first day you use them you'll be convinced. Even the use of part plastic letters in combination with your present silhouette letters will work wonders in attracting attention.

The colors go all the way through the letters, cannot chip or scale, never require painting or other maintenance. 4", 8", 10" and 17" sizes in red, green and blue. 4", 8" and 10" sizes in amber.

IMMEDIATE DELIVERY

No other letters afford such complete safety! Wagner's exclusive slotted method of mounting allows more than six times the bearing surface of the lug-type letter. Wagner letters cannot freeze to the sign as in the case of letters designed for mounting arrangements which employ channels.

WAGNER WINDOW-TYPE MARQUEE FRAMES

The most economical to maintain. Permit billing space of any height and length. Lamps, neon and glass removed and replaced without removing frames.

WAGNER LOBBY DISPLAY UNITS

White enameled steel. 24", 36" and 48" sections combine to make any length.

WAGNER TRANSPARENCIES AND FRAMES

Full-colored photographs for marquee and lobby. All stars. Any size.

WAGNER MOUNTING STRIP FOR PLASTIC LETTERS

White enameled sheet steel, drilled for mounting above or below. No special wiring.

WAGNER SLOTTED ALUMINUM LETTERS

Many styles and colors, in 4", 6", 8", 10", 12", 16", 24" and 30".

BIG FREE CATALOG ON EFFECTIVE SHOW SELLING!

USE THIS COUPON FOR
BIG FREE CATALOG

Wagner Sign Service, Inc.
218 S. Hoyne Avenue
CHICAGO 12, ILL.

WAGNER SIGN SERVICE, INC.
218 S. HOYNE AVENUE
CHICAGO 12, ILL.

Please send big free catalog on Wagner theatre display equipment. the largest in the world.

NAME .....

THEATRE .....

STREET .....

CITY AND STATE .....

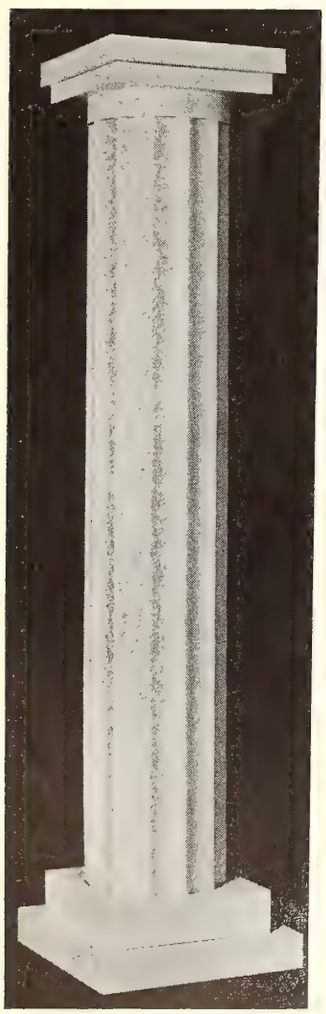
Low Cost Decoration For The Lobby—With Paper

Paper murals in full color, paper ornaments and fittings, enable the theatreman to present his patrons with an ever-changing lobby at insignificant cost. The lobby can be inexpensively dressed anew for each important attraction, with ornaments and pictures that tie in with the nature of the screen story.

The accompanying pictures are black-and-white reproductions of printed paper murals of a seascape and a landscape. The folded paper, with or without fibreboard backing.

Available are fluted panels in white, frosted or colored finish, paper-and-mica icicles; decorative trimming; a paper picket fence, paper lattice; paper two-toned awnings, and panel backgrounds finished as preferred in gold, silver, cedar, polished marble, stone wall effect, knotty pine or birch bark.

Colored murals include seven land-



CLASSIC COLUMN (above) in modified Doric style is constructed of stiff, white fluted paper, simulating pure white marble. The capital and base are separate paper units. Shaft of the column measures twelve inches in diameter. Overall height of the classic ornament can be made anything desired up to 8½ feet.



RURAL SCENE above has prevailing color tone of deep green, measures 30x40 inches.



YACHT RACE SCENE here shown is greenish blue in prevailing color tone, measures 40x55 inches.

classical column shown beside them, built of white paper, can be constructed in heights up to 8½ feet.

These ornaments and a wide variety of others are manufactured by a New England concern, Sherman Paper Products Company. Their cost is low because they consist only of printed, crimped, fluted or scapes, a farm scene, a rose-grown wooden fence, sporting scenes such as baseball and aquaplaning, a village street, a lighthouse, animal cartoons, and many others.

The variety of atmospheric effects and attention-catching displays that can be built with this material will be obvious to any showman—and it's all paper!

Fire Prevention Week

The week of October 5th to 11th is Fire Prevention Week, according to the Fire Protection Institute of New York, which estimates that nearly $600,000,000 worth of property and over 10,000 human lives were lost through fire in 1946. And 1947, says the Institute, will be worse.

The Institute lists five rules for fires:

1. Personnel should know where the nearest fire box is. Properties have been destroyed because no one knew where to turn in the alarm.
2. Personnel should be thoroughly trained in operating extinguishers.
3. Detailed fire drills are a must.
4. Fire hazards—oily rags, rubbish accumulations, faulty wiring or furnace pipes—should be removed or repaired.
5. Personnel should be alert for fires. More can be done about one in the first five minutes than in the next five hours.

U. S. Air Conditioning Improves Controls

Important improvement in the control of refrigeration compressors is announced by U. S. Air Conditioning Corp., manufacturers of Kooler-Aire packaged conditioning units. The effect of the improvement is to eliminate frequent and unnecessary starting and stopping of compressors, which was wasteful and imposed needless wear on the equipment. The new development, called the ASC Control, eliminates this fault completely.

ASC stands for "anti-short cycling"—short cycling being the usual term for excessive starting and stopping. The cause of the trouble has been that two different controls operated on the compressor. One of these controls responded to room temperature, the other to pressure in the refrigeration coils. Under the new arrangements, the pressure control still serves to keep the compressor working at full efficiency, but cannot start it unless the whole system is in operation in response to the action of the room temperature control.

The new device has been thoroughly tested and proved, the company announces, and is now in production in sufficient quantity.

Northern Electric Is Now Altec Agent in Canada

Northern Electric Co., Ltd., is now exclusive Canadian and Newfoundland agent for all Altec Lansing products, Altec Lansing's President G. L. Carrington announces.

Northern Electric has exclusive rights to manufacture, sell and lease these products, according to the terms of an agreement just concluded between the two organizations, the announcement explains.

Another New Service

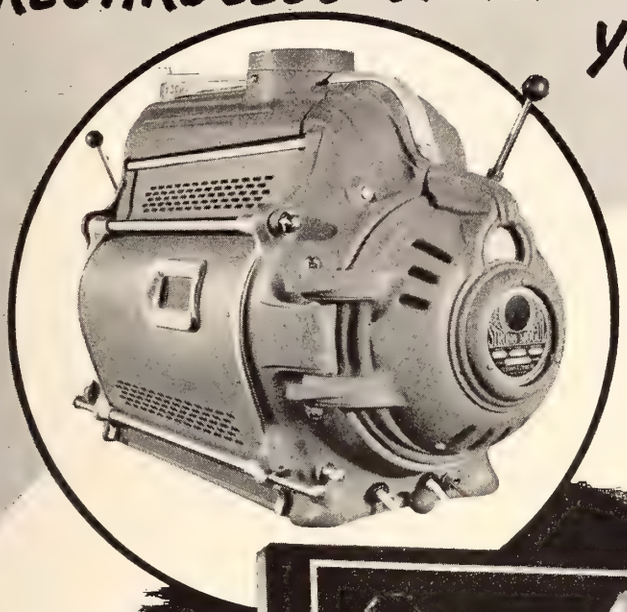
for the readers of

Showmen's Trade Review

(The Service Paper of the Industry)

See Page E-7

REGARDLESS OF THE SIZE OF YOUR SCREEN YOU CAN HAVE REALLY BRILLIANT PICTURES!



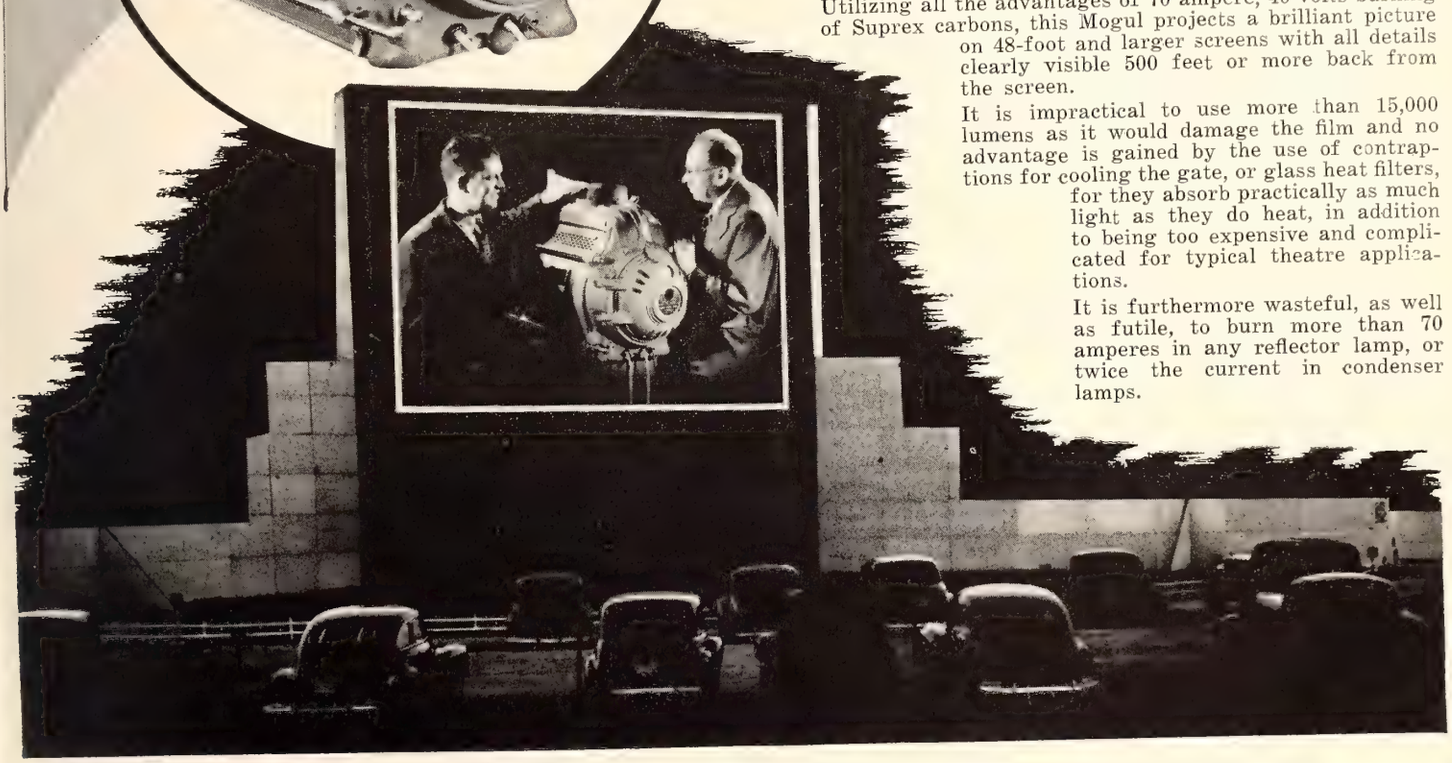
The 1947 Model STRONG MOGUL

–The Ideal Projection Arc Lamp for Drive-Ins and Large Theatres

Projects 15,000 lumens of light—the maximum film will accept without damage—at the lowest possible cost. Utilizing all the advantages of 70 ampere, 40 volts burning of Suprex carbons, this Mogul projects a brilliant picture on 48-foot and larger screens with all details clearly visible 500 feet or more back from the screen.

It is impractical to use more than 15,000 lumens as it would damage the film and no advantage is gained by the use of contraptions for cooling the gate, or glass heat filters, for they absorb practically as much light as they do heat, in addition to being too expensive and complicated for typical theatre applications.

It is furthermore wasteful, as well as futile, to burn more than 70 amperes in any reflector lamp, or twice the current in condenser lamps.



NOW — MORE THAN EVER

When the lamps are **STRONG** *the picture is bright!*

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The World's Largest Manufacturer of Projection Arc Lamps

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( ) Please send free literature on the 1947 Model Mogul Projection Arc Lamp.

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Theatre .....

Street .....

City and State .....

The Problem of Poor Prints

Projection Chiefs Explain Procedures Followed in Their Theatres When the Exchanges Send Mutilated or Defective Film

What can be done to get the exchanges to send better prints?

Among all the problems and headaches of operating a theatre, that of poor prints is one of the worst. Competent theatremen spend substantial sums on equipment and wages for the purpose of giving patrons projection and sound of first quality —and unmarred by interruptions. Competent projectionists work earnestly toward the same end. But when the cause of poor presentation or of a white screen is a defective print, the matter is partly out of the control of theatre.

If the exchange sends a poor print, the theatre can't turn it into a good one.

To some extent, the projection staff can patch out faults and repair defects. The Projection Advisory Council has always insisted that every print be inspected, and repaired as needed, before it is run for the first time (STR for July 20, 1946, Page E-3)—and that the theatre make some kind of arrangement with the staff or their union for paying for this work. The Councilors are not completely agreed on the details of such financial transactions; but they are absolutely unanimous in insisting that this pre-show inspection and repair of film is essential.

But what can be done to get the exchanges to send better prints to begin with?

That aspect of the matter formed the subject of discussion at this month's Council meeting. The members canvassed it from every angle. They described the practices followed by their own circuits, and considered the steps that might be taken by very small chains or by individual theatres in dealing with this problem.

Who Should Complain?

When prints are received in poor shape, complaint might be filed with the exchange by the projectionists, the manager, the person who does the booking, or the home office of the circuit.

The Council does not consider that the projectionist ought to carry this responsibility. Opinion is pretty evenly divided between the desirability of having complants filed by the theatre manager, or by whoever else it is that does the booking.

"The manager should complain directly to the exchange, and do it immediately, so his theatre can't be held responsible."

"Yes, that's the manager's job."

"In our circuit, it depends on who does the booking."

"Our managers send their film inspection reports to the office, which does the complaining for them."

"Our territorial bookers handle it. If they raise enough hell, the theatre gets a new print. Just to make double sure the theatre isn't at fault, our projection department follows up by inspecting the equipment there."

"Our booking office handles it."

"So does ours."

"We work it both ways. If the print is in very poor condition, then that constitutes an emergency, and the manager contacts the exchange and requests a new print. If a constant supply of poor prints is received, the booking department and the projection department take it up with the exchange."

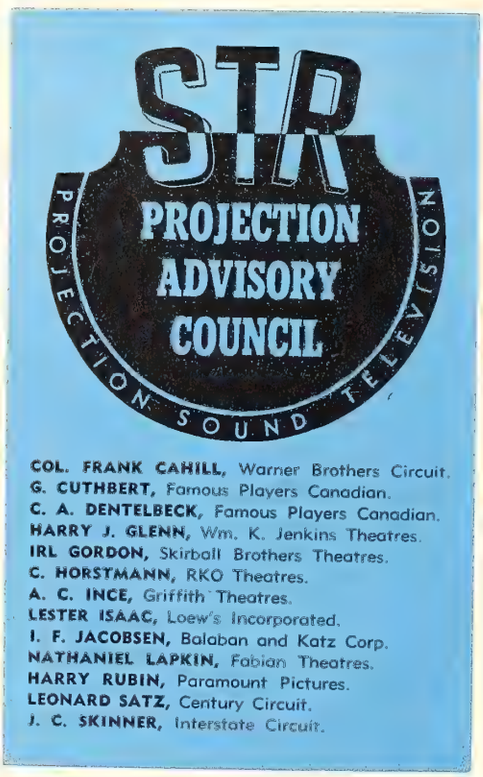
"Yes, we do that too. Our managers make the initial squawk, but if they get consistently bad service the home office goes to bat for them."

"That's as it should be."

"Of course."

There was no dissent.

The Council is nearly unanimous in feeling that every case of poor prints should be brought to the attention of the exchange responsible as soon as it occurs, in preference to waiting until there has been an accumulation of such instances and then presenting these to the exchange as a group.



One member, however, says:

"It depends on the nature of the fault. Such defects as scratched or oily film are not complained of immediately, but records are saved and eventually an overall complaint is filed. We try to use care about this and be fair in our demands. More serious troubles naturally are reported at once, and new prints requested by our managers."

About the only satisfaction these circuits get, as the result of a complaint, is a new and better print, if one is available; and relief from any possibility that the theatre might be blamed for the condition of the old one. Occasionally, they get no satisfaction whatever.

"Some exchanges see our problems, but others do not."

The Small Theatre

And what (we asked) should the operators of small individual theatres, or of very small circuits, do about it?

"Go right to the exchange and raise hell!"

"Certainly—contact the exchange at once."

"Do the same as the larger circuits. Complain immediately, and follow up the complaints."

"Check."

"Keep reporting the condition of each print as received."

"Yes, but also try to get prints a day in advance where possible, to leave more time for inspecting, repairing or exchanging them."

"It's hard to say. It would take a Solomon to figure out that one. But I hope to see the day when exchanges that contract to supply a theatre with prints can be forced by law to supply good ones."

Most of the members feel the poor print situation is growing neither better nor worse, but remaining about the same as it has been. Among the minority, one Councilor sees a slow improvement, two say emphatically the situation is growing worse, and still another sees some improvement in the case of the big exchanges and a further falling off of quality in prints from the small ones.

The Exchanges' Side Of It

Troubled as they are over the matter of defective prints and seriously as they regard it, the members of the Projection Advisory Council remember there is another side. They see the exchanges' troubles too, and are slow to deal out any blame.

Said one member (and this man's circuit is not connected in any way with any producing or distributing organization):

"It would be foolish to condemn all for the faults of a few. Independent exchanges and the smaller companies are the worst headache."

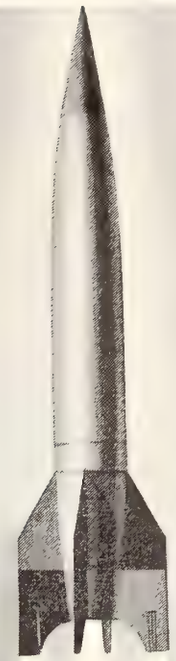
"Exchanges in our territories are very cooperative."

"Most of the ones we deal with try to replace a poor print if they can."

"Yes, we find new or different prints are sent promptly, if they have one available."

"The exchanges can't do much, because of the shortage of prints."

"Well, that's it. They don't have time to keep prints in good repair because there aren't enough prints. And they're short of working space, and their costs are high."



The brilliant arc between two "National" High Intensity projector carbons is brighter — per unit of area — than the heart of a V-2 rocket blast.

This powerful man-made sunlight is harnessed in your projection booth. It is snow white, perfect for bringing out detail and full rich color on your screen. And yet, compared to other operating costs, the expense of "National" projector carbons is negligible.

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Record Attendance Foreseen For Tesma-Tedpa Show

Roy Boomer, Secretary of the Theatre Equipment and Supply Manufacturers Association, predicts a record attendance at the 1947 trade show and convention at the Shoreham Hotel, Washington, D. C., on September 24th to 29th, inclusive.

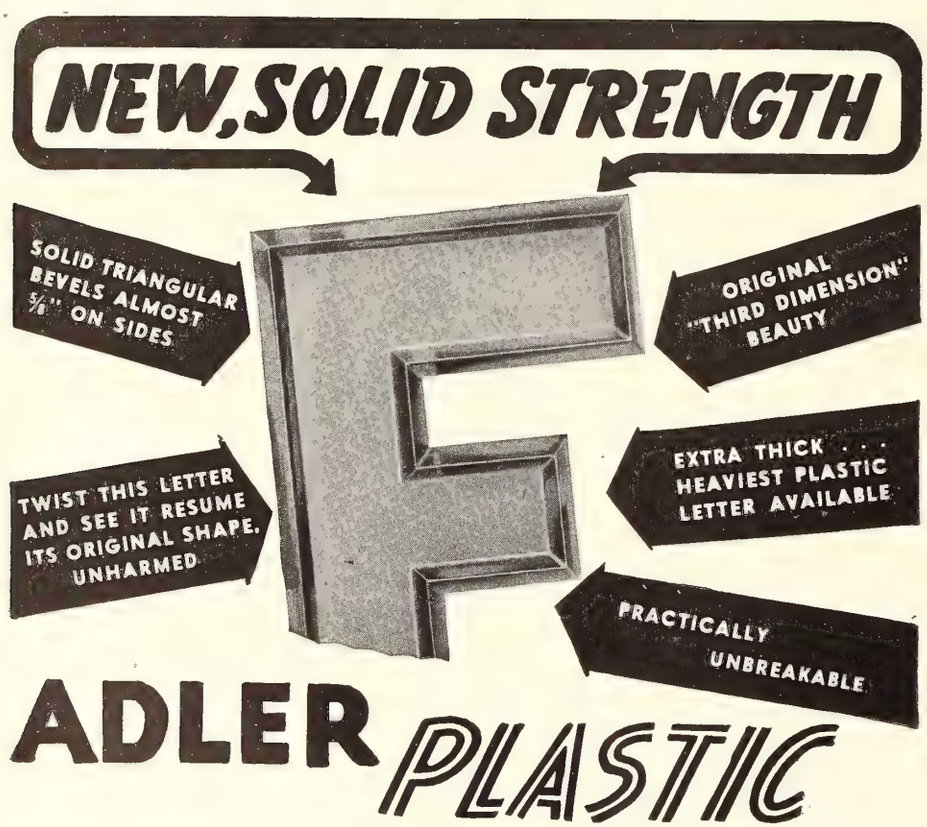
The convention will be held jointly with that of the Theatre Equipment Dealers Protective Association.

A number of new committee appointments have been made known. Charles Lewis of RCA Manufacturing Co. and Dick Strauss of Adler Silhouette Letter Co. have been named to the Program Committee; D. W. Matthews of Motiograph, Inc. and C. J. Williams of Wenzel Projector Co. to the Transportation Committee; Charles P. Hughes of Fort-A-Cide Corp. to the Invitation Committee; and Jake Mitchell of LaVezzi Machine Works and C. J. Wenzel of Wenzel Projector Co. to the Registration Committee.

On September 22nd and 23rd Pennsylvania Railroad will add special Pullmans and club cars to their crack Liberty Limited, which leaves Chicago in the afternoon and arrives at Washington the following morning. Reservations aboard these special cars can be booked through any local ticket agent.

Firms that have reserved exhibit space to date, and the booths assigned to each, are announced by Mr. Boomer as follows:

Adler Silhouette Letter Co.	#53-#54
Altec Lansing Corp.	#37-#38
Alto Mfg. Co.	#66
American Mat Corp.	#70
Architects Planning Inst.	#6
C. S. Ashcraft Mfg. Co.	#78
Automatic Devices Co.	#33
Baldor Electric Co.	#62
Ballam Safe Co.	#61
Ballantyne Co.	#21
Bausch & Lomb Optical Corp.	#75
Blue Seal Cine Devices	#63
Century Projector Corp.	#27
Champion Moulding Mfg. Co.	#79
Control Engineering Corp.	#73
Da-Lite Screen Co.	#31-#32
Dazian's, Inc.	#67
DeVry Corp.	#25-#26
Essannay Electric Mfg. Co.	#18
Fontaine Mfg. Corp.	#51
Forest Mfg. Co.	#30
General Register Corp.	#64
Golde Mfg. Co.	#71
Ideal Seating Co.	#55-#56
Irwin Seating Co.	#49
Kneisley Electric Co.	#34
Knoxville Scenic Studios	#40
Kollmorgen Optical Co.	#39
Krispy Kist Korn Machine Co.	#19-#20
Kroehler Mfg. Co.	#7
LaVezzi Machine Works	#22
Lawrence Metal Products	#51
Maharam Fabrics	#36
Manufactures Machine & Tool Co.	#15-#16
Motiograph, Inc.	#59-#60
National Super Service Co.	#35
Neumade Products Corp.	#57-#58
Owens-Corning Fiberglas Corp.	#47-#48
Radiant Mfg. Co.	#23-#24
Radio Corp. of America	#42-43-44
J. E. Robin, Inc.	#74
Society for Visual Education	#60
Star Mfg. Co.	#68
Strong Electric Corp.	#65
Hanns R. Teichert Co.	#5
Tele-Radio Corp.	#50
Theatre of Today & Tomorrow	#1-2-3
Ticket Register Industries	#17
Vallen, Inc.	#54
Wagner Sign Service	#28-#29
Weber Machine Corp.	#76-#77
Wenzel Projector Co.	#80



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Provide a Sound Investment . . . not only Colorful Sales Punch Every Day, but Long, Satisfactory Service for Years to Come!

Because of the famous, exclusive Adler "THIRD DIMENSION" design, new strength and toughness are now combined for the first time in plastic letters, with the brilliant beauty of translucent colors. Lasting service assures a safe and sound and profitable investment.

Used interchangeably on the same frames — "Remova-Panel" or Regular Type — with Adler Cast Aluminum Letters. Supporting means securely molded integral with letter and will not break off. Furnished in a variety of translucent fast colors. Write for details.

SEE YOU AT BOOTHS 52-53 AT THE TESMA TRADE SHOW.

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Eastman Kodak Company Shifts Personnel

Dr. C. E. K. Mees, founder of Eastman Kodak Laboratories and their Director since 1912, has announced a number of personnel changes, including one in his own status, Dr. Mees now becomes Kodak Vice-President in Charge of Research.

Succeeding him as Director of the Laboratories is Dr. Cyril J. Staud. Dr. John A. Leermakers becomes Assistant Director and head of the department of photographic theory.

Samuel W. Davidson becomes Business Manager of the Laboratories; Dr. Walter Clark has been named to head the black-and-white photography department; Dr. W. O. Kenyon has been appointed chief of the high polymer department and Dr. H. C. Yutzy will direct the emulsion research department.

Harold M. Bennett, manager of the Cine-Kodak sales division, retires after 22 years of service with the company.

I. A. NEWS

Health and hospitalization insurance for members of Local No. 171, Pittsburgh, Pa., has been organized by local officers in co-operation with the Union Labor Life Insurance Company. Members pay their own premiums under the group plan, which buys them a $1,000 life insurance plus hospitalization, sickness benefits and accident benefits.

William Finegan, business agent of Local No. 27 of Cleveland, Ohio, has been elected secretary of the Cleveland Federation of Labor.

I. A. District No. 7, which hitherto held its biennial conventions in Chattanooga, Tenn., will rotate them in the future between that city, Atlanta, Georgia, and Birmingham, Alabama.

Arthur W. Lyday of Local No. 194, Indianapolis, Ind., was re-elected Secretary of I. A. District No. 8 at the District's fortieth annual conference.

Charles Hathaway, special representative of Local No. 112, Oklahoma City, Okla., and Local No. 513, Tulsa, has been elected Secretary Treasurer of I. A. District No. 15.

A fund of $2,500 has been raised by I. A. District No. 6 for the family af Jacob Otto Meadows, a member of Galveston Local No. 305, who lost his life during the Texas City explosion and fire.

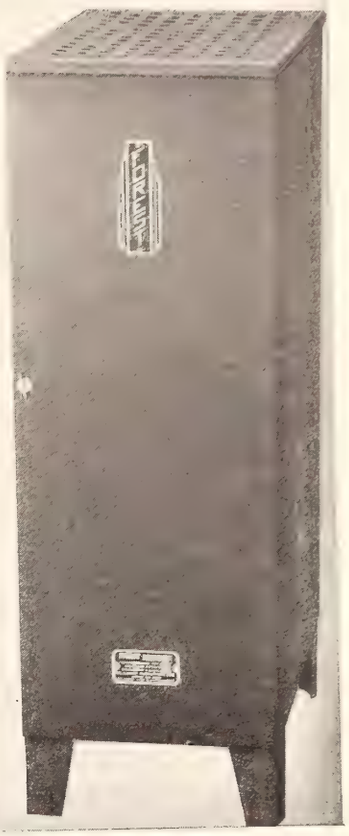
Local No. 142, Mobile, Ala., will soon have a Ph.D. among its members. Russell E. Morris, Jr., projectionist and stage hand, has been awarded a fellowship at the Neurological Institute of Northwestern University, Chicago, and expects to win his doctorate wi hin two years. Morris now holds a Master's degree from St. Louis University.

Fred Erhard, member of El Paso, Texas, Local No. 153, has been granted U. S., Canadian and Mexican patents on a device to help the doorman. It consist of a large indicator to be placed on the marquee, and a smaller one to be located beside the doorman or cashier, each indicator showing automatically how many minutes remain until the feature starts again. The indicators are synchronized with the projector motors.

Projectionists Earl Byous and John Hargrove of Local No. 305, Galveston, contributed their services to the Red Cross to help entertain homeless victims of the Texas City explosion and fire. Each man operated shows twice weekly without pay at the Camp Wallace refuge center where the blast victims were temporarily housed.

A Triumph in Advanced Engineering!

FOREST 40 to 75 amperes
6-tube RECTIFIERS



MODEL 75-V-6 . . . The result of highly technical knowledge gained from building rectifiers for radar and other intrinsic scientific devices—achieving a new high for rectification efficiency at the lowest possible cost of power. Designed for all theatres using Suprex or Simplified High Intensity Projection. Built-in remote control relays with provisions for operating spotlights. Full 3-phase rectification. No moving parts. Power with flexibility—constant and uniformly smooth current—no flicker. Quiet and ease of operation. Sturdily constructed all steel case.

Insist on the Best -- Forest Products:
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For more than twenty years National Theatre Supply has built its business on Service to the Exhibitor.

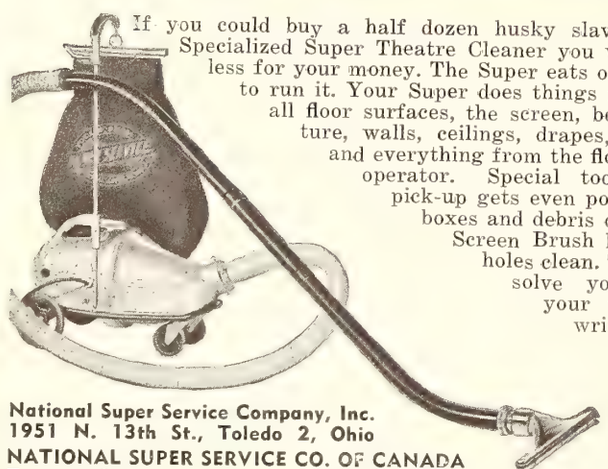
When we say—"Service Around The Clock"—we mean just that. Your National branch is as close as your telephone — ready and waiting to serve you — at any hour of the day or night.



EQUIPMENT AND SUPPLIES FOR EVERY THEATRE NEED

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If you could buy a half dozen husky slaves for the small price of Specialized Super Theatre Cleaner you would still be getting a lot less for your money. The Super eats only the little power it takes to run it. Your Super does things no worker can do — cleans all floor surfaces, the screen, boxfronts, upholstered furniture, walls, ceilings, drapes, venetian blinds, anything and everything from the floor up, 25 feet plus reach of operator. Special tools speed the job. Super pick-up gets even popcorn. Super Blower boosts boxes and debris out from under seats. Super Screen Brush keeps screen bright—sound holes clean. Try a Super 5 days free and solve your labor problem. Ask your theatre Supply dealer or write

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FIRST CHOICE IN FINE THEATRE SEATING... AMERICAN Bodiform RESTFUL CHAIRS

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The Show Must Go On... AND DOES with a Robin-Imperial STEDYPOWER
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USEFUL BOOKS

Brilliant light on how modern theatres are designed in advance for good sound, and on how older ones can be acoustically improved, is offered by a valuable new book, "Applied Architectural Acoustics," written by Michael Rettinger of RCA. The volume, comprising 17 chapters and 189 pages, has just been issued by Chemical Publishing Co., Inc., of Brooklyn, N. Y., at $5.50. It covers both the theory of its subject and highly practical details of application.

Four chapters that will be of especial value to theatre people are those entitled Architectural Acoustics, Sound Insulation, Acoustic Materials and Motion Picture Theatres.

Mr. Rettinger dwells on many details of his subject that are important and too often overlooked. For example, he notes, "regarding the absorption characteristics of all sound-absorbent products" that "The absorptivity of a material at any frequency is not a constant. Its value varies with the amount of material in the room . . . with the distribution of the material . . . the manner of mounting the material on the wall."

Again, he points out the importance of air conditioning to securing better acoustic design as well as lower construction cost in new theatres: "The high quality of air-conditioning systems has brought about a considerable diminution in the number of cubic feet of theatre volume required per person for comfort. One hundred thirty-five cubic feet of space per person appears to provide for the comfort of a theatre audience. . . . Regarding the proportions of height, width, and length . . . a ratio of 1:2.5:4.5 appears to provide a satisfactory relation in that the ceiling height is kept low."

Theatremen who contemplate new construction, architects, and practical builders will find much valuable material in this volume. So will theatremen who wish to improve their existing auditoriums acoustically, and architects, builders and sound engineers called on to advise on such improvements.

Although in Mr. Rettinger's presentation theory is treated mathematically, and cannot be followed in full without a reasonably good acquaintance with mathematics, this is not true of the more practical sections of the book. These can be read easily by anyone, and present their subject matter so very skilfully that it is easy to unders and, simple to follow and readily remembered.

New Intercom System Uses Only One 'Master'

A newly-developed intercommunication system by Talk-A-Phone Co. of Chicago features an economical design whereby only one power-operated or "master" station is needed, although any sub-station can originate calls to the "master" as well as receive them. The master is plugged into any 110-volt a.c. power line; the substations consume no power whatever, and can be located anywhere.

Individuals working as far as 50 feet from their substations can receive and answer calls, the manufacturer states.

The systems are available in 10, 20, 30 and 40-watt models.

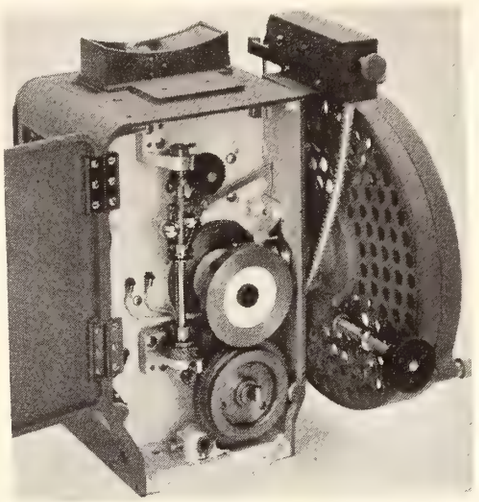
Blue Seal to Offer Complete Line of Projection and Sound Equipment

Complete projection and sound apparatus, comprising an entirely new line of products, will soon be offered on the market by Blue Seal Cine Devices, Inc., as a result of expanded production facilities and new licensing arrangements.

Leading the Blue Seal line is the new Model A projector mechanism, now in production, on which the company offers immediate delivery. This mechanism embodies simplicity of design combined with the most approved modern features such as double-bearing intermittent movement, large size lens mount for accommodating the new high speed lenses, direct-drive rear shutter, framing and pilot light, and extreme accessibility for servicing. The entire projector can be taken apart and reassembled with an ordinary screwdriver. And among many other ingenious details, all oil cups are painted red, to make oversight improbable.

Available for delivery within 30 days is a new line of selenium-stack arc supply rectifiers, built by Blue Seal. The selenium stacks in these units are products of General Electric Company, and they are said to be more sturdy and reliable in use than any other types of rectifying units. Rectifiers are powered by three-phase, 220-volt input, and are being built at present in 50-ampere and 70-ampere models.

Delivery can be made within sixty days on the new Blue Seal soundhead, basis of the forthcoming Blue Seal sound systems, according to J. Burgi Contner, President of the company. Amplifiers for the complete sound system are now in process of design. By licensing arrangement with Altec Lansing Corporation, purchasers will be offered their choice of either Altec Voice of the Theatre speakers or of a new speaker system of Blue Seal manufacture.



DRIVING SIDE of the Blue Seal Model A projector mechanism, a leading unit in the new Blue Seal line of complete projection room equipment.

Other products for the projection room now actually in production or to be manufactured by the company include all-aluminum magazines, and a new fully-enclosed pedestal.

By arrangement with Strong Electric Corporation, the new line of Blue Seal projection equipment will include Strong lamps.

Theatres which are located near the Hollywood or other studios, and which on occasion run previews with the picture and sound on separate films, will be able to obtain Blue Seal dual units for simultaneous operation of two prints in a single machine.

New York and Florida offices of Joe Hornstein, Inc., will merchandise the new equipment in their respective territories; and Mr. Contner is currently organizing dealer representation in other parts of the United States, and abroad.

Production of television receiving sets is rapidly increasing, according to the Radio Manufacturers Association, which reports that more than 50,000 sets have been made so far this year, 10,000 of them in July alone.

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INTERSTATE CIRCUIT, INC.
Esquire Theatre, Dallas, Tex.

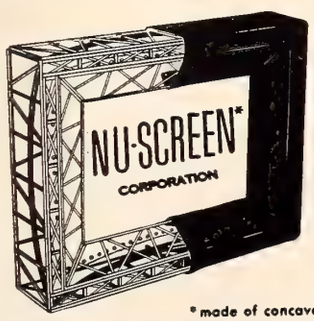
SIDNEY LUST THEATRES
Bethesda Theatre, Bethesda, Md.
Hyatsville Theatre, Hyatsville, Md.
Marlboro Theatre, Marlboro, Md.
Kaywood Theatre, Mt. Ranier, Md.
Rockville Theatre, Rockville, Md.
Cheverly Theatre, Cheverly, Md.

HOLLYWOOD PANTAGES THEATRE CORPORATION
Pantages Theatre, Hollywood, Calif.

Universal Pictures Company, Inc.
Winter Garden Theatre, New York, N.Y.
Park Avenue Theatre, New York, N.Y.

Syndicate Theatres, Incorporated
Elwood Theatre, Elwood, Ind.

ASTOR THEATRE
NEW YORK 19, N. Y.



"PUTS EVERY SEAT IN THE CENTER SECTION"

Herman Gluckman, president
1501 Broadway, New York 18, N. Y.
telephone: WIsconsin 7-9355

*made of concave, convex seamless Fiberglas

Mail this coupon today and see for yourself!

Nu-Screen Corp.,
1501 Broadway,
New York 18, N.Y.
Gentlemen: —
We would appreciate your sending us, without obligation, detailed information on "NU-SCREEN."
Company_____
Address_____
Indiv. Name and Title_____

16mm Theatre

(*Continued from Page E-8*)

Levin reports, and has evoked widespread interest in business circles in view of the very widespread and rapidly increasing use of 16-mm. film for all kinds of business purposes.

From the point of view of business firms booking the Vogue Theatre special facilities, their availability makes it unnecessary for salesmen and others visiting the San Francisco Bay area to carry portable 16-mm. equipment with them; while at the same time their films are given a better presentation, and presentation under more favorable and pleasant conditions, than could possibly be the case if portable equipment were used in non-theatrical surroundings.

An Inexpensive Public Address System for Exploitation

Versatility of Many-Purpose Apparatus Reduces Its Cost to Insignificance

By LOU MARKO
Radio Wire Television, Inc.

The frequency with which theatres get the familiar phone call: "What's on tonight?" reflects the adequacy or otherwise of the promotion. If any picture could ever be exploited to theoretical perfection everybody within the theatre's area would know what was on, and there would be no such calls.

Perfection is impossible; but in this era of high pressure competitive advertising every medium that can be used economically is important. The extremely low cost of that very efficient publicity medium, the mobile public address system, is sometimes overlooked.

No sound truck is needed with modern systems. The equipment can be used in any automobile, without bolting or screwing anything to the car or marring the car in any way whatever.

The extremely small cost of this publicity medium lies, first, in the fact that once purchased it is used over and over again without further expense; second, the fact that its initial price is small to begin with, and third and most important, that it has many other uses inside and outside the theatre. This versatility of the apparatus (the large number of applications in which it serves efficiently) is such that its cost in any one application becomes negligible.

Nature of the Equipment

The essential fact about a modern mobile public address system is that it is built to operate from either of two different power sources at the flip of a switch. Plugged into an ordinary electric socket, the system operates on 110 volts 50-60 cycles a.c. Connected to the storage battery of an automobile or truck, it functions equally well with a power source of 6 volts d.c.

Light in weight, simple to connect and use, the apparatus is readily transferred from one application to another without any engineering or ultra-skilled technical help. Any theatre's projectionists can handle it competently with no other information than the instruction sheet that goes with it.

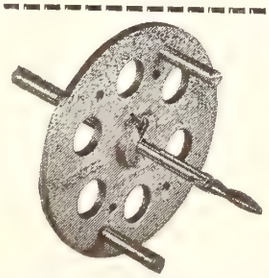
The heart of the equipment is an amplifier with a built-in record player. A microphone plugs into this and so do loudspeakers.

When used in an automobile, the amplifier is placed on the front seat beside the driver. The loudspeakers are placed on the roof of the car, but not bolted down. There are vacuum cup carriers which cling to the car roof without damaging or marking it, and the loudspeakers bolt to these carriers.

When the same equipment is used under the marquee for exploitation—or inside the theatre for Bingo or other games or to reinforce live entertainment—the amplifier is plugged into a socket in the usual way and the loudspeakers are mounted,



YOUR ASSURANCE OF THE *BEST!*



Wenzel "BULL-DOG"
"Will Never Lose Its Grip"

The Bull-Dog AR-15—engineered by Wenzel to eliminate key breakage on all types of Shafts for winding film. Also for use in the Lower Magazines to more evenly distribute the pull strain. For automatic and hand rewinds too. When ordering give model number or make of shaft, together with shaft diameter.

WENZEL PROJECTOR COMPANY • 2509-19 S. State St. Chicago 16, Ill.

with or without the help of their vacuum carriers, at the locations desired.

The fact that such systems have so many uses, and are so readily transferred from one to another, is the vital detail that reduces their cost for any one use to so nearly nothing. Thus, one can be mounted on an automobile during the morning and early afternoon hours to attract people to the theatre, and when the show starts be removed from the car and taken inside to help entertain them! At still other times, it can be used under the canopy to attract passersby.

Radio Wire Television, Inc. has equipment of this kind, of 25 watts power (which is ample) and sound output of very high quality, at $161.60, complete.

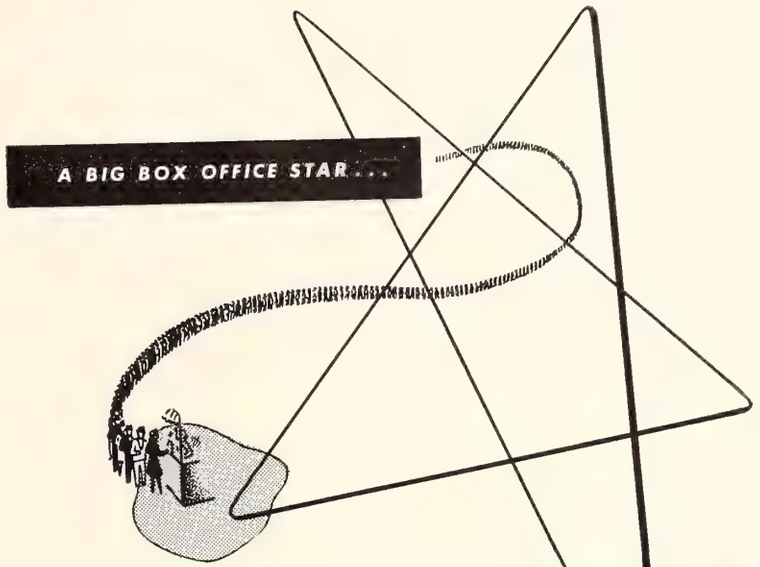
Operating Details

Connecting or re-connecting these systems for different types of use involves only switching and plugging and needs no explanation. Anyone can understand it at a glance by looking at the apparatus and its instruction sheet.

When the system is used inside a car, the windows are preferably kept closed. Although the design of the loudspeakers is such that sound is efficiently directed toward those who should hear it, and away from the microphone, closed windows nevertheless will permit use of somewhat higher volume without danger of the microphone picking up its own sound in sufficient strength to cause interaction feedback. When the record-player is used instead of the microphone, of course, no feedback is possible.

Similarly, inside the theatre, use of the record player introduces no problems, but sound from the equipment must not re-enter the microphone at too high volume. Loudspeakers, therefore, are preferably located at either side of the proscenium as far as possible from the microphone, and far as possible in front of it.

One further point of utmost importance is that sound quality must be good. Whether the system is used at any given time in a car or under the marquee for exploitation, or inside the theatre for entertainment or bingo, instant response by the listener is essential. There must be no poor, harsh or muffled sounds, whether produced by the record player or the microphone. The equipment referred to above was designed with the importance of top quality sound as the first consideration. Only such equipment will be useful to any theatre. Poor sound is worse than none.



USAIRco KOOLER-AIRE

THEATRE AIR CONDITIONING

Keep your public theatre-going minded by providing cooling comfort with a USAIRCO theatre air conditioning system. Over 8000 Kooler-aire systems installed coast to coast testify to real box office earnings for exhibitors. There's a USAIRCO system for every type of house, all engineered for box office stardom!

PROFITS IN THEATRE COOLING FOR THE EXHIBITOR

United States Air Conditioning Corporation
MINNEAPOLIS, MINNESOTA



New S.O.S. Catalog Ready

48 pages chock full of exceptional values, listing hundreds of interesting items in THEATRE & MOTION PICTURE PRODUCTION EQUIPMENT—*Just Off the Press!* NEW, USED, REBUILTS — ALL FULLY GUARANTEED. Save 25% to 40% *and more!* Included are Government Surplus materials. *Send for your FREE copy now!*

S.O.S. CINEMA SUPPLY CORP. 449 W. 42nd ST. NEW YORK 18

F&Y

The F & Y Building Service is the outstanding agency in Theatre Design and Construction in Ohio and surrounding territory.

THE F & Y BUILDING SERVICE

328 East Town St., Columbus 15, Ohio

"The Buildings We Build Build Our Business"

Another New Service

for the readers of

Showmen's Trade Review

(The Service Paper of the Industry)

See Page E-7

RUBBER MATS

FOR THEATRES

Matting, Link Mats & Mechanical Rubber Goods

LORRAINE MFG. CORP. (RUBBER DIV.)
286 FIFTH AVENUE, NEW YORK CITY
Factory: Maywood, N. J.

CUTS COSTS OF MAINTAINING PRINTS

Pro-Tex REEL BAND

● Prevents Film Damage ● Prevents Film Fire

PRO-TEX REEL BAND CO., 200 Film Bldg., Cleveland, O.

Nu-Screen to Display Exhibitors' Praises

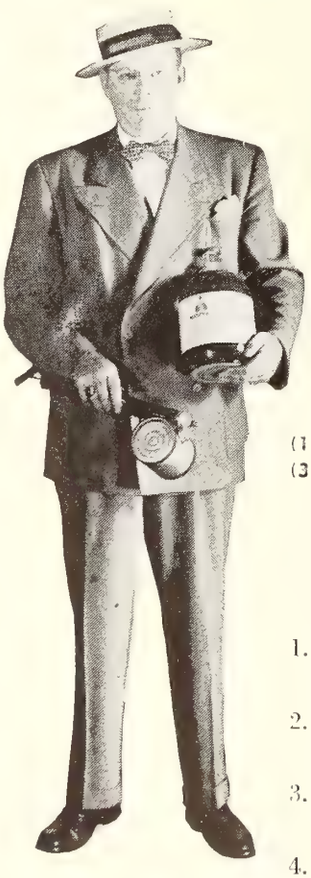
Exhibitor statements in commendation of Nu-Screen will be displayed in photographic enlargement at Nu-Screen Corporation's exhibit at the forthcoming Tesma Convention and Trade Show in Washington, D. C.

These commendations will form the highlight of the Company's display at the Tesma Convention, which is scheduled for the Shoreham Hotel September 24th to 29th. A small-scale model of the convex-concave glass screen will also form part of the exhibit, and will enable visitors to see for themselves how this unusual screen is constructed.

Among the commendations to be displayed in enlarged form, according to Herman Gluckman, Nu-Screen's president, are the following comments:

From Si Fabian, of Fabian Theatres: "Our patrons are delighted. . . . I find this screen a welcome addition to our theatres." From Bob O'Donnell of Interstate Circuit, after opening his new Esquire Theatre: "My new Nu-Screen was a tremendous success. . . . I am delighted with it. . . ." From Rodney Pantages of Hollywood Pantages Theatre Corporation: "Nu-Screen presents some marked advantages over the orthodox type. . . . Any semblance of distortion is entirely eliminated from front and side row seats. . . ." From John J. O'Connor of Universal Pictures Company: ". . . Since the installation of the Nu-Screen in the Winter Garden and Park Avenue Theatres, all complaints from patrons sitting in the front and side seats have been eliminated." From Sidney Lust, of Sidney Lust Theatres: ". . . The greatest thing in show business since sound and color." From Trueman T. Rembusch of Syndicate Theatres, Inc.: ". . . The result left me speechless. . . . There was a great improvement in the quality of our sound. . . ." From Maurice Maurer, manager of the New York Astor Theatre: ". . . We are very pleased with Nu-Screen, it has eliminated whatever side distortion we had, and it has made our front and side seats 'good' seats. . . . The beauty of the color and sharpness of projection were outstanding."

"A Smash Hit in Theatres Coast to Coast"





FORT-A-CIDE

Reg. U. S. Pat. Office. Patents Applied For

"THE WORLD'S FINEST AND NEWEST"
ODORLESS PREVENTIVE
WITH "TRIPLE ACTION" FEATURES
BUILT RIGHT IN ONE SOLUTION

(1) ODORLESS DEODORANT, (2) ODORLESS GERMICIDE, (3) ODORLESS FUNGICIDE (SCALP "RINGWORM")

SOLVES Problem of "Tactful" Sanitation. Obvious Efforts Frighten Patrons.

Multiple Uses in Theatre Housekeeping

1. Spray plumbing. Eliminates blocks. Non-corrosive to traps.
2. Spray air-conditioning fan and vents against bad air.
3. Spray seats against scalp ringworm and body odors. Spray floor between seats before brooming.
4. Upset stomach odors on seats and carpet eliminated without injury to color or fabric.
5. Instill in mop water for microscopically-clean and deodorized floors and mop.

ECONOMICAL ONE CASE OF 4 GALLONS MAKES 40 GALLONS OF EFFECTIVE 1:10 DILUTION.

Accept no substitute. Fort-A-Cide is compounded like a Doctor's prescription. It is a secret formula.

Used by large circuits including B. & K. and WARNER BROS.

ORDER 4 GALLONS AND A 3-QUART "SPRAY-MASTER" FROM YOUR SUPPLY DEALER OR CIRCUIT OFFICE TODAY. DISEASE MAY STRIKE TOMORROW!

(If your dealer or Circuit Office does not carry Fort-A-Cide, ask them to order it.)

FORT-A-CIDE CORP., CHARLES P. HIGHES, PRES.
160 E. ILLINOIS ST., CHICAGO 11, ILLINOIS

MEMBER OF

Theatre Council

(*Continued from Page E-5*)

anything standing on an easel, or in a portable manner. All poster frames have to be inserted in the wall."

"Fire ordinances prevent their use to any great extent, and it is diminishing throughout our theatres. We do use tripod method of exploitation on special occasions or for special events."

Among members who use tripods, a number do so only "to a small degree" or "occasionally." And among those who do not the opinion is offered that they are "not as practicable as wall frames."

Motor-driven animated displays are almost unanimously favored by members who took part in the discussion of this question. "Very effective," says one member. There is scarcely any dissent. However, and again because exploitation pace and devices must be varied if they are to hold public interest, some members show animated displays only "on occasion" or even "on rare occasions" or "very seldom." Approximately half the members use animated displays often enough to buy and own the equipment; the other half rent it whenever it is wanted.

Among still other devices for exploitation, used by some of the circuits represented but not by all, the following were mentioned:

"Flasher and fluorescent light for indirect displays."

"Supplementary marquee signs."

"Strong color effects created either by single mass colors, such as blues, or color wheel animation."

"Lobby displays with some action."

"Roadshow trucks."

SMPE Conference Draws Many Industry Leaders

The forthcoming Theatre Engineering Conference and Educational and Scientific Exhibit of the Society of Motion Picture Engineers has drawn registrations from many leading exhibitors and circuit executives, James Frank, Jr., Chairman of the General Committee for the Conference, has made known. Reservations have been filed by theatremen from all sections of the country.

The Conference will be held at the Hotel Pennsylvania, New York, October 20th to 24th.

The exhibits will be technical and informative, not sales displays, the SMPE announces.

Acclaimed by those who know

Superior

MODEL "A" PROJECTOR



A 35mm Projector that offers more for your money

A coordination of advanced scientific engineering that assures maximum performance in projection efficiency and dependability. Fits all standard bases, magazines, soundheads, and drives. *A few of its many features are:*

1. DOUBLE BEARING INTERMITTENT
   Easily removable from frame. Oil filled case with oil sight.
2. NEW REAR SHUTTER ASSEMBLY
   Long single bearing design reduces driving power. Alignment tools not necessary.
3. NEW LARGE SIZE LENSE MOUNT
   Adaptable for new hi-speed F.2 lenses. Micrometer focusing.
4. HEAVY-DUTY STEEL; PHENOLIC GEARS
   Fewer gears required. Driving gears revolve on fixed hardened and ground studs which eliminates re-brushing.

BLUE SEAL CINE DEVICES, Inc.

5-45 49th AVENUE, LONG ISLAND CITY 1, N. Y.

cable "SOUNDFILM"

New Automatic Chopper Tears Tickets, Files Stubs in Order of Collection

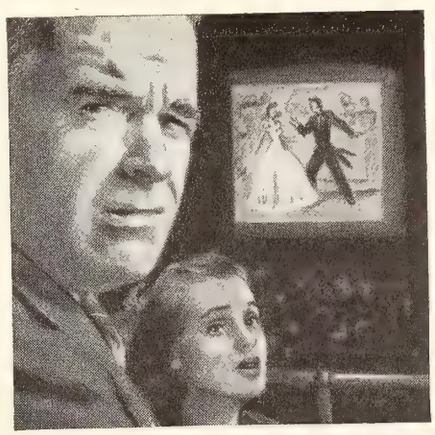
A new ticket chopper has been brought out by General Register Corporation, makers of Automaticket ticket issuing machines, to mechanize the doorman's job, and to detect dishonesties.

The new chopper performs two different functions, both automatically. It chops the tickets, eliminating manual tearing off of stubs, and thus speeds up ticket taking and reduces crowding at the door.

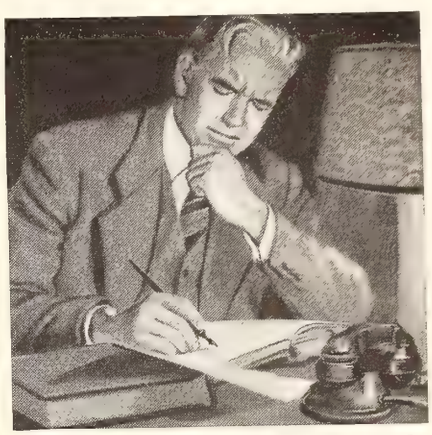
Additionally, and also automatically, it stacks the stubs on wires in the exact sequence of collection. These filed stubs are under lock and key. The doorman cannot recover them. The manager can check them at leisure. If their number sequence as thus filed does not compare pretty closely with the sequence in which tickets were issued, that fact will be direct evidence that something is wrong and in need of investigation.

Cases are not unknown in which the doorman fails to tear the tickets, fails to hand back stubs to neglectful patrons, and returns the tickets to the cashier for resale. The new Automaticket chopper detects such collusion, for the stubs of the resold tickets will be far out of their proper sequence in the file.

The new chopper takes standard tickets as now used by theatres; no special printing is necessary.



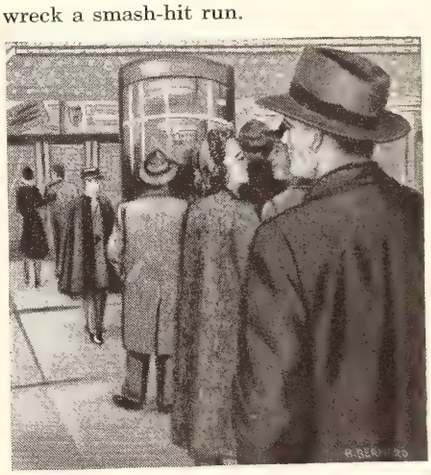
These grim faces may be your patrons, glaring at your booth—



And this you, when bad-sound refunds wreck a smash-hit run.



RCA Service helps prevent such breakdowns—keeps your sound clear and strong



—your box-office traffic healthy and going the right way.

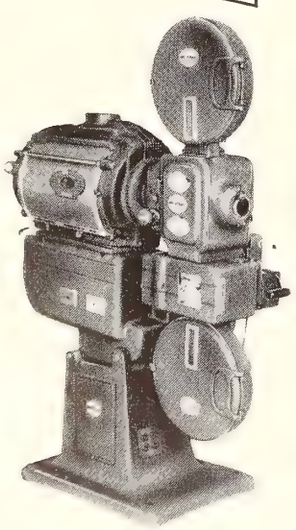
Smash the Sound-Trouble Bugaboo!

When you buy RCA Service, your sound gets regular check-ups by a skilled technician, with modern instruments to put the finger on danger spots. Your sound and projection get all parts needed for tip-top operation. You get prompt help in an emergency. Stop worrying that sound troubles will hit you where they really hurt. Join the thousands who find RCA Service smashes the sound trouble bugaboo. It will cost you but a few admissions per day.

RCA SERVICE COMPANY INC.
RADIO CORPORATION of AMERICA
CAMDEN, N. J.

Motiograph
GIVES YOUR THEATRE THE BEST PROJECTION AND SOUND

The GREAT NEW MOTIOGRAPH "AA" PROJECTOR Lifelike MOTIOGRAPH SOUND



Guarantees long, dependable, trouble-free performance. Now being installed everywhere by discriminating theatres. Decide now to replace your obsolete equipment.
Write for free literature or see your Independent Theatre Supply Dealer for a free demonstration.

MOTIOGRAPH, INC.
4431 W. Lake St., Chicago 24, Ill.

Export Department
FRAZAR & HANSEN, LTD.
301 Clay Street
San Francisco 11, Calif.

PRODUCING THE BETTER PROJECTORS FOR OVER 50 YEARS

MANAGERS

Maintenance Check List

☐ SEPT. 15.—Have all appropriate members of the staff been properly trained in first aid procedures?

☐ SEPT. 16.—Check roofs, skylights, flashing—have needed repairs made while outdoor working conditions are favorable.

☐ SEPT. 17.—Have all weighing scales re-checked, to assure your patrons accurate weight for their pennies.

☐ SEPT. 18.—Have check made to assure that cords, plugs and sockets of all cleaners' work lamps are in safe condition.

☐ SEPT. 19.—Time for another checkup on curtain control motors, switches, mechanism and trim?

☐ SEPT. 20.—Have you considered cleaning your theatre front with steam or sand blast process?

☐ SEPT. 21.—Are you keeping down phone charges? Make sure your extensions are not accessible to the public.

☐ SEPT. 22.—Have vacuum cleaners serviced for more efficient work on the part of your cleaning staff.

☐ SEPT. 23.—Prepare autumn mats in warm colors for display frames. Freshen frames themselves with varnish.

☐ SEPT. 24.—Re-inventory all supplies; check stock room arrangement for cleanliness and orderly accessibility.

☐ SEPT. 25.—Check ticket machine motor, mechanism and cutting knives. Urge care in polishing top plate.

☐ SEPT. 26.—Examine all ladders used by employes to avoid accident and claim against the theatre.

☐ SEPT. 27.—Are you getting exactingly accurate changeover of both picture and sound every show, every day? Why not?

☐ SEPT. 28.—Time to re-check carpet condition, with special attention to stair edges and entrance-exit areas.

☐ SEPT. 29.—Have summer seat covers laundered and packed away in dust-proof containers for next season.

☐ SEPT. 30.—Is autumn candy set-up appealing to the eye? Boost slow-moving items by improving display.

☐ OCT. 1.—If new drinking water refrigerator is to be turned off for winter, consult manufacturer on procedure for shutting it down.

☐ OCT. 2.—Time for another check-up of chairs to assure comfort and safety and to prolong their life?

☐ OCT. 3.—Remind sign changers to avoid propping ladders against weak marquee channels or facings.

☐ OCT. 4.—Promote tidiness and pride in good work by repainting projection room. Projection and sound are what you sell.

☐ OCT. 5.—Do cleaners move furniture and clean and dust behind and beneath same? Accumulated dirt breeds odors.

☐ OCT. 6.—Make sure furnace and flues are clean, unobstructed, in preparation for starting heating plant when needed.

☐ OCT 7.—Check kick plates on all doors. They will benefit by an occasional coat of varnish.

☐ OCT. 8.—If Columbus Day is important to your patronage prepare flags and decorations now.

☐ OCT. 9.—Check water tower and its supports, wire-brush and paint all rusted areas while outdoor conditions permit.

☐ OCT. 10.—Check outdoor billboards and poster panels for security of anchorage under winter conditions.

☐ OCT. 11.—Check marquee and sign supports, cables and wiring to obviate winter damage. Wire-brush and paint rusted areas.

☐ OCT. 12.—Days getting much shorter; is outdoor lighting schedule revised accordingly? Do you check on compliance with schedule?

New, Postwar Projection Lamp Brought Out by Ashcraft

Entirely new, postwar both in design and in many of its materials, the model C-70 arc lamp just brought out by C. S. Ashcraft Manufacturing Company incorporates many improvements and refinements in motion picture illumination.

The range of the lamp is from 40 to 65 amperes, and no mechanical changes are needed to effect any desired transition within this range.

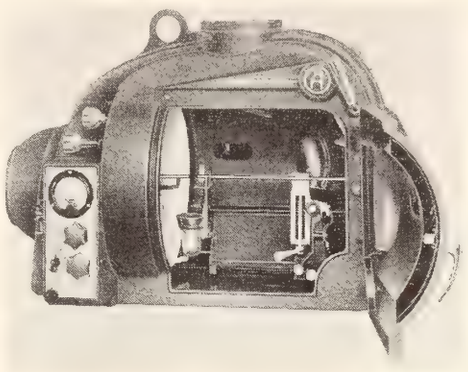
Construction is new in that both the housing and the doors are cast aluminum instead of the more usual sheet metal. Baffles inside the doors keep them cool. A hand can be rested on them for a long period of time without discomfort.

The carbon feed mechanism and all its controls constitute a single unit located outside the housing. The entire mechanism is thus protected against heat and carbon ash. Additionally, the mechanism can be removed as a single unit, in a few minutes, and replaced by another if necessary, facilitating servicing.

The new Ashcraft lamp has dual feed, positive and negative carbons being fed separately. An unlimited choice of feed ratios is available, and can be very accurately controlled. The mechanism will need no lubrication for many yars. Its high speed shaft has factory-lubricated ball bearings; the medium-speed shaft factory-lubricated roller bearings; and for lower-speed parts there are oil-impregnated bearings, built of highly compressed powdered metal, which lubricate themselves from within and are impregnated with sufficient lubrication to last their natural lifetime.

The new lamp is equipped with a 14-inch mirror optically matched to the modern F:2 coated lenses.

Among other features is a magnetic stabilizer consisting of a loop of steel wire located near the burning end of the positive carbon. This loop, magnetized only when the lamp is burning, derives its magnetic power from the arc current. Open ends of the loop bend forward under the arc and exert an upward magnetic force which stabilizes the flame.



NOTE ABSENCE of any working parts inside this C-70 lamp housing. As can be seen, there is nothing exposed to heat and carbon ash except indispensables—the reflector, carbon holders, removable carbon ash cup, magnet loop and the baffles of the doors.

Carbons are positively gripped with the help of extremely accurate clutches designed to prevent even the most minute slippage. Carbon feed and carbon adjustment require little intervention by the projectionist, but manual controls are conveniently located at the rear of the housing.

Theatre Projectionist Becomes an Alderman

J. O. Morgan, projectionist at the Grand Theatre, Macon, Georgia, and business agent of I. A. Local No. 507, will become a member of the Macon Board of Alderman. He was among the successful candidates at a recent municipal election.

Morgan is also President of the Macon Federation of Trades, a member of the Red Cross Home Service Committee, and during the war was a member of a local Selective Service Appeal Board.

Former Service Man Is Now Altec V. P.

A. A. Ward, who started his career with Altec as a service inspector covering theatres in Southern States, has just been named Vice-President of Altec Service Corporation.

Ward had been advanced from time to time since his theatre servicing days, in accordance with Altec's traditional policy of promotion from the ranks. His last previous post was that of Vice-President of the subsidiary Altec Lansing Corporation.

new
AUTOMATICKET
TICKET
CHOPPER

GRC
CASH CONTROL SYSTEMS

... Foolproof! ... fast!
Pays for itself in the leaks it plugs!
Gives complete ticket collection control thru stub analysis by ...

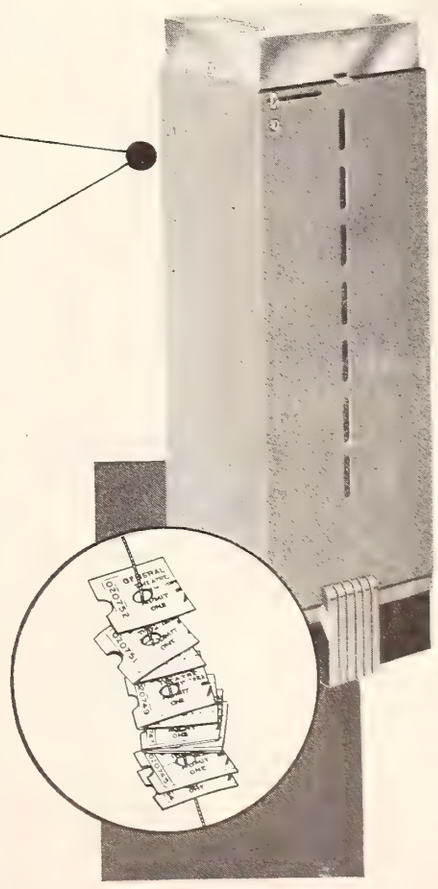
... automatically chopping tickets in half, singly or in multiple, when inserted by doorman.

... automatically stacking theatre's stubs under lock and key—filed in sequence of collection on removable wires — up to 20,000 stubs without unloading. Takes standard tickets.

... establishing identity of ticket taker and time of duty.

Wires are easily removed without stopping operation of the Ticket Chopper. Ticket numbers visible without removing stubs from wires.

EXHIBITORS HAVE LOOKED FOR THIS PROTECTION! SEE IT AT THE TESMA CONVENTION! First showing anywhere—Booth 64 at the Shoreham. Or ask your theatre supply dealer.



GENERAL REGISTER CORPORATION
36-30 THIRTY THIRD STREET
LONG ISLAND CITY 1, NEW YORK

AUTOMATICKET TICKET CHOPPER is made and guaranteed by General Register Corporation — makers of

- Automaticket Ticket Issuing Machines used in all theatres.
- Pari-Mutuel Totalizers used at all race tracks.
- Transportation Ticket Issuing Machines used by airlines, railroads, buslines and other transportation services.
- Cash Control Systems and Ticket Issuing Machines used by restaurants, chain stores, department stores, etc.

WHATEVER YOUR TICKET ISSUING PROBLEMS—WE HAVE THE SYSTEM FOR YOU

BOX OFFICE SLANT

Range Beyond the Blue

Eagle-Lion Western with Music 54 mins.

AUDIENCE SLANT: (Family) Pretty good little musical western that should satisfy action fans.

BOX-OFFICE SLANT: Where Eddie Dean is liked, this offering should do well at the ticket window.

Cast: Eddie Dean, Roscoe Ates, Helen Mowery, Bob Duncan, Ted Adams, Bill Hammond, George Turner, Ted French. Credits: Producer, Jerry Thomas. Director, Ray Taylor. Photography, Robert Cline.

Plot: When bandits threaten a stagecoach, the hero and his boys save a gold shipment by driving them off. The action is repeated until the hero discovers that the town banker is trying to discredit the lady who has the stagecoach line so he can buy it dirt cheap. The gang, of course, is thwarted and the lady retains control.

Comment: Pretty good little musical western that should satisfy the average action fan. There is enough activity throughout the usual plot treatment to keep things rolling satisfactorily. Eddie Dean sings some tunes that are at the top of the western song league. Direction by Ray Taylor sustains a rather mediocre story, and production values are up to par. Exhibitors who cater to western trade and with fans who like Dean should do well with this offering.

Ride the Pink Horse

Universal-International Drama 101 mins.

AUDIENCE SLANT: (Adult) Vivid, exciting drama from a superb screenplay, with Actor-Director Robert Montgomery delivering perhaps his best performances to date in both categories. Excellent, meaty entertainment for all types of adult audiences.

BOX-OFFICE SLANT: If exploitation and advertising are on a par with the excellence of the film, it can do much better than average business. In almost every case it should do at least average.

Cast: Robert Montgomery, Thomas Gomez, Ritz Conde, Iris Flores, Wanda Hendrix, Grandon Rhodes, Tito Renaldo, Richard Gaines, Andrea King, Art Smith, Martin Garralaga, Edward Earle, Harold Goodwin, Maria Cortez, Fred Clark. Credits: Screenplay by Ben Hecht and Charles Lederer, from the novel by Dorothy B. Hughes. Directed by Robert Montgomery. Produced by Joan Harrison. Photography, Russell Metty. Music, Frank Skinner.

Plot: An embittered war veteran comes to a sleepy New Mexico town at Fiesta time to extract vengeance and blackmail from a crook who had murdered his war buddy and whom the ex-soldier had formerly served. He is led into a trap, stabbed, beaten and nearly killed and is saved by a young Indian girl and the proprietor of a merry-go-round. Instead of using the evidence he has gathered against the crook for blackmail purposes he turns it over to a G-Man and leaves town.

Comment: There are many outstanding things about this decidedly superior production. Included are the superb screenplay of Ben Hecht and Charles Lederer, the fine sense of timing and dramatic values so evident in Robert Montgomery's smooth direction and the number of strong, important parts in the picture so excellently done by such standout players as Montgomery himself, Thomas Gomez, Art Smith, Fred Clark and a comparative unknown named Wanda Hendrix in what might well be the best performance of the year. In spite of the excellent performances of the experienced players, it is Miss Hendrix whose fleeting moments of mature understanding are interspersed with a childlike, dog-like devotion for the un-understanding Montgomery and whose very appearance seems to light up the screen and literally "steal" attention. That such a grasp on a difficult part could be attained by such a youngster is a tribute to her acting ability and to Montgomery's directorial talents. In the case of Miss Hendrix, as well as with every other player in the film, he has given minute attention to detail, to perfect timing, to imaginative use of the camera, adding those bits of business that mark the difference between a vivid, exciting drama from a superb screenplay, as in this instance, and just a good picture. There may be a difference of opinion as to Montgomery's best previous effort, the argument probably embracing "Night Must Fall," "The Earl of Chicago," "Rage in Heaven" and "Lady in the Lake"; but opinions are likely to be unanimous that "Ride the Pink Horse" is his best picture to date. And if the exploitation and advertising are on a par with the film's excellence, it can do much better than average business. In any event, it should do at least average almost everywhere.

The Stranger from Ponca City

Columbia Western with Music 55 mins.

AUDIENCE SLANT: (Family) Excellent western with plenty of action and a well-sustained story.

BOX-OFFICE SLANT: Should do well at action houses, with Starrett and Burnette a top duo in the western field.

Cast: Charles Starrett, Smiley Burnette, Virginia Hunter, Paul Campbell, Forrest Taylor, Jim Diehl, Ted Mapes, John Carpenter and Texas Jim Lewis and his Lone Star Cowboys. Credits: Producer, Colbert Clark. Director, Derwin Abrahams. Screenplay, Ed. Earl Repp. Photography, George Kelley.

Plot: When a stranger comes to Ponca City to take over a ranch from a young lady, he is threatened by a notorious gang. The stranger, however, is none other than the "Durango Kid" and he is a tough hombre. He eventually succeeds in nabbing the gang's leader, who had been masquerading as a town grocer, and restores order to the community.

Comment: This latest "Durango Kid" is an excellent western, with plenty of action to please the fans. Charles Starrett, as usual, does a topnotch job, ably seconded in the comic line by ever-popular Smiley Burnette. The screenplay by Ed. Earl Repp is well-sustained, using enough new twists on the familiar western plot to insure added interest. Forrest Taylor does a nice job as the head villain and Virginia Hunter is adequate as the feminine lead. Nice change of pace is brought into the proceedings by versatile Texas Jim Lewis and his musical aggregation. Picture should bring in that good old bread-and-butter money for action houses wherever played.

Caravan

Eagle-Lion Drama 80 mins.

AUDIENCE SLANT: (Adult) Although this is not a western by any stretch of the imagination, the type of audiences who like westerns might like this. For general average audiences it is poor entertainment.

BOX-OFFICE SLANT: Might be suitable for some double-bill situations as supporting fare.

Cast: Stewart Granger, Jean Kent, Anne Crawford, Dennis Price, Robert Helpmann, Gerard Hinze and others. Credits: Produced by Harold Huth. Executive producer, Maurice Ostrer. Directed by Arthur Crabtree. From the novel by Lady Elinor Smith. Screenplay by Roland Pertwee. Photography, Stephen Dade.

Plot: In Nineteenth Century London, a young novelist saves a jewel merchant from assault and possible murder and is offered an assignment to carry a valuable necklace to clients in Spain. The writer is in love with an English girl who promises to wait for him. In Spain he is set upon and nearly murdered by agents of another man who also is in love with the writer's fiance. The writer is badly hurt and the other man convinces the girl of his death and marries her. Recuperating in a Gypsy camp to which he has been taken by the girl who found him, the writer learns of his girl's marriage and in turn marries the Gypsy girl. The situation finally straightens itself out.

Comment: The only thing missing in this one to make it an equal with some of the 10-20-30 melodramas produced about 30 years ago is for someone to say, "Curse you, Jack Dalton," or to have a buzz-saw brought into the proceedings, or to have the gal tied to the railroad tracks, if any. The picture is badly written, acted in an almost incredibly "hammy" manner and directed with a looseness that appears to be almost unbelievably amateurish. In short, "Caravan" is of little value in the American market, except possibly in double-bill situations as supporting fare.

Robin Hood of Texas

Republic Western with Songs 71 mins.

AUDIENCE SLANT (Family) Better-than average Gene Autry western. Good family entertainment with plenty of action, a plausible story and pleasant music.

BOX-OFFICE SLANT: Should do well, particularly where Autry is a standard draw, and that's pretty nearly everywhere.

Cast: Gene Autry, Lynne Roberts, Sterling Holloway, Adele Mara, James Cardwell, John Kellogg, Ray Walker, Michael Branden, Paul Bryar, James Flavin, Dorothy Vaughan, Stanley Andrews, Alan Bridge, Cass County Boys and Champion Jr. Credits: Associate producer, Sidney Picker. Directed by Lesley Selander. Original screenplay by John K. Butler and Earle Snell. Photography, William Bradford. Special effects, Howard and Theodore Lydecker.

Plot: Gene and the Cass County Boys are flat broke and take a job as ballyhoo entertainers outside a modern saddle shop. As they sing, the bank across the street is held up and robbed of a large sum. The boys are accused of at least complicity in the robbery but are released from jail on the theory that they might lead police to the hold-up men and the missing money. They take over a run-down ranch which one of them inherits,

transform it to a dude ranch, where they eventually trap the real bank robbers and restore the missing money.

Comment: This is a western in the modern manner, including a bank holdup, plenty of gun play, hard riding, fist fights and all the trappings so dear to Gene Autry fans. He sings, with the Cass County Boys, such really pleasing music as, The Merry-Go-Round-Up and Good Old Fashioned Hoe-Down, both authored by Autry, plus Goin' Back to Texas, by Carson J. Robison, and You're the Moment of a Lifetime, by Serge De Karlo and Ray Charles. Lynne Roberts is the luscious romantic interest, who, incidentally and as usual, interests Autry only for the moment. Then Adele Mara is a menacing female heavy, pleasant to look at, but you always know she'll come to no good. The gangsters are just gangsters, which is all that is required of them. The dialog is good, normal dialog with no heroics. In short "Robin Hood of Texas" is a good western, much better than average, and even better than Gene Autry's average, which is high enough. Should do very well, especially where Autry has a following, which is pretty nearly everywhere.

The Years Between

Universal-International Drama 87 mins.

AUDIENCE SLANT: (Adult) Gloomy story that lacks real audience appeal. Well acted.

BOX-OFFICE SLANT: Won't mean much at the average theatre.

Cast: Michael Redgrave, Valerie Hobson, Flora Robson, James McKechnie, Felix Alymer, Dulcie Gray, John Gilpin, Edward Rigby, Yvonne Owen. **Credits:** J. Arthur Rank Prestige Production produced by Sydney Box. Director, Compton Bennett. Screenplay, Muriel and Sydney Box, based on novel by Daphne du Maurier. Photography, Reginald H. Wyer, Bert Mason.

Plot: A British "war widow" is about to marry a 4-F landowner when the husband who was reported killed in action turns up alive in a prison camp. Resuming her life with him, complications arise because of differences which have developed within them during the years between. Adjustment is finally made, however.

Comment: This is a gloomy story that sustains an air of sadness almost throughout. Valerie Hobson is outstanding as the muddled Englishwoman bewildered and torn between loyalties for a husband she believed dead and whose place in her affections has been replaced by another. The rest of the cast is adequate. In some situations, Michael Redgrave's name may have some drawing power because of his current American build-up. However, in the average American house it is doubtful that this will prove an attraction or an audience success. Exploitation can help greatly in developing a draw for a picture having the potential appeal to female trade possessed by "The Years Between."

First Young Short Ready

Harold Young Productions of New York has completed its first short, "Bannister's Baby Land," a one-reel color film starring Constance Bannister, famous baby photographer. The subject will be distributed by Clyde Elliott.

Two Warner Reissues

Warner Bros., has announced reissue of "Bad Men of Missouri" and "Each Dawn I Die" for Oct. 4.

REGIONAL NEWSREEL

(Continued from Page 26)

ing a 1946 Nash.

Ray Colvin will move his Exhibitors Supply Co. to its new and larger quarters in Olive Street about the middle of the month.

Jack Baker's Theatrical Scenic Studios will soon occupy new quarters in the L-end of a new building at 310 North Leonard Ave.

TORONTO

Canada's position in the world monetary situation is expected to be clarified upon the return to Ottawa of Hon. Douglas C. Abbott, Dominion Minister of Finance, from a momentous conference with Imperial Government authorities in London. The situation from the Canadian viewpoint does not enthuse film-trade executives at Toronto because of a broad hint that Canada will have to adopt restrictive measures to conserve its dollar reserves which, otherwise, would reach the exhaustion point in less than six months. There has been a promise at Ottawa of a forced reduction in luxury imports from the United States and films were placed in that class during the war years. Then there is the word of Finance Minister Abbott before his departure for England that the Canadian dollar trend, in relation to U. S. funds, would have to be corrected "one way or another."

The Canadian film industry also has discovered that the British ad valorem tax is applicable to pictures originating in the Dominion. Releases of the National Film Board of Canada and other producers come under the tax in Britain and there is a reported possibility that "Whispering City," produced by Quebec Productions Corp., and "Bush Pilot," made by Dominion Productions, may not be immediately released in sterling countries.

Some of the Odeon Theatre Movie Clubs in Western Canadian areas have not re-opened following the summer layoff because of the incidence of poliomyelitis. In Eastern Canada, however, the Saturday morning clubs for juveniles have been resumed because the disease is not so prevalent in the East.

Marcus Loew's Theatres Limited declared a $1 dividend for the third quarter of the year, payable Sept. 30, on the common, its only stock.

Announcement is made that Paul Douglas, formerly with United Artists in Toronto, has been appointed Canadian publicity director of Warner Bros. at Toronto, effective the middle of September, to succeed Glenn Ireton, resigned.

The longest street lines in many years for a film attraction in Toronto were in evidence when great queues formed at Loew's during the first week of the popular-price engagement of "Gone With the Wind."

Manager Fred Trebilcock of Shea's Theatre, Toronto, has announced that "Welcome Stranger" established all-time records for the house on Labor Day without the benefit of a holiday midnight show which is banned by the municipality.

Combine Sunday Issues

The Sunday issues of the Chicago Times and the Sunday Sun will be combined, starting Oct. 6, when Marshall Field takes over the Times, giving him a morning (Sun) and evening (Times) paper in the Windy City.

Bill Faulds, assistant manager of the Toronto Tivoli, will manage the Nortown Theatre which is to be opened by Famous Players in October.

The Government of India sponsored an invitation screening at the Odeon Fairlawn, Toronto, attended by 450 guests, of "Shahjehan," produced by Kardar Productions, Bombay. The depiction of the legendary romance by a native cast was received with enthusiasm.

SALT LAKE CITY

Manager Don Tibbs of the Monogram exchange is back from Dayton, Ohio, where he attended the national meeting of The Knights of the Round Table as the President of the local Chapter. The trip also served as Tibbs' vacation.

Bill Seib, in charge of operations for the Salt Lake exchange of Columbia, upon returning from a trip into Idaho, states that there is a "polio scare" on in the Idaho and Oregon region which has closed the theatre at Nyssa, Ore., and two houses at Ontario, Ore., and it is anticipated that the houses at Nampa and Boise may close within a few days.

Del Goodman, division manager for Eagle-Lion-PRC, left Salt Lake City for Los Angeles by plane this weekend after conferring with Branch Manager Art Jolly.

Jean Lynch, formerly cashier at the local Eagle-Lion-PRC exchange, is leaving soon to attend the University of Utah here, as is Elenore Burton, stenographer at these offices.

Ted Reese, office manager for Paramount, is back from a two-week vacation.

Carl Nedley, in charge of the local MGM exchange, is in Omaha, his former home, vacationing and visiting friends and relations.

Fox Intermountain Theatres' District Manager Hall Baetz has called managers of houses in the Intermountain District to meet this week in Idaho Falls, Ida., and discuss sales and company procedure with Rick Ricketson, Fox-Intermountain president, as well as with managers from Montana, Utah and Idaho.

Hank Smith, booker for RKO Radio, reports that 40 prints of "Long Night" are to be shown simultaneously. Hank's daughter, Lois Smith Knibbe, is here from New York, visiting her parents this week, Lois is Salt Lake's 1947 winner of a national model contest; and already is a well-known cover-girl.

RKO District Manager Al Koletz has left after making new-product deals with Dave Edwards, manager of the Joseph Lawrence houses in Salt Lake City and the Intermountain west.

Bob Bran, U-I booker, has left for his vacation trip to Philadelphia.

UA Branch Manager Carroll Trowbridge is working in Montana with the new line-up.

20th-Fox Dates Two Specials

Twentieth Century-Fox will give "Captain from Castile" its world premiere at the New York Rivoli Christmas Day, General Sales Manager Andy Smith announced. Twentieth-Fox's other top bracket feature, "Forever Amber," opens at the Roxy, New York, Oct. 22.

Feld E-L District Manager

William Feld, has been appointed district manager for the territory of St. Louis, Omaha and Des Moines exchange areas, Eagle-Lion announced this week.

FEATURE Booking GUIDE

TITLE INDEX

Listed in the following index are titles of features (exclusive of western series releases) with name of the distributor following the title. For data as to running time, stars, etc., refer to title under distributor company listings.

A

Title	Company
A Double Life	U-I
Adventures of Don Coyotes	UA
Adventures of Casanova	EL
Adventuress, The	EL
A Lady Surrenders	Univ.
Albuquerque	Para.
Alexander's Ragtime Band	20th-Fox
Alias A Gentleman	MGM
Alias Mr. Twilight	Col.
A Likely Story	RKO
Always Together	WB
A Little Spanish Town	Col.
A Man About the House	Brit.
A Miracle Can Happen	UA
Angel on My Shoulder	UA
A Palooka Named Joe	Mono.
April Showers	WB
Arch of Triumph	Ent.
Arizona	Col.
Arnelo Affair	MGM
A Song Is Born	MGM
Atlantis	UA

B

Bachelor and the Bobby-Soxer	RKO
Bachelor's Daughters	UA
Backlash	20th-Fox
Bad Men of Missouri	WB
Banjo	RKO
Beast With Five Fingers	WB
Beat the Band	RKO
Beauty and the Bandit	Mono.
Bedelia	EL
Beginning or the End	MGM
Bells of San Angelo	Rep.
Berlin Express	RKO
Bells of San Fernando	SGP
Best Years of Our Lives	RKO
Beyond Tomorrow	Astor
Big Clock, The	Para.
Big Town	Para.
Big Town After Dark	Para.
Big Town Scandal	Para.
Bill and Coo	Rep.
Birds and the Bees, The	MGM
Birth of a Star	Astor
Bishop's Wife, The	RKO
Black Angel	Univ.
Black Arrow, The	Col.
Black Beauty	20th-Fox
Black Gold	Allied
Blackmail	Rep.
Blaze of Noon	Para.
Blind Spot	Col.
Blonde Alibi	Univ.
Blonde Savage	EL
Blondie in the Dough	Col.
Blondie's Anniversary	Col.
Blondie's Big Moment	Col.
Blondie's Holiday	Col.
Body and Soul	UA
Bohemian Girl	FC
Boomerang	20th-Fox
Born to Kill	RKO
Bowery Buckaroos	Mono.
Boys' Ranch	MGM
Brasher Doubloon	20th-Fox
Brief Encounter	Univ.
Broadway Limited	Favorite
Brute Force	Univ.
Brute Man	EL
Buck Privates Come Home	Univ.
Buffalo Bill Rides Again	SGP
Bulldog Drummond at Bay	Col.
Bulldog Drummond Strikes Back	Col.
Burning Cross, The	SGP
Bury Me, Dead	EL
Bush Pilot	SGP

Features and western series pictures are listed alphabetically by title under name of distributor. (Consult TITLE INDEX *for distributor of pictures known only by title.) Numerals at left of titles indicate* PRODUCTION OR BLOCK NUMBER, *(SP in this column indicates Special release sold separately), those at extreme right give publication date of Advance Data: a: or Box-Office Slant: b. Asterisk following title indicates color photography with adjoining letter giving name of type of color thus: *T: Technicolor, *C: Cinecolor, *M: Magnacolor, *U: Trucolor, *V: Vitacolor. Audience Classification is indicated by letters following titles: A—Adult; F—Family. Letters and combinations thereof in parenthesis indicate type of story in accordance with following key:*

(B) *Biographical* (C) *Comedy*
(D) *Drama* (Doc) *Documentary*
(G) *Gangster* (M) *Musical*
(H) *Horror* (W) *Western*
(My) *Mystery* (Wa) *War*

ALLIED ARTISTS

Prod. No.			Run Time Mins.	Rel. Date	See Issue of
	CURRENT				
1	It Happened on Fifth Avenue (C)F	Gale Storm-Don DeFore	115	4/19/47	b2/8/47
2	Black Gold *C (D)F	A. Quinn-K. deMille-E. Knox	92	9/6/47	b6/28/47
	COMING				
3	Gangster, The	Belita-B. Sullivan-J. Lorring	86	11/22/47	
5	Hunted, The	Belita-P. Foster	85		
4	Song of My Heart	Frank Sundstrom-Audrey Long	85		a4/26/47

ASTOR PICTURES

Sp.	Birth of a Star	Danny Kaye	38		New Release
	Cheers for Miss Bishop	Martha Scott, Wm. Gargan	56		Reissue
	Courageous Dr. Christian	Jean Hersholt	69		Reissue
	Flying Deuces, The	Stan Laurel-Oliver Hardy		10/10/46	Reissue
	Her Enlisted Man (CD)	Barbara Stanwyck-Robt. Young	70		Reissued
	Hollywood Bound	Betty Grable	51		Reissue
	Jimmy Steps Out	J. Stewart-P. Goddard	89		Release
	Let 'em Have It (G)	Bruce Cabot-Virginia Bruce	70		Reissued
	Little Men	Oakie-Francis-Bancroft	83		Release
	Road to Hollywood	Bing Crosby	56		Reissue
	Second Chorus	Fred Astaire-Paulette Goddard		11/18/46	Re-release
	Silver Devil (D)F	H. Gibson-Stephin Fetchit	62		Remake
	Sky Devils (C-D)	Spencer Tracy	88		Reissued
	Stairway to a Star	Cornel Wilde	60		New Release
	Swiss Family Robinson	Marshall-Best	74		Reissue
	The Noose	Brown-Drake	78		Reissue
	Thunder in the City	Edw. G. Robinson	81		Reissued
	White Stallion	Dean-Maynard	57		New Release

COLUMBIA

	CURRENT 1946-'47				
828	Alias Mr. Twilight (D)A	Michael Duane-Trudy Marshall	69	12/19/46	b12/28/46
	Arizona	J. Arthur-W. Holden-W. William			Reissue
825	Blind Spot (My)A	Chester Morris-Constance Dowling	73	2/6/47	a11/2/46
807	Blondie's Big Moment (C)F	P. Singleton-A. Lake-A. Louise	69	1/9/47	b12/14/46
808	Blondie's Holiday (C)F	Arthur Lake-Penny Singleton	67	4/10/47	b3/1/47
820	Bulldog Drummond at Bay (My)A	Ron Randell-Anita Louise	70	5/15/47	b4/19/47
826	Cigarette Girl (C)A	L. Brooks-J. Lloyd-J. Barton	67	2/13/47	b2/15/47
839	Corpse, Came C.O.D., The	G. Brent-J. Blondell-A. Jergens	68	5/31/47	
	Daring Young Man, The	J. E. Brown-J. Chapman			Reissue
830	Dead Reckoning (D)A	Humphrey Bogart-Lizabeth Scott	99	Feb. '47	b1/4/47
	Doctor Takes A Wife, The	Loretta Young-Ray Milland			Reissue
812	For the Love of Rusty (C-D)F	T. Donaldson-T. Powers-A. Doran	68	5/1/47	b7/5/47
834	Framed (D)A	Glenn Ford-Janis Carter	82	April '47	b3/8/47
	Golden Boy	B. Stanwyck-A. Menjou-W. Holden			Reissue
	Good Girls Go to Paris	J. Blondell-M. Douglas-W. Connolly			Reissue
836	Guilt of Janet Ames, The (D)A	Rosalind Russell-Melvyn Douglas	83	April '47	b3/8/47
838	Gunfighters *C (W)F	Randolph Scott-Dorothy Hart	87	July '47	b6/14/47
883	Johnny O'Clock (D)A	Dick Powell-Evelyn Keyes	86	Mar. '47	b1/4/47
831	Jolson Story, The *T (D-M)F	L. Parks-E. Keyes-W. Demarest	128	Jan. '47	b9/21/46
809	King of the Wild Horses (D)F	Preston Foster-Gail Patrick	79	3/27/47	b3/29/47
	Let Us Live	M. O'Sullivan-H. Fonda-R. Bellamy			Reissue
815	Little Miss Broadway (M)F	Jean Porter-John Sheldon	70	6/19/47	b8/23/47
823	Lone Wolf in Mexico (My)A	Gerald Mohr-Eric Blore-Sheila Ryan	70	1/16/47	b12/28/46
814	Millie's Daughter (D)F	Gladys George-Paul Campbell	71	3/20/47	b2/15/47
817	Millerson Case, The (M)F	W. Baxter-N. Saunders	72	5/29/47	b5/24/47
	More Than a Secretary	J. Arthur-G. Brent-L. Stander			Reissue
832	Mr. District Attorney (My)A	Dennis O'Keefe-M. Chapman	81	Feb. '47	b12/28/46
829	Return of Monte Cristo (D)F	L. Hayward-G. Macready-U. O'Connor	91	Dec. '46	b11/23/46
	She Couldn't Take It	G. Raft-J. Bennett-W. Connolly			Reissue
	Shut My Big Mouth	J. E. Brown-A. Mara-V. Jory			Reissue
804	Singin' in the Corn (C-M)F	Judy Canova-Allen Jenkins	66	12/26/46	b11/16/46
811	Sport of Kings (D)	Gloria Henry-Paul Campbell	68	6/20/47	a7/12/47
	Texas	W. Holden-C. Trevor-G. Ford			Reissue
819	The Thirteenth Hour (My)A	Richard Dix-Karen Morley	65	3/6/47	b2/15/47
	COMING				
	A Little Spanish Town	Gene Autry-Elaine Marion			
	Black Arrow, The	L. Hayward-J. Blair-G. Macready			
	Blondie in the Dough	P. Singleton-A. Lake-L. Simms	69	10/16/47	
	Blondie's Anniversary	Penny Singleton-Arthur Lake			
	Bulldog Drummond Strikes Back (My)	Ron Randell-Gloria Henry		9/4/47	a7/26/47
	Coroner Creek	Randolph Scott-Barbara Reed			
	Crime Doctor's Gamble	Warner Baxter-Micheline Cheirel			
	Devil Ship	Richard Lane-Louise Campbell			
	Down to Earth *T (M-C)A	Rita Hayworth-Larry Parks	101		b8/2/47
	Her Husband's Affairs (C)A	F. Tone-L. Ball-E. E. Horton	86		b7/26/47
	I Love Trouble (My)	F. Tone-J. Blair-J. Carter			a8/9/47
	I Surrender Dear	Jack Leonard-Michael Duane			
	It Had to Be You (C-D)	Ginger Rogers-Cornel Wilde			a7/5/47
803	Keeper of the Bees (D)	Gloria Henry-Michael Duane	68	7/10/47	a6/7/47
	Key Witness	John Beal-Trudy Marshall	67	10/9/47	a6/28/47
	Lady from Shanghai, The	Rita Hayworth-Orson Welles			a4/12/47
837	Last of the Redmen	J. Hall-M. O'Shea-E. Ankers	77	Aug. '47	
	Lone Wolf in London	Gerald Mohr-Nancy Saunders			
	Man from Colorado, The (D)	Glen Ford-Ellen Drew-Wm. Holden			a5/24/47
	Mary Lou	Robert Lowery-Joan Barton			
	Mating of Millie, The (D)	G. Ford-E. Keyes			a8/2/47

COLUMBIA (Continued)

Prod. No.			Run Time Mins.	Rel. Date	See Issue of
	COMING				
835	Pacific Adventure	Ron Randell-Muriel Steinbeck	80	July '47	
	Prince of Thieves	Jon Hall-Patricia Morrison-A. Jergens			
	Rose of Santa Rose	Hoosier Hot Shots-E. Noriaga			
	Relentless *T	R. Young-M. Chapman-W. Parker			a1/11/47
	Sign of the Ram, The (D)	Susan Peters-Alexander Knox			a8/16/47
813	Son of Rusty, The (D)F	T. Donaldson-T. Powers-A. Doran	67	8/7/47	b8/16/47
	Strawberry Roan *C (W)	Gene Autry-Gloria Henry			a7/26/47
	Sweet Genevieve	Jean Porter-Jimmy Lydon	68	10/23/47	
	Swordsman, The	Larry Parks-Ellen Drew-G. Macready			a1/4/47
	The Last Round-Up	Gene Autry-Jean Heather			
	To The Ends of The Earth (D)	Dick Powell-Maylia			a7/19/47
	Two Blondes and a Redhead (C-D)	Jean Porter-Jimmy Lloyd			a6/14/47
	When A Girl's Beautiful	Adele Jergens-Marc Platt		9/25/47	
	Wreck of the Hesperus	Willard Parker-Patricia White			
	Westerns (Current)				
867	Law of the Canyon (W-M)F	Charles Starrett-Smiley Burnette	55	4/24/47	b6/28/47
866	Lone Hand Texan, The (W-M)F	Charles Starrett-Smiley Burnette	54	3/6/47	b3/1/47
852	Over the Sante Fe Trail (W-M)F	Ken Curtis-Jenifer Holt	63	2/13/47	b2/15/47
868	Prairie Raiders (W-M)F	Charles Starrett-Smiley Burnette	55	5/29/47	b7/19/47
851	Smoky River Serenade	P. Campbell-F. Terry-Hoosier Hotshots		Aug. '47	
865	South of the Chisholm Trail (W)F	Charles Starrett-Smiley Burnette	58	1/30/47	b2/1/47
853	Swing the Western Way	J. Leonard-M. Dugan-Hoosier Hot Shots	66	6/26/47	
864	West of Dodge City	Charles Starrett-Smiley Burnette	57	3/27/47	
	Westerns (Coming)				
	Buckaroo From Powder River	Charles Starrett-Smiley Burnette	55	10/14/47	
	Last Days of Boot Hill (W)	Charles Starrett-Smiley Burnette			a7/19/47
	Phantom Valley	Charles Starrett-Smiley Burnette			
870	Riders of the Lone Star	Charles Starrett-Smiley Burnette	55	8/14/47	
	Six Gun Law (W)	C. Starrett-S. Burnette			
851	Smoky River Serenade	P. Campbell-F. Terry-Hoosier Hotshots		Aug. '47	
869	Stranger From Ponca City	Charles Starrett-Smiley Burnette	56	7/3/47	
	Whirlwind Raiders	Charles Starrett-Smiley Burnette			

EAGLE-LION

	CURRENT 1946-'47				
103	Adventuress, The	Deborah Kerr-Trevor Howard	100	3/17/47	b7/13/46
101	Bedelia (D)A	Margaret Lockwood-Ian Hunter	81	2/1/47	b6/3/46
714	Brute Man, The (H)A	Tom Neal-Jane Adams	60	10/1/46	b10/26/46
733	Corsican Brothers	D. Fairbanks, Jr.-Tamiroff-Warrick	111	6/21/47	Reissue
701	Devil On Wheels, The (D)F	Noreen Nash-D. Hickman-Jan Ford	67	3/2/47	b1/25/46
	Don Ricardo Returns	Isabelita-Fred Coby		11/5/46	a9/21/46
711	Gas House Kids Go West (C)F	C. Williams-J. Shelton-A. Switzer	62	7/12/47	b7/26/47
712	Gas House Kids in Hollywood (C)F	Alfalfa Switzer-Gas House Kids	63	8/23/47	b9/6/47
	Green for Danger (My)A	Sally Gray-Trevor Howard	91		b12/14/46
704	Heartaches (My)A	H. Ryan-C. Wills	71	6/28/47	b7/5/47
734	International Lady	G. Brent-I. Massey-B. Rathbone	102	5/24/47	Reissue
102	It's a Joke Son (C)F	Kenny Delmar-Una Merkel	64	1/25/47	b1/25/47
717	Killer At Large (My)A	Anabel Shaw-Robert Lowery	63	5/31/47	b6/14/47
731	Kit Carson	D. Andrews-L. Bart-J. Hall	97	3/22/47	
	Lady Chaser	Ann Savage-Robert Lowery	60	11/25/46	
732	Last of the Mohicans	R. Scott-B. Barnes-H. Wilcoxen	94	3/22/47	Reissue
610	Lighthouse	J. Lang-D. Castle-J. Litel	64	1/10/47	a10/19/46
104	Lost Honeymoon (C)A	Franchot Tone-A. Richards-T. Conway	71	3/29/47	b3/15/47
709	Philo Vance Secret Mission	W. Wright-T. Austin-R. Ames	64	6/14/47	b4/26/47
707	Philo Vance's Gamble (My)A	Alan Curtis-Terry Austin	60	4/12/47	b4/26/47
756	Philo Vance's Secret Mission (My)F	Alan Curtis-Sheila Ryan	58	3/20/47	b9/6/47
107	Red Stallion *C (D)F	T. Donaldson-R. Paige-J. Dowell	82	8/16/47	b7/26/47
105	Repeat Performance (D)A	Joan Leslie-L. Hayward-F. Basehart	93	5/30/47	b5/24/47
	Return of Rin-Tin-Tin *V	D. Woods-B. Blake-C. Drake		2/20/47	
736	South of Pago Pago	V. McLaglen-J. Hall-F. Farmer	84	6/21/47	
703	Stepchild (D)A	B. Joyce-D. Woods	70	6/7/47	b6/14/47
715	Three on a Ticket (My)F	Hugh Beaumont-Cheryl Walker	64	4/5/47	b4/5/47
SP72	Untamed Fury (D)A	Mikel Conrad-Gaylord Pendleton	64	3/22/47	b3/29/47
	COMING				
	Adventures of Casanova	A. deCordova-L. Bremer- T. Bey			
	Blonde Savage (D)	L. Erickson-G. Sherwood			a8/2/47
579	Bury Me Dead (My)	M. Daniels-G. McClure-C. O'Donnell			a6/7/47
106	Caravan	Stewart Granger-Jean Kent		7/26/47	
	Enchanted Valley	A. Curtis-A. Gwynne			
	Headin' for Heaven	Stuart Erwin-Glenda Farrell			
	Linda Be Good (D)	E. Knox-J. Hubbard-M. Wilson			a8/16/47
	Love from a Stranger (D)	J. Hodiak-S. Sidney-A. Richards			a7/12/47
	Man From Texas (My-D)	J. Johnston-J. Craig-L. Bari			a7/19/47
	Man Wanted	Anabel Shaw-Robert Lowery			
	Northwest Stampede *C	J. Leslie-J. Craig-J. Oakie			
	Philo Vance's Peril	W. Wright-L. Balasco-R. Ames			b1/25/47
	Out of the Blue (C)A	G. Brent-V. Mayo-T. Bey	86		b8/30/47
	Prelude to Night	Z. Scott-L. Hayward-D. Lynn			
710	Railroaded	J. Ireland-S. Ryan-H. Beaumont		8/10/47	a6/21/47
	Silent Voice	Sheila Ryan-Edward Norris			a4/26/47
	The Open Secret	John Ireland-Ellen Lowe			
	T-Men	Dennis O'Keefe			
716	Too Many Winners (M-My)	Hugh Beaumont-Trudy Marshall	60	5/24/47	b6/7/47
	Westerns (Current)				
752	Border Feud (W)F	Lash LaRue-Fuzzy St. John	55	5/10/47	b5/24/47
766	Code of the Plains	Buster Crabbe-Fuzzy St. John	36	4/26/47	Reissue
761	Frontier Fighters	B. Crabbe-Fuzzy St. John	39	4/26/47	Reissue
765	Panhandle Trail	Buster Crabbe-Fuzzy St. John	40	4/26/47	Reissue
	Prairie Rustlers (W)F	Buster Crabbe-Al St. John	54	11/7/45	b8/10/46
763	Raiders of Red Rock	Buster Crabbe-Fuzzy St. John	38	4/26/47	
745	Range Beyond the Blue (W-M)F	Eddie Dean-Roscoe Ates	55	3/17/47	
764	Shootin' Irons	Tex O'Brien-Jim Newhill	40	4/26/47	Reissue
762	Thundergap Outlaws	Tex O'Brien-Jim Newhill	40	4/26/47	Reissue
746	West to Glory	Eddie Dean-Roscoe Ates	71	4/12/47	
	Westerns (Coming)				
	Black Hills	Eddie Dean-Roscoe Ates			
	Check Your Guns	E. Dean-R. Ates-N. Gates			
757	Cheyenne Takes Over	Lash LaRue-Fuzzy St. John-J. Holt	56	10/25/47	b8/2/47
756	Fighting Vigilante	Lash LaRue-Fuzzy St. John		10/18/47	
758	Frontier Crusader	Lash LaRue-Fuzzy St. John		11/1/47	

C

Caged Fury ..... Para.
Calcutta ..... Para.
Calendar Girl ..... Rep.
California ..... Para.
Canyon Passage ..... Univ.
Captain from Castile 20th-Fox
Captain Caution ..... Favorite
Captain Fury ..... Favorite
Captains Courageous ..... MGM
Captive Heart ..... Univ
Caravan ..... EL
Carnegie Hall ..... UA
Carnival in Costa Rica 20th-Fox
Case of the Baby Sitter ..... SG
Cass Timberlane ..... MGM
Cat Creeps ..... Univ
Catherine the Great ..... FC
Centennial Summer 20th-Fox
Cheers for Miss Bishop ..... Astor
Cheyenne ..... WB
Child of Divorce ..... RKO
Christopher Blake ..... WB
Cigarette Girl ..... Col.
Claudia and David 20th-Fox
Cockeyed Miracle ..... MGM
Code of the North ..... SG
Code of the West ..... RKO
Copacabana ..... UA
Coroner Creek ..... Col.
Corpse Came C. O. D., The ..... Col.
Corsican Brothers ..... EL
Courage of Lassie ..... MGM
Courageous Dr. Christian ..... Astor
Courtneys of Curzon Street ..... Brit.
Crack Up ..... RKO
Crime Doctor's Gamble ..... Col.
Criminal Court ..... RKO
Crimson Key, The 20th-Fox
Crossfire ..... RKO
Cross My Heart ..... Para.
Cry Wolf ..... WB
Cuban Pete ..... Univ.
Curly ..... UA
Cynthia ..... MGM

D

Daisy Kenyon 20th-Fox
Dancing With Crime ..... Brit.
Danger Woman ..... Univ.
Dangerous Money ..... Mono.
Dangerous Venture ..... UA
Dangerous Years 20th-Fox
Daring Desperadoes ..... Favorite
Daring Young Man, The ..... Col.
Dark Delusion ..... MGM
Dark Horse ..... Univ.
Dark Passage ..... WB
Dark Road, The ..... SG
Dead Don't Dream, The ..... UA
Dead Reckoning ..... Col.
Dear Murderer ..... Brit.
Dear Ruth ..... Para.
Deep Valley ..... WB
Desert Fury ..... Para.
Desire Me ..... MGM
Destry Rides Again ..... Univ.
Desperate ..... RKO
Devil Ship ..... Col.
Devil on Wheels ..... EL
Devil Thumbs a Ride ..... RKO
Dick Tracy Meets Gruesome ..... RKO
Dick Tracy's Dilemma ..... RKO
Dick Tracy Versus Cueball ..... RKO
Dillinger ..... Mono.
Dishonored Lady ..... UA
Doctor Takes a Wife, The ..... Col.
Don Ricardo Returns ..... EL
Down to Earth ..... Col.
Dragnet ..... SG
Dream Girl ..... Para.
Driftwood ..... Rep.
Duel in the Sun ..... Selznick
Dust Be My Destiny ..... WB

E

Each Dawn I Die ..... WB
Easy Come, Easy Go ..... Para.
Easy to Wed ..... MGM
Egg and I ..... Univ.
Emperor Waltz, The ..... Para.
Enchanted Valley ..... EL
End of the Rainbow ..... Rep.
Escape Me Never ..... WB
Ever the Beginning ..... WB
Exile, The ..... Univ.
Exposed ..... Rep.

F

Fabulous Dorseys ..... UA
Fabulous Suzanne ..... Rep.
Fabulous Texan, The ..... Rep.
Faithful in My Fashion ..... MGM
Fall Guy ..... Mono.
Fangs of the Wild ..... Astor
Fanny By Gaslight ..... UA
Farmer's Daughter ..... RKO
Fear in the Night ..... Para.
Fiesta ..... MGM
Fighting Father Dunne ..... RKO
Flame, The ..... Rep.
Flying Dueces ..... Astor
Fool's Gold ..... UA
Forever Amber 20th-Fox
Foxes of Harrow, The 20th-Fox
Framed ..... Col.
Frieda ..... Brit.
Front Page Scandal ..... Mono.

Title	Company
Fun and Fancy Free	RKO
Fun on a Weekend	UA
Fugitive	RKO

G

Gallant Bess	MGM
Gangster, The	Allied
Gas House Kids	EL
Gas House Kids in Hollywood	EL
Gay Ranchero, The	Rep.
Gas House Kids Go West	EL
Gentlemen's Agreement	20th-Fox
Ghost and Mrs. Muir	20th-Fox
Ghost Goes West	FC
Ghost Goes Wild	Rep.
Ginger	Mono.
Give My Regards to Broadway	20th-Fox
Glamour Girl	Col.
God's Country	SGP
Golden Boy	Col.
Golden Earrings	Para.
Good Girls Go to Paris	Col.
Good News	MGM
Good Sam	RKO
Great Expectations	Univ.
Great Waltz	MGM
Green Dolphin Street	MGM
Green Fingers	Brit.
Green for Danger	E-L
Green Grass of Wyoming	20th-Fox
Green Years	MGM
Guilt of Janet Ames	Col.
Guilty	Mono.
Gunfighters	Col.

H

Hard Boiled Mahoney	Mono.
Hat Box Mystery	SG
Headin' for Heaven	EL
Heartaches	EL
Heart of Arizona	SGP
Heaven Only Knows	UA
Heldorado	Rep.
Henry the VIII	FC
Henry the Fifth	UA
Her Adventurous Night	Univ.
Her Enlisted Man	Astor
Her Husband's Affairs	Col.
Here Comes Trouble	UA
High Barbaree	MGM
High Conquest	Mono.
High School Hero	Mono.
High Tide	Mono.
High Wall, The	MGM
Hit Parade of 1947	Rep.
Hollywood Barn Dance	SG
Hollywood Bound	Astor
Homecoming	MGM
Home in Oklahoma	Rep.
Homestretch	20th-Fox
Home Sweet Homicide	20th-Fox
Honeymoon	RKO
Hoppy's Holiday	UA
Housekeeper's Daughter	Favorite
How Green Was My Valley	20th-Fox
Hucksters, The	MGM
Hue and Cry	Brit.
Humoresque	WB
Hungry Hill	Brit.
Hunted, The	Allied

I

I Cover Big Town	Para.
If I'm Lucky	20th-Fox
If Winter Comes	MGM
If You Knew Susie	RKO
I Know Where I'm Going	Univ.
I Love Trouble	Col.
Imagination	U.I.
Imperfect Lady	Para.
In Old Sacramento	Rep.
Indian Summer	RKO
Intermezzo	Selznick
International Lady	EL
Intrigue	UA
Invisible Wall, The	20th-Fox
I Remember Mama	RKO
I Stole a Million	Univ.
It Had to Be You	Col.
It Happened at the Inn	MGM
It Happened in Brooklyn	MGM
It Happened on Fifth Avenue	Allied
It's a Joke, Son	EL
It's a Wonderful Life	RKO
I'll Be Yours	Univ.
I've Always Loved You	Rep.
Ivy	Univ.
I Walk Alone	Para.
I Wonder Who's Kissing Her Now	20th-Fox

J

Jewels of Brandenburg	20th-Fox
Jimmy Steps Out	Astor
Joe Palooka in the Knockout	Mono.
Johnny Belinda	WB
Johnny O'Clock	Col.
Jolson Story	Col.
Jungle Flight	Para.

K

Keeper of the Bees	Col.
Key Witness	Col.
Kid Millions	FC
Killer at Large	EL
Killer-Dill	SGP
Killer McCoy	MGM
Kilroy Was Here	Mono.
King of the Bandits	Mono.
King of the Wild Horses	Col.
Kissing Bandit	MGM
Kiss of Death	20th-Fox
Kit Carson	EL

EAGLE-LION (Continued)

Prod. No.	Westerns (Coming)	Run Time Mins.	Rel. Date	See Issue of
754	Ghost Town Renegades (W)F — Lash LaRue-Fuzzy St. John-J. Holt	56	7/26/47	b8/2/47
	Gun Fighter — Lash LaRue-Al St. John-Mary Scott			a12/18/46
753	Pioneer Justice (W)F — Lash LaRue-Fuzzy St. John-J. Holt	55	6/28/47	b7/5/47
755	Return of the Lash — Lash LaRue-Al St. John		10/11/47	
	Shadow Valley — Eddie Dean-Roscoe Ates			
	Stage to Mesa City — Lash LaRue-Fuzzy St. John			
	Tornado Range — E. Dean-J. Holt-R. Ates			

FAVORITE FILMS CORP.

Broadway Limited	Dennis O'Keefe-V. McLaglen	74	1/1/47	Reissue
Daring Desperadoes	I. Lupino-L. Carrillo-N. Martini	88	May '47	Reissue
Of Mice and Men (D)A	B. Meredith-Betty Field-L. Chaney, Jr.	105	12/1/46	Reissue
Road Show	C. Landis-J. Hubbard-A. Menjou	86	Mar. '47	Reissue
Sea Bandits	D. Morgan-Steffi Duna	70	May '47	Reissue
There Goes My Heart	Frederic March-Virginia Bruce	82	Mar. '47	Reissue
Topper Takes Trip	C. Bennett-R. Young-A. Mowbray	79	Feb. '47	Reissue
Topper Returns	O'Keefe-Landis-Blondell-Young	87	Feb. '47	Reissue

FILM CLASSICS

CURRENT

Catherine the Great	D. Fairbanks, Jr.-E. Bergner	95		Reissue
Ghost Goes West	R. Donat-J. Parker	83		Reissue
Henry the VIII	C. Laughton-R. Donat-M. Oberon	97		Reissue
Lydia	M. Oberon-J. Cotten	98		Reissue
Man Who Could Work Miracles	Roland Young-Joan Gardner	82		Reissue
Murder on Diamond Row	Edmund Lowe-Ann Todd	77		Reissue
That Hamilton Woman	V. Leigh-L. Olivier	124		Reissue
Things to Come	Raymond Massey-Margaretta Scott	92		Reissue

METRO-GOLDWYN-MAYER

CURRENT

716	Beginning Or the End, The (D)F — B. Donlevy-R. Walker-G. Tearle	112	Mar. '47	b2/22/47
724	Dark Delusion (D)F — L. Barrymore-J. Craig-L. Bremer	90	June '47	b4/12/47
727	Fiesta *T (D-M)F — Esther Williams-John Carroll	101	July '47	b5/17/47
702	Gallant Bess *C (D)F — Marshall Thompson-Jim Davis	99	Jan. '47	b9/7/46
723	Great Waltz, The (M)F — L. Rainer-F. Gravet-M. Korjus	110	July '47	Reissue
721	High Barbaree (D)F — Van Johnson-June Allyson	91		b3/15/47
728	Hucksters, The (C-D)A — C. Gable-D. Kerr-A. Menjou	115	July '47	b6/28/47
	It Happened at the Inn — Fernand Ledoux-Maurice Rollin	103	April '47	b9/21/46
718	It Happened in Brooklyn (C-M)F — F. Sinatra-K. Grayson	103		b3/8/47
712	Lady in the Lake (My)A — Robert Montgomery-Audrey Totter	103	Jan. '47	b11/30/46
719	Little Mister Jim (C)F — James Craig-Frances Gifford	92	April '47	b6/8/46
725	Living in a Big Way (C-D)F — Gene Kelly-Marie MacDonald	104	June '47	b5/31/47
714	Love Laughs at Andy Hardy (C)F — M. Rooney-B. Granville-D. Ford	93	Feb.	b12/7/46
711	Mighty McGurk, The (C)F — Wallace Beery-Aline McMahon	85	Jan. '47	b11/23/46
715	My Brother Talks to Horses (C-D)F — Butch Jenkins-Peter Lawford	93	Jan. '47	b11/30/46
708	Show-Off, The (C)F — R. Skelton-Marilyn Maxwell	83	Dec.	b8/17/46
801	Song of the Thin Man (My)F — William Powell-Myrna Loy	86	Sept. '47	b7/26/47
710	Till the Clouds Roll By *T (M)F — J. Garland-R. Walker-F. Sinatra	135	Jan. '47	b11/15/46
722	Undercover Maisie (C)A — Ann Sothern-Barry Nelson	90	May	b3/8/47
707	Undercurrent (D)A — K. Hepburn-A. Taylor	115	Nov.	b10/5/46
717	Yearling, The *T (D)F — G. Peck-J. Wyman-C. Jarman	128	May	b11/30/46

COMING

	Alias A Gentleman — Wallace Beery-Gladys George			
803	Arnelo Affair, The (D)A — John Hodiak-Frances Gifford	87	Sept.	b2/15/47
	Birds and the Bees, The *T — J. MacDonald-J. Iturbi-J. Powell			a3/1/47
	Boom Town — C. Gable-S. Tracy	120	Feb. '47	Reissue
	Captains Courageous — Spencer Tracy-Mickey Rooney			Reissue
	Cass Timberland (D) — Spencer Tracy-Lana Turner			a9/6/47
726	Cynthia (C-D)F — E. Taylor-G. Murphy-M. Astor	98	July '47	b5/17/47
	Desire Me — G. Garson-Richard Hart			a9/7/46
	Good News (C-D) — J. Allyson-P. Lawford-J. McCracken			a8/30/47
	Green Dolphin Street — Lana Turner-Van Heflin			a2/1/47
	High Wall, The — R. Taylor-A. Totter-H. Marshall			
	Homecoming — C. Gable-L. Turner-A. Baxter			
	If Winter Comes — W. Pidgeon-D. Kerr-A. Lansbury			
	Killer McCoy — M. Rooney-E. Taylor-B. Donlevy			
	Kissing Bandit *T — F. Sinatra-K. Grayson			
	Luxury Liner — G. Brent-F. Gifford-J. Powell			a8/23/47
805	Merton of the Movies (C)F — Red Skelton-Virginia O'Brien	82	Oct.	b7/19/47
	On an Island With You *T (C-M) — E. Williams-P. Lawford			a8/23/47
	Piccadilly Incident (D)A — Anne Neagle-Michael Wilding	100		b8/31/46
	Pirate, The *T — J. Garland-G. Kelly-W. Slezak			a7/5/47
729	Romance of Rosy Ridge, The (D)F — V. Johnson-T. Mitchell-J. Leigh	105	Aug. '47	b7/5/47
804	Song of Love (DM)A — K. Hepburn-P. Henreid-R. Walker	119	Oct.	b7/26/47
	Stormy Waters (D)A — J. Gabin-M. Morgan	77		b8/9/47
	Summer Holiday *T — Mickey Rooney-Gloria DeHaven			a9/7/46
	Tenth Avenue Angel — M. O'Brien-G. Murphy-P. Thaxter			a9/21/46
	The Kissing Bandit *T — Frank Sinatra-Kathryn Grayson			
	This Time For Keeps *T — E. Williams-L. Melchior			a9/7/46
802	Unfinished Dance, The *T (D)F — Margaret O'Brien-Cyd Charisse	101	Sept.	b8/2/47
	Virtuous — V. Johnson-J. Allyson			

MONOGRAM

CURRENT 1946-'47

613	Fall Guy (My)A — Cliff Penn-Teala Loring	64	3/15/47	b3/8/47
609	Ginger — Frank Albertson-Barbara Reed	67	1/4/47	a9/28/46
614	Guilty, The (My)A — Bonita Granville-Don Castle	71	3/22/47	b3/22/47
616	Hard Boiled Mahoney — L. Gorcey-Bowery Boys	63	5/10/47	a3/22/47
620	High Conquest (D)A — A. Lee-G. Roland-W. Douglas	83	6/21/47	b3/15/47
617	Queen of the Yukon — Charles Bickford-Irene Rich	73	5/31/47	Reissue
610	Riding the California Trail — Gilbert Roland-Teala Loring	61	1/11/47	a10/26/46
618	Sarge Goes to College (C)F — A. Hale, Jr.-F. Stewart-J. Preisser	63	5/17/47	b5/10/47
611	Vacation Days (D-M)F — F. Stewart-J. Preisser	66	1/25/47	b4/5/47

MONOGRAM (Continued)

Prod. No.			Run Time Mins.	Rel. Date	See Issue of
	CURRENT 1946-'47				
615	Violence (D)A	Nancy Coleman-M. O'Shea	72	4/12/47	b4/12/47
619	Wolf Call	John Carroll-Movita	62	6/7/47	Reissue
	COMING				
	A Palooka Named Joe	L. Errol-J. Kirkwood-E. Knox			
625	Bowery Buckaroos	Leo Gorcey-Bowery Boys-Julie Briggs	66	10/11/47	
4402	Dillinger	Lawrence Tierney-Anne Jeffreys	70	7/5/47	Reissue
4701	High Tide (D)A	Lee Tracy-D. Castle-A. Shaw	70	9/13/47	b8/9/47
4702	Joe Palooka in the Knockout (D)F	Joe Kirkwood, Jr.-Elyse Knox	72	9/20/47	b8/30/47
621	Kilroy Was Here (C)F	J. Cooper-J. Coogan-W. McKay	68	7/19/47	b7/5/47
624	King of the Bandits	G. Roland-C. Martin-A. Greene	66	10/4/47	
4703	Louisiana (C-D)F	Jimmie Davis-Margaret Lindsay	85	11/15/47	b8/9/47
3803	Mutiny in the Big House	Charles Bickford-Barton McLane	89	7/5/47	Reissue
622	News Hounds (C)F	Leo Gorcey-H. Hall-B. Jordan	68	8/9/47	b6/21/47
	Old Gray Mayor, The	Freddie Stewart-June Preisser			
	Quest of Willie Hunter, The	Don Castle-Audrey Long			
626	Red Hornet, The	Roland Winter-Mantan Moreland			
623	Robin Hood of Monterey (D)F	Gilbert Roland-Evelyn Brent	56	8/2/47	b8/16/47
	Rocky	Roddy McDowall-Gale Sherwood		11/22/47	
666	Thunderbolt *T	Documentary	44	7/26/47	
	Westerns (Current)				
677	Code of the Saddle	J. M. Brown-R. Hatton	53	6/25/47	
671	Land of the Lawless (W)F	J. M. Brown-R. Hatton-J. Harrison	59	4/15/47	b5/31/47
672	Law Comes to Gunsight, The	J. M. Brown-R. Hatton	56	5/24/47	
564	Raiders of the South (W-M)F	J. H. Brown-Raymond Hatton	85	1/18/47	b2/22/47
683	Rainbow Over the Rockies (W-M)F	J. Wakely-"Lasses" White	56	2/6/47	b3/1/47
684	Six Gun Serenade	Jimmy Wakely-"Lasses" White	55	4/5/47	
682	Song of the Wasteland	J. Wakely-"Lasses" White	58	6/31/47	
676	Trailing Danger	J. M. Brown-R. Hatton	58	3/29/47	
675	Valley of Fear (W)F	J. M. Brown-R. Hatton	57	2/15/47	b4/19/47
	Westerns (Coming)				
673	Flashing Guns	J. Brown-R. Hatton	59	8/16/47	
	Man From Powder River, The	J. M. Brown-R. Hatton-C. McIntyre			
678	Prairie Express	J. M. Brown-R. Hatton-V. Belmont	55	9/27/47	
685	Ridin' Down the Trail	J. Wakely-D. Taylor-B. Jones	53	8/23/47	

PARAMOUNT

Prod. No.			Run Time Mins.	Rel. Date	See Issue of
	CURRENT 1946-'47				
4622	Big Town	Philip Reed-Hillary Brooke	60	5/23/47	a2/9/47
4611	Blaze of Noon (D)A	A. Baxter-W. Holden-S. Tufts	90	5/2/47	b3/8/47
4612	Calcutta (My)A	A. Ladd-G. Russell-W. Bendix	83	5/10/47	b3/19/47
4606	California *T (WD)	Ray Milland-B. Stanwyck	93	2/21/47	b12/21/46
4702	Cross My Heart (C-M)F	Betty Hutton-Sonny Tufts	83	1/10/47	b11/23/46
4603	Danger Street (My)A	J. Withers-R. Lowery	66	6/20/47	b3/1/47
4623	Dear Ruth (C)A	J. Caulfield-W. Holden-E. Arnold	95	7/18/47	b5/31/47
4616	Easy Come, Easy Go (C)F	D. Lynn-S. Tufts-Virginia Field	78	3/7/47	b2/8/47
4607	Fear in The Night (D)A	DeForest Kelley-Kay Scott	72	4/18/47	b2/22/47
4621	Imperfect Lady (D)A	R. Milland-T. Wright-V. Field	97	4/25/47	b3/15/47
4610	Ladies Man (C-M)F	Eddie Bracken-Virginia Field	90	2/7/47	b1/11/47
4605	My Favorite Brunette (C)F	B. Hope-D. Lamour	87	4/4/47	b2/22/47
4609	Perfect Marriage, The (C-D)A	L. Young-D. Niven-V. Field	87	1/24/47	b11/23/46
4604	Perils of Pauline *T (C-S)F	B. Hutton-J. Lund	92	7/4/47	b5/31/47
4615	Seven Were Saved	Richard Denning-Catharine Craig	73	3/28/47	a5/25/46
4620	Suddenly It's Spring (C)A	F. MacMurray-P. Goddard	87	3/21/47	b2/15/47
4608	Trouble With Women, The (C)A	T. Wright-B. Donlevy-R. Milland	80	6/27/47	b5/24/47
4614	Welcome Stranger (CD)F	Bing Crosby-Barry Fitzgerald	107		b5/3/47
	COMING				
4702	Adventure Island *C (D)A	R. Calhoun-R. Fleming-P. Kelly	67	10/10/47	b8/9/47
	Albuquerque	Randolph Scott-Barbara Britton			a3/15/47
	Big Clock, The (M)	R. Milland-M. O'Sullivan-C. Laughton			a5/17/47
	Big Town After Dark (D)	Philip Reed-Hillary Brooke			a9/6/47
	Big Town Scandal	Phillip Reed-Hillary Brooke			
	Caged Fury	R. Denning-S. Ryan-B. Crabbe			
4617	Desert Fury *T (D)F	Lizabeth Scott-John Hodiak	98	8/15/47	b8/2/47
	Dream Girl (C-D)	B. Hutton-M. Carey-V. Field			a6/7/47
	Emperor Waltz, The *T	Bing Crosby-Joan Fontaine			a7/13/46
4703	Golden Earrings (D)A	Marlene Dietrich-Ray Milland	95	10/31/47	b8/30/47
4624	I Cover Big Town (My)A	P. Reed-H. Brooke	63	7/25/47	b3/1/47
	I Walk Alone	B. Lancaster-Kirk Douglas			a3/1/47
625	Jungle Flight (D)F	Robert Lowery-Ann Savage	67	8/22/47	b3/1/47
	My Own True Love (D)	Phyllis Calvert-M. Douglas			a8/16/47
	Night Has a Thousand Eyes, The (D)	E. G. Robinson-J. Lund			a8/9/47
	Paleface, The	Bob Hope-Jane Russell			
	Road to Rio	B. Crosby-B. Hope-D. Lamour			a2/1/47
	Saigon	Alan Ladd-Veronica Lake-Douglas Dick			a1/4/47
	Shaggy *C (D)	B. Joyce-G. Nokes-R. Shayne			a9/6/47
	So Evil My Love	R. Milland-A. Todd-G. Fitzgerald			
	Unconquered *T	Gary Cooper-Paulette Goddard			a9/28/46
4618	Variety Girl (C-M)F	Mary Hatcher-DeForest Kelley	93	8/29/47	b7/19/47
	Where There's Life	B. Hope-S. Hasso-W. Bendix			a5/25/46
	Whispering Smith *T	A. Ladd-R. Preston-B. Marshall			a6/14/47
4701	Wild Harvest (D)A	A. Ladd-D. Lamour-R. Preston	92	9/26/47	b8/9/47

RKO-RADIO

Prod. No.			Run Time Mins.	Trade Shown	See Issue of
	CURRENT 1946-'47				
724	A Likely Story (C)F	Bill Williams-Barbara Hale	88	May	b4/19/47
801	Bachelor and the Bobby-Soxer (C)F	G. Grant-M. Loy-S. Temple	95	July	b6/7/47
725	Banjo (C-D)F	S. Moffet-J. White-W. Reed	67	May	b4/19/47
718	Beat the Band (M)F	Frances Langford-Gene Krupa	67	Feb.	b3/1/47
751	Best Years of Our Lives, The (D)A	D. Andrews-M. Loy-F. March	172	Dec.	b11/23/46
722	Born to Kill (D)A	C. Trevor-L. Tierney-W. Slezak	91	April	b4/19/47
708	Child of Divorce (D)A	Sharyn Moffett-Regis Toomey	62	Oct.	b10/19/46
720	Code of the West (W)F	J. Warren-J. Laurenz	57	Feb.	b2/22/47
627	Crack-Up (D)A	P. O'Brien-C. Trevor-H. Marshall	93	June	b6/15/46
709	Criminal Court (My)A	T. Conway-M. O'Driscoll	62	Aug.	b8/10/46
802	Crossfire (D)A	R. Young-R. Mitchum-G. Grahame	85	Aug.	b6/28/47
728	Desperate (G)A	Steve Brodie-Audrey Long	73	May	b5/17/47
719	Devil Thumbs a Ride, The (D)A	Lawrence Tierney-N. Leslie	62	Feb.	b3/1/47

Title	Company
L	
Ladies Man	Para.
Lady from Shanghai, The	Col.
Lady in the Lake	MGM
Lady Chaser	EL
Last of the Mohicans	EL
Last of the Redmen	Col.
Late George Apley	20th-Fox
Laughing Lady	Brit.
Legend of Black Bart, The	Mono.
Let 'Em Have It	Astor
Letter From an Unknown Woman	U-I
Let Us Live	Col.
Les Miserables	20th-Fox
Life With Father	WB
Lighthouse	EL
Linda Be Good	EL
Little Men	Astor
Little Miss Broadway	Col.
Little Mister Jim	MGM
Living in a Big Way	MGM
Locket, The	RKO
Lone Wolf in London	Col.
Lone Wolf in Mexico	Col.
Long Night	RKO
Lost Honeymoon	EL
Lost Moment's, The	Univ.
Louisiana	Mono.
Love and Learn	WB
Love from a Stranger	EL
Love Laughs at Andy Hardy	MGM
Love of Joanna Godden, The	Brit.
Lured	UA
Luxury Liner	MGM
Lydia	FC
M	
Macbeth	Rep.
Macomber Affair	UA
Mad Wednesday	UA
Magic Bow	Univ.
Magic Town	RKO
Magnificent Obsession	Univ.
Magnificent Rogue	Rep.
Man About Town	RKO
Man from Colorado, The	Col.
Man from Texas	E-L
Man Wanted	EL
Man Who Could Work Miracles	FC
Man Within, The	Brit.
Marauders, The	UA
Marked Woman	WB
Mary Lou	Col.
Mating of Millie	Col.
Meet Me at Dawn	20th-Fox
Memory of Love	RKO
Men of Two Worlds	Brit.
Merton of the Movies	MGM
Michigan Kid	Univ.
Mighty McGurk, The	MGM
Millerson Case, The	Col.
Millie's Daughter	Col.
Miracle of the Bells	RKO
Miracle on 34th St.	20th-Fox
Mr. Ace	UA
Mr. District Attorney	Col.
Mr. Hex	Mono.
Monsieur Verdoux	UA
More Than a Secretary	Col.
Mortal Coils	U-I
Moss Rose	20th-Fox
Mother Wore Tights	20th-Fox
Murder on Diamond Row	FC
Mourning Becomes Electra	RKO
Mutiny in the Big House	Mono.
My Brother Talks to Horses	MGM
My Dog Shep	SGP
My Favorite Brunette	Para.
My Heart Goes Crazy	Univ.
My Own True Love	Para.
My Wild Irish Rose	WB
N	
Naked City	Univ.
New Mexico	UA
New Orleans	UA
Newshounds	Mono.
Nicholas Nickelby	Brit.
Nightmare Alley	20th-Fox
Night Has a Thousand Eyes	Para.
Night Unto Night	WB
Nora Prentiss	WB
Northwest Outpost	Rep.
Northwest Stampede	E-L
Notorious	RKO
Notorious Gentleman	Univ.
Notorious Lone Wolf	Col.
O	
Odd Man Out	Univ.
Of Mice and Men	Favorite
Oh Say Can You Sing	Univ.
Old Gray Mayor	Mono.
On an Island With You	MGM
One Hundred Men And A Girl	Univ.
One Million B.C.	Favorite
One Romantic Night	Astor
On the Old Spanish Trail	Rep.
Other Love	UA
Out California Way	Rep.
Out of the Blue	EL
Out of the Past	RKO
P	
Pacific Adventure	Col.
Pale Face	Para.
Paradine Case	Selznick
Perfect Marriage	Para.
Perils of Pauline	Para.
Phantom Valley	Col.
Philo Vance's Gamble	EL

Title	Company
Philo Vance Returns	EL
Philo Vance's Peril	EL
Philo Vance's Secret Mission	EL
Piccadilly Incident	MGM
Pirates, The	MGM
Pirates of Monterey	Univ.
Plainsman and the Lady	Rep.
Portrait of Jennie	SRO
Possessed	WB
Prairie, The	SG
Prelude to Night	EL
Pretender, The	Rep.
Prince of Thieves	Col.
Prison Story	RKO
Private Affairs of Bel Ami	UA
Pursued	WB

Q

Queen of the Amazons	SGP
Queen of the Yukon	Mono.
Queen's Necklace, The	Misc.
Quest of Willie Hunter, The	Mono.

R

Race Street	RKO
Rachel	RKO
Rage in Heaven	MGM
Railroaded	EL
Ramrod	UA
Razor's Edge	20th-Fox
Red Hornet, The	Mono.
Red House	UA
Red Pony, The	Rep.
Red Stallion	EL
Relentless	Col.
Renegade Girl	SGP
Repeat Performance	EL
Return of Rin-Tin-Tin	EL
Return of the Badmen	RKO
Ride the Pink Horse	Univ.
Riding the California Trail	Mono.
Riff-Raff	RKO
River Lady	U-I
Road to Rio	Para.
Road Show	Favorite
Road To Hollywood	Astor
Robin Hood of Monterey	Mono.
Rocky	Mono.
Romance in High C	WB
Romance of Rosy Ridge, The	MGM
Root of All Evil	Brit.
Rose of Santa Rose	Colo.
Roses Are Red	20th-Fox
Roughshod	RKO
Rupert of Hentzau	SRO
Runaround	Univ.

S

Saigon	Para.
San Demetrio, London	2th-Fox
San Quentin	RKO
Sarge Goes to College	Mono.
Scared to Death	SGP
Scarface	Astor
Scarlet Pimpernel, The	FC
School for Danger	Misc.
School for Secrets	Brit.
Sea Bandits	Favorite
Sea Hawk, The	WB
Sea Wolf, The	WB
Searching Wind	Para.
Second Chance	20th-Fox
Second Chorus	Astor
Secret Beyond the Door, The	U-I
Secret Life of Walter Mitty	RKO
Senator Was Indiscreet	U-I
Seven Keys to Baldpate	RKO
Seven Were Saved	Para.
Shadows Over Chinatown	Mono.
Shaggy	Para.
She Couldn't Take It	Col.
Shocking Miss Pilgrim	20th-Fox
Show-Off	MGM
Shoot to Kill	Screen Guild
Shut My Big Mouth	Col.
Silent Voice	EL
Silver Devil	Astor
Silver River	WB
Sinbad the Sailor	RKO
Singapore	Univ.
Sign of the Ram, The	Col.
Sky Devils	Astor
Slave Girl	Univ.
Sleep, My Love	UA
Slippy McGee	Rep.
Smash-Up	Univ.
Snake Pit, The	20th-Fox
So Evil My Love	Para.
Something in the Wind	Univ.
Son of Rusty	Col.
Song of Love	MGM
Song of My Heart	Allied
Song of Scheherazade	Univ.
Song of the Thin Man	MGM
South of Pago Pago	EL
So Well Remembered	RKO
Spoilers of the North	Rep.
Sport of Kings	Col.
Springtime in the Sierras	Rep.
Stairway to Heaven	Univ.
Stallion Road	WB
Stampede	UA
Station West	RKO
Step-Child	EL
Stork Bites Man	UA

RKO-RADIO (Continued)

Prod. No.	CURRENT 1946-'47		Run Time Mins.	Trade Shown	See Issue of
729	Dick Tracy's Dilemma (M)A	Ralph Byrd-Kay Christopher	60	June	b5/17/47
714	Dick Tracy vs. Cueball (D)F	Morgan Conway-Anne Jeffreys	62	Dec.	b11/9/46
716	Farmer's Daughter, The (C-D)A	L. Young-J. Cotten-E. Barrymore	97	Feb.	b2/22/47
721	Honeymoon (C)F	S. Temple-F. Tone-G. Madison	74	June	b5/19/47
781	It's a Wonderful Life (D)	J. Stewart-D. Reed-L. Barrymore	128	Dec.	b12/21/46
861	Long Night, The (D)A	Henry Fonda-Barbara Bel Geddes	96	May	b5/31/47
712	Notorious (My-D)A	Cary Grant-Ingrid Bergman	101	July	b7/27/46
712	San Quentin (D)A	L. Tierney-M. Carr-B. MacLane	66	Dec.	b12/7/46
851	Secret Life of Walter Mitty *T (C)F	D. Kaye-V. Mayo-F. Bainter	105	July	b7/19/47
762	Sinbad the Sailor T (F)F	D. Fairbanks. Jr.-M. O'Hara	117	Jan.	b1/18/47
723	Tarzan and the Huntress (D)F	J. Weissmuller-B. Joyce	70	April	a3/22/47
726	They Won't Believe Me (D)A	Robert Young-Susan Hayward	95	May	b5/17/47
730	Thunder Mountain (W)F	T. Holt-R. Martin-M. Hyer	60	May	b5/17/47
717	Trail Street (W)F	R. Scott-R. Ryan-A. Jeffreys	83	Mar.	b2/1/47
727	Woman on the Beach, The (D)A	J. Bennett-R. Ryan-C. Bickford	71	June	b5/17/47

COMING

	A Song Is Born *T	Danny Kaye-Virginia Mayo			
	Berlin Express	M. Oberon-R. Ryan-P. Lukas			
Sp.	Bishop's Wife, The (D)	G. Grant-T. Wright-D. Niven			a7/5/47
	Dick Tracy Meets Gruesome (My)	R. Byrd-B. Karloff-A. Gwynne			a8/2/47
	Fighting Father Dunne (D)	P. O'Brien-M. Dell-D. Hickman			a8/30/47
Sp.	Fun and Fancy Free *T (F)F	E. Bergen-D. Shore	72	Aug. '47	b8/23/47
	Fugitive, The (D)	Henry Fonda-Dolores Del Rio			a7/26/47
	Good Sam	G. Cooper-A. Sheridan-E. Lowe			
	If You Knew Susie (C)	Eddie Cantor-J. Davis-A. Joslyn			a7/19/47
	Indian Summer (D)	A. Knox-A. Sothern-G. Tobias			a7/5/47
	I Remember Mama (C-D)	I. Dunne-B. Bel Geddes-O. Homolka			a8/30/47
Sp.	Magic Town (C-D)F	James Stewart-Jane Wyman	103	Aug. '47	b8/23/47
	Man About Town	Maurice Chevalier			
	Memory of Love	D. Andrews-M. Oberon-E. Barrymore			
	Miracle of the Bells	F. MacMurray-F. Sinatra-Valli			
Sp.	Mourning Becomes Electra	R. Russell-K. Paxinou-R. Massey			
	Out of the Past	Robert Mitchum-Jane Greer			a2/1/47
	Race Street	G. Raft-M. Maxwell-W. Bendix			
	Rachel	L. Young-W. Holden-R. Mitchum			
	Return of the Badmen	Randolph Scott-Jacqueline White			
803	Riff-Raff (My)A	Pat O'Brien-Anne Jeffries	80	June	b6/7/47
	Roughshod (D)	R. Sterling-C. Jarman-G. Grahame			a9/6/47
804	Seven Keys to Baldpate (M)A	Phillip Terry-Jacqueline White	68	June	b6/7/47
	So Well Remembered	M. Scott-J. Mills			
	Station West	D. Powell-J. Greer-A. Moorehead			
	Tarzan and the Mermaids	J. Weissmuler-B. Joyce			
	Tycoon *T	John Wayne-Laraine Day			a7/12/47
	Under Arizona Skies	T. Holt-N. Leslie-R. Martin			
805	Under the Tonto Rim (W)F	T. Holt-N. Leslie-R. Martin	61	June	b6/7/47
	War Party	Shirley Temple-John Agar			
	Wild Horse Mesa	Tim Holt-Nan Leslie			
	Your Red Wagon	C. O'Donnell-F. Granger-H. deSilva			

REPUBLIC

Prod. No.	Current 1945-46		Run Time Mins.	Trade Shown	See Issue of
543	Heldorado (WM)F	Roy Rogers-Dale Evans-"Gabby" Hayes.	70	12/15/46	b12/23/46
5542	Home in Oklahoma (W-M)F	R. Rogers-G. Hayes-D. Evans	72	11/8/46	b11/2/46
5503	Out California Way *U (WM)F	Monte Hale-Adrian Booth	67	12/5/46	b12/14/46
532	Plainsman and the Lady (W)F	W. Elliott-V. Ralston-G. Patrick	82	11/15/46	b11/9/46
533	That Brennan Girl (D)A	James Dunn-Mona Freeman	95	12/23/46	b11/16/46

CURRENT 1946-'47

642	Belles of San Angelo *U (W)	R. Rogers-D. Evans	71	5/15/47	b5/24/47
607	Calendar Girl (M)F	J. Frazee-W. Marshall	88	1/31/47	b2/8/47
604	Fabulous Suzanne (C)	Barbara Britton-Rudy Vallee	71	12/15/46	b12/21/46
605	Ghost Goes Wild, The (C)F	James Ellison-Anne Gwynne	66	3/8/47	b4/5/47
610	Hit Parade of 1947 (M)	E. Albert-C. Moore-J. Edwards	90	3/22/47	b5/3/47
606	Magnificent Rogue, The (C-D)A	L. Robert-W. Douglas	74	2/15/47	b11/23/46
615	Northwest Outpost (O)F	Nelson Eddy-Ilona Massey	91	6/25/47	b5/10/47
612	Spoilers of the North (D)A	Paul Kelly-Evelyn Ankers	66	4/24/47	b5/10/47
609	That's My Gal *U (M)A	L. Roberts-D. Barry	66	5/15/47	b5/31/47
613	That's My Man (D)A	D. Ameche-C. McLeod	99	6/1/47	b5/12/47
616	Web of Danger (D)F	A. Mara-B. Kennedy	58	6/10/47	b6/21/47
614	Winter Wonderland (C-R)A	L. Roberts-C. Drake	71	5/17/47	b5/31/47
618	Wyoming (W)F	W. Elliott-V. Ralston	84	8/1/47	b7/26/47
611	Yankee Fakir (C)F	D. Frawley-J. Woodbury-C. Bevans	71	4/1/47	b4/12/47

COMING

	Bill and Coo	George Burton's Birds			
617	Blackmail (My)F	W. Marshall-A. Mara-S. Bachelor	67	7/24/47	b8/9/47
621	Driftwood	Wood-Brennan-Warrick-Jagger	90	9/15/47	
	End of the Rainbow	Marsha Hunt-Wm. Lundigan			
629	Exposed	Adele Mara-Robert Scott	59	9/8/47	
	Fabulous Texan, The (W)	W. Elliott-J. Carrol-C. McLeod			a8/16/47
	Flame, The	John Carroll-Vera Ralston			
	Gay Ranchero, The *U	R. Rogers-T. Guizar-A. Devine			
	Macbeth (D)	Orson Welles-J. Nolan			a8/23/47
	On the Old Spanish Trail *U	R. Rogers-T. Guizar-J. Frazee			
620	Pretender, The (D)A	A. Dekker-L. Stirling-C. Drake	69	8/16/47	b8/30/47
	Red Pony, The *T	M. Loy-R. Mitchum-L. Calhern			
	Slippy McGee	D. Barry-D. Evans-T. Brown			
646	Springtime in the Sierras *U (W)F	R. Rogers-J. Frazee-A. Devine	75	7/15/47	b7/26/47
619	The Trespasser (My)A	J. Martin-W. Douglas	71	7/3/47	b7/12/47

Westerns (Current)

664	Homesteaders of Paradise Valley (W)F	Allan Lane-Bobby Blake	58	4/1/47	b4/12/47
554	Last Frontier Uprising *U (W-M)F	Monte Hale-Adrian Booth	65	2/1/47	b4/12/47
665	Oregon Trail Scouts (W)F	Allan Lane-Bobby Blake	58	5/15/47	b5/24/47
684	Saddle Pals (W)F	G. Autry-L. Roberts	72	6/15/47	b6/21/47

REPUBLIC (Continued)

Prod. No.			Run Time Mins.	Rel. Date	See Issue of
682	Trail to San Antone (W)F	Gene Autry-Peggy Stewart	57	4/1/47	b4/18/47
683	Twilight on the Rio Grande (W)F	G. Autry-S. Holloway-Cass County Boys	71	4/1/47	b4/19/47
663	Vigilantes of Boomtown (W)F	Allan Lane-Bobby Blake	56	2/15/47	m2/15/47
	Westerns (Coming)				
651	Along the Oregon Trail *U (W)F	Monte Hale-Adrian Booth	64	8/30/47	b9/6/47
667	Marshal of Cripple Creek (W)F	Allan Lane-Bobby Blake	58	8/15/47	b8/23/47
	Outlaws of Ghost Town	Allen "Rocky" Lane-Bob Steele			
685	Robin Hood of Texas	Gene Autry-Lynne Roberts-Adele Mara	71	7/15/47	
666	Rustlers of Devil's Canyon (W)F	Allan Lane-Bobby Blake	58	7/1/47	b7/12/47
	Under Colorado Skies *U	M. Hale-A. Booth			
	Wild Frontier, The	Allan "Rocky" Lane-Jack Holt			

SCREEN GUILD PRODUCTIONS

CURRENT

HC12	Bar 20 Justice	Wm. Boyd-R. Hayden-G. Hayes	65	7/19/47	Reissue
4614	Bells of San Fernando (D)F	Donald Woods-Gloria Warren	69	4/5/47	b4/5/47
4613	Buffalo Bill Rides Again (W)F	Richard Arlen-Jennifer Holt	66	4/19/47	b4/5/47
4616	Bush Pilot	R. Hudson-J. LaRue-A. Willis	60	6/7/47	
HC10	Cassidy of Bar 20	Wm. Boyd-H. Clark-R. Hayden	59	5/10/47	Reissue
HC11	Heart of Arizona	Wm. Boyd-G. Hayes-R. Hayden	68	6/14/47	Reissue
4701	Hollywood Barn Dance (C-D)F	E. Tubb-L. Talbott-H. Boyce	72	6/21/47	b6/7/47
4609	My Dog Shep	Flame (dog)-Tom Neal	60	12/1/46	
4610	North of the Border	R. Hayden-I. Cooper	46	10/1/46	a8/24/46
HC09	Partners of the Plains	Wm. Boyd-H. Clark-R. Hayden	71	4/26/47	Reissue
4611	Queen of the Amazons (D)A	Patricia Morison-Robert Lowery	62	1/15/47	b3/29/47
4612	Renegade Girl (D)F	Alan Curtis-Ann Savage-Jack Holt	65	12/25/46	b3/29/47
HC07	Rustlers Valley	Wm. Boyd-G. Hayes-R. Hayden	60	3/15/47	Reissue
4608	Scared to Death *C	B. Lugosi-J. Compton	65	5/3/47	
4615	Shoot to Kill (D)A	R. Wade-E. MacDonald-S. Walters	60	5/17/47	b4/12/47
HC08	Texas Trail	Wm. Boyd-R. Hayden-G. Hayes	59	4/12/47	Reissue

COMING

	Burning Cross, The (D)A	H. Daniels-V. Patton	77		b8/2/47
4618	Case of the Baby Sitter, The	Tom Neal-A. Jenkins-P. Blake	40	7/26/47	
	Code of the North	R. Hayden-J. Holt			
	Dark Road, The (D)	John Shelton-Ann Doran			a8/30/47
4703	Dragnet (My)A	M. Brian-H. Wilcoxon	71	8/16/47	b7/12/47
4617	Hat Box Mystery, The (My)	T. Neal-A. Jenkins-V. Sale	40	7/12/47	a7/5/47
4701	Hollywood Barn Dance (C-D)F	E. Tubb-L. Talbott-H. Boyce	65	6/21/47	b6/7/47
4702	Killer Dill (C-D)A	S. Erwin-A. Gwynne-F. Albertson	71	8/2/47	b5/17/47
	Prairie, The	Alan Baxter-Lenore Aubert			

SELZNICK RELEASING ORGANIZATION

CURRENT

	Duel in the Sun *T (WD)A	J. Jones-G. Peck-J. Cotten	135	4/17/47	b1/4/47

COMING

	Intermezzo	I. Bergman-L. Howard			Reissue
	Paradine Case, The	G. Peck-A. Todd-C. Laughton			
	Portrait of Jennie	J. Jones-J. Cotten			
	Rupert of Hentzau	Louis Jourdan-Valli			
	Tender is the Night	J. Jones-A. Kjellin			

20TH-FOX

CURRENT 1947-'48

709	Alexander's Ragtime Band	T. Power-A. Faye-D. Ameche	106	Mar.	Re-release
711	Backlash (My)A	R. Travis-J. Rogers-L. Blake	66	Mar.	b3/22/47
706	Boomerang (D)A	Dana Andrews-Jane Wyatt	88	Feb.	b1/25/47
707	Brasher Doubloon, The (My)A	G. Montgomery-Nancy Guild	72	Feb.	b2/8/47
710	Carnival in Costa Rica *T (M)F	D. Haymes-C. Holm-C. Romero	96	April	b3/29/47
715	Ghost and Mrs. Muir, The (D)A	G. Tierney-R. Harrison-G. Sanders	104	May	b5/24/47
713	Homestretch, The *T (D)A	Maureen O'Hara-Cornel Wilde	99	May	b4/26/47
723	I Wonder Who's Kissing Her Now *T (M)F	June Haver-Mark Stevens	104	Aug.	b6/14/47
716	Jewels of Brandenburg (D)A	Richard Travis-Micheline Cheirel	64	May	b4/12/47
725	Kiss of Death (D)A	Victor Mature-Brian Donlevy	98	Sept. '47	b8/16/47
712	Late George Apley, The (D)A	Ronald Colman-Peggy Cummins	98	April	b2/3/47
704	Les Miserables	Fredric March-Chas. Laughton	109	Jan.	Re-release
718	Miracle on 34th St. (C)F	J. Payne-M. O'Hara	96	June	b5/10/47
717	Moss Rose (M-D)A	V. Mature-P. Cummings-E. Barrymore	82	June	b5/24/47
701	Razor's Edge, The (D)A	T. Power-G. Tierney-J. Payne	146	Jan.	b11/23/46
714	San Demetrio, London (D)A	W. Fitzgerald-A. Young-R. Michael	76	April	b4/5/47
703	Shocking Miss Pilgrim *T	Betty Grable-Dick Haymes	85	Jan.	b1/4/47
705	Stanley & Livingstone	Spencer Tracy-Richard Green	101	Jan.	Re-release
708	Strange Journey (D)F	Paul Kelly-Osa Massen	67	Feb.	b9/14/46
702	13 Rue Madeleine (D)	James Cagney-Annabella	95	Jan.	b12/21/46
719	Western Union	Robert Young-Randolph Scott	95	June	Re-release

COMING

	Captain from Castile *T	T. Power-J. Peters-C. Romero			a7/26/47
722	Crimson Key, The (My)F	Kent Taylor-Doris Dowling	76	July	b7/5/47
	Daisy Kenyon (D)	J. Crawford-D. Andrews-H. Fonda			a8/2/47
	Dangerous Years	William Halop-Ann E. Todd			
	Forever Amber *T	L. Darnell-C. Wilde-G. Sanders			
729	Foxes of Harrow, The	R. Harrison-M. O'Hara-R. Haydn		Oct. '47	
	Gentleman's Agreement (D)	G. Peck-D. McGuire-J. Garfield			a7/26/47
	Give My Regards to Broadway *T	N. Guild-D. Daily-C. Winninger			a5/17/47
	Green Grass of Wyoming *T (C-D)	P. Cummins-R. Arthur-C. Coburn			a7/19/47
727	How Green Was My Valley	W. Pidgeon-M. O'Hara	118	Sept.	Reissue
	Invisible Wall, The	Don Castle-Virginia Christine			
721	Meet Me At Dawn (C-D)F	William Eythe-Hazel Court	99	July	
724	Mother Wore Tights *T (M)F	B. Grable-D. Dailey	106	Sept. '47	b8/23/47
730	Nightmare Alley (D)	T. Power-J. Blondell-Helen Walker		Oct. '47	a8/9/47
	Roses Are Red	Don Castle-Peggy Knudsen			
726	Second Chance (D)A	K. Taylor-Louise Currie-D. Hoey	62	Sept. '47	b7/26/47
	Snake Pit, The	O. deHavilland-L. Genn-M. Stevens			a5/17/47
	Summer Lightning *T	J. Haver-L. McCallister-A. Revere			
728	Swamp Water	W. Brennan-W. Huston	90	Sept.	Reissue
	Tender Years, The	Joe E. Brown-R. Ryan-J. Hutchinson			
720	Thunder in the Valley *T (D)F	P. A. Garner-L. McCallister	103		b6/7/47

Title	Company
Strange Gamble	UA
Strange Journey	20th-Fox
Stranger, The	RKO
Strawberry Roan	Col.
Suddenly It's Spring	Para.
Summer Holiday	MGM
Summer Lightning	20th-Fox
Swamp Water	20th-Fox
Swell Guy	Univ.
Sweet Genevieve	Col.
Swiss Family Robinson	Astor
Swordsman	Col.

T

Take My Life	Brit.
Tap Roots	Univ
Tarzan and the Huntress	RKO
Tarzan and the Mermaids	RKO
Tawny Pipit, The	UI
Temptation Harbour	Brit
Tender is the Night	SRO
Tender Years, The	20th-Fox
Tenth Avenue Angel	MGM
Texas	Col.
Texas Trail	SGP
That Brennan Girl	Rep.
That Hagen Girl	WB
That Hamilton Woman	FC
That's My Gal	Rep.
That's My Man	Rep.
That Way with Women	WB
The Brothers	Brit.
The Kissing Bandit	MGM
The Last Round-Up	Col.
The Man I Love	WB
The Open Secret	EL
The Time, the Place & the Girl	WB
There Goes My Heart	Favorite
They Made Me a Killer	Para.
They Won't Believe Me	RKO
Thieves' Holiday	UA
Things to Come	FC
13 Rue Madeleine	20th-Fox
Thirteenth Hour	Col.
This Happy Breed	Univ.
This Time for Keeps	MGM
Three on a Ticket	EL
Thunderbolt	Mono
Thunder in the City	Astor
Thunder in the Valley	20th-Fox
Thunder Mountain	RKO
Till the Clouds Roll By	MGM
Time of Your Life	UA
Time Out of Mind	Univ
T-Men	E-L
Tom Brown's Schooldays	Astor
Too Many Winners	PRC
Topper Returns	Favorite
Topper Takes a Trip	Favorite
To the Ends of the Earth	Col
To the Victor	WB
Trail Street	RKO
Treasure of the Sierra Madre	WB
Trespasser, The	Rep
Trouble With Women	Para.
Two Blondes and a Redhead	Col
Two Guys From Texas	WB
Two Mrs. Carrols	WB
Tycoon	RKO

U

Unconquered	Para
Undercover Maisie	MGM
Undercurrent	MGM
Under Arizona Skies	RKO
Under the Tonto Rim	RKO
Unexpected Guest	UA
Un faithful	WB
Unfinished Dance	MGM
Unsuspected, The	WB
Untamed Fury	EL

V

Vacation Days	Mono.
Variety Girl	Para
Vendetta	UA
Verdict	WB
Violence	Mono
Virtuous	MGM
Voice of the Turtle	WB

W

Wallflower	WB
War Party	RKO
Web, The	Univ
Web of Danger	Rep.
Welcome Stranger	Para.
Welldigger's Daughter	Misc.
Western Union	20th-Fox
When a Girl's Beautiful	Col.
Where There's Life	Para.
While the Sun Shines	Brit.
Whiplash	WB
Whispering Smith	Para.
White Cradle Inn	Brit.
Who Killed Doc Robin	UA
Wicked Lady	Univ.
Wild Harvest	Para.

Title	Company
Wild West	EL
Winter Meeting	WB
Winter Wonderland	Rep.
Wistful Widow of Wagon Gap	U-I
Wolf Call	Mono
Woman in White	WB
Woman on the Beach	RKO
Wreck of the Hesperus	Col.
Wyoming	Rep.
Y	
Yankee Fakir	Rep.
Yearling, The	MGM
Years Between	Univ.
You Can't Cheat an Honest Man	Univ.
Your Red Wagon	RKO

TITLE CHANGES

"Glamour Girl" (Col.) now
I SURRENDER DEAR

"T-Man" (E-L) now
T-MEN

NEW PICTURES STARTED LAST WEEK

COLUMBIA

Coroner Creek (Cinecolor)—Principals: Randolph Scott, Barbara Reed. Director, Ray Enright.

Mary Lou—Principals: Robert Lowery, Joan Barton, Frankie Carle & His Orchestra. Director, Arthur Dreifuss.

Wreck of the Hesperus—Principals: Willard Parker, Patricia White, Edgar Buchanan. Director, John Hoffman.

MONOGRAM

A Palooka Named Joe—Principals: Leon Errol, Joe Kirkwood, Elyse Knox. Director, Reginald LeBorg.

PARAMOUNT

Caged Fury—Principals: Richard Denning, Sheila Ryan, Buster Crabbe. Director, William Berke.

SCREEN GUILD

Code of the North—Principals: Russell Hayden, Jennifer Holt. Director, Howard Bretherton.

WARNER BROS.

Winter Meeting — Principals: Bette Davis. Director, Bretaigne Windust.

ADVANCE DATA
On Forthcoming Product

MOURNING BECOMES ELECTRA (RKO) *Drama. Principals*: Rosalind Russell, Michael Redgrave, Raymond Massey. *Director*, Dudley Nichols. *Plot*: When a New England girl discovers her mother's clandestine meetings with a Civil War captain, she refuses to marry her boyhood sweetheart, saying that her father needs her. The mother poisons the father and the captain is shot and killed by the son. Grief-stricken, the mother commits suicide. The son writes a full account of the family's tragic history, then kills himself. Realizing she has no chance for happiness, the girl is forced to give up her sweetheart.

IF WINTER COMES (MGM) *Drama. Principals*: Walter Pidgeon, Deborah Kerr, Angela Lansbury. *Director*, Victor Saville. *Plot*: An idealistic man finds his unhappy life complicated by the return of his old sweetheart, with whom he is still in love. Gossip becomes rampant when he and a young girl spend a night comforting a dying woman, and the girl later has a baby. The girl kills herself and the child, and he is charged with being her betrayer. His wife divorces him as a result. When he learns that the blame rests on a soldier who died in battle he cannot expose the boy. Leaving town forever, he hopes to find a new life and happiness with the girl of his youth.

UNITED ARTISTS

Prod. No.	CURRENT 1946-'47		Run Time	Rel. Date	See Issue of
	Adventures of Don Coyote *C (W)F	F. Rafferty-M. Cramer	66	5/9/47	b5/3/47
	Carnegie Hall (D-M)A	M. Hunt-W. Prince-M. O'Driscoll	134	8/8/47	b3/1/47
	Copacabana (M-C)F	C. Miranda-A. Russell-G. Marx	92	5/30/47	b5/24/47
	Dangerous Venture (W)F	A. Clyde-W. Boyd-B. Alexander	59	5/23/47	a2/22/47
	Dishonored Lady (D)A	H. Lamarr-D. O'Keefe-J. Loder	89	5/19/47	b4/26/47
	Fabulous Dorseys, The (M)F	T. Dorsey-J. Dorsey-J. Blair	87	2/21/47	b3/1/47
	Fool's Gold (W)F	William Boyd-Andy Clyde	65	1/31/47	b10/12/46
	Fun on a Weekend (C)A	Priscilla Lane-Eddie Bracken	93	5/15/47	b4/12/47
	Lured (My)A	G. Sanders-L. Ball	102	Sept. '47	b7/19/47
	Macomber Affair, The (D)A	Gregory Peck-Joan Bennett	90	3/21/47	b1/25/47
	New Orleans (D-M)A	A. deCordova-D. Patrick	90	4/16/47	b5/3/47
	Other Love, The (D)A	B. Stanwyck-David Niven	96	7/11/47	b4/5/47
	Private Affairs of Bel Ami, The (D)A	George Sanders-Angela Lansbury	115	3/7/47	b3/1/47
	Ramrod (W-D)A	J. McCrea-V. Lake-D. DeFore	94	5/2/47	b3/1/47
	Red House, The (My)A	Ed. G. Robinson-L. McCallister	98	2/7/47	b2/8/47
	Sin of Harold Diddlebock, The	H. Lloyd-R. Washburn-J. Conlin	89	4/4/47	a2/9/46
	Stork Bites Man (C)A	Jackie Cooper-Gene Roberts	67	6/21/47	b8/16/47
	Unexpected Guest, The (W)F	Wm. Boyd-Andy Clyde	60	3/28/47	b12/14/46

COMING

	A Miracle Can Happen	James Stewart-Henry Fonda			
	Arch of Triumph (D)	I. Bergman-C. Boyer			a5/3/47
	Atlantis	Maria Montez-Jean Pierre Aumont			a4/5/47
	Body and Soul (D)A	John Garfield-Lilli Palmer	105	8/22/47	b8/16/47
	Christmas Eve	G. Raft-G. Brent-R. Scott-J. Blondell	90		a3/29/47
	Comedy Carnival *C (C)F	Rafferty-Olsen-Abel-Grahame	112	8/29/47	b8/30/47
	Dead Don't Dream, The (W)	W. Boyd-A. Clyde			
	Fanny By Gaslight	James Mason-Phyllis Calvert			
	Heaven Only Knows (F-D)A	Robert Cummings-Brian Donlevy	96		b8/2/47
	Henry the Fifth (D)F *T	L. Olivier-R. Asherson	134		b4/27/46
	Here Comes Trouble	William Tracy-Patti Morgan			a8/24/46
	Hoppy's Holiday (W)F	W. Boyd-Mary Ware	60	7/18/47	b5/10/47
	Intrigue	G. Raft-J. Havoc-D. Seymour			
	Mad Wednesday (D)F	H. Lloyd-R. Washburn-J. Conlin	89	4/8/47	b2/22/47
	Marauders, The (W)F	W. Boyd-R. Brooks-A. Clyde	63		b7/19/47
	Monsieur Verdoux (C-D)A	Charles Chaplin-Martha Raye	123		b4/19/47
	Sleep, My Love	C. Colbert-R. Cummings-D. Ameche			
	Stampede	John Wayne-Walter Brennan			
	Strange Gamble	W. Boyd-A. Clyde-R. Brooks			
	Time of Your Life	J. Cagney-Wm. Bendix-J. Cagney			
	Vendetta (D)	Hillary Brooke-Faith Domergue			a5/10/47
	Without Honor	William Boyd-Andy Clyde			
	Who Killed Doc Robin?	E. Janssen-L. Olsen-D. Belding			a5/31/47

UNIVERSAL-INTERNATIONAL

CURRENT

	Black Narcissus *T (D)F	Deborah Kerr-David Farrar	100	Aug. '47	b5/3/47
	Brief Encounter (D)A	Celia Johnson-Trevor Howard	86		b5/3/47
620	Brute Force (D)A	B. Lancaster-H. Cronyn-C. Bickford	98	Aug. '47	b6/21/47
612	Buck Privates Come Home (C)F	Bud Abbott-Lou Costello	77	April	b3/15/47
	Captive Heart, The (D)A	Michael Redgrave-Mervyn Johns	87		b4/13/47
2791	Destry Rides Again	M. Dietrich-J. Stewart	94	Mar.	Reissue
613	Egg and I, The (C)F	Claudette Colbert-Fred MacMurray	108		b3/23/47
	Freida (D)A	David Farrar-Mai Zetterling	98	Sept. '47	b6/28/47
619	Great Expectations (D)F	J. Mills-Valerie Hobson	116	July	b12/21/46
	I Know Where I'm Going (D)F	W. Hiller-R. Livesy-P. Brown	91		b1/5/46
607	I'll Be Yours (C-M)F	D. Durbin-T. Drake-W. Bendix	93	Jan.	b1/25/47
2794	I Stole a Million	G. Raft-C. Trevor-D. Foran	78	April	Reissue
616	Ivy (D)A	Joan Fontaine-Patric Knowles	99	June	b6/14/47
2795	Magnificent Obsession	Irene Dunne-Robert Taylor	101	May	Reissue
610	Michigan Kid *C (W)F	John Hall-Rita Johnson	69	Mar.	b2/15/47
1066	Notorious Gentleman, The (D)A	Rex Harrison-Lilli Palmer	106	Nov.	b2/16/46
617	Odd Man Out (D)A	James Mason-Robert Newton	116	June	b2/14/47
2796	One Hundred Men and a Girl	Deanna Durbin-L. Stokowski	84	May	Reissue
608	Song of Scheherazade *T (M)F	Y. DeCarlo-B. Donlevy-J. P. Aumont	106	Mar.	b2/1/47
623	Slave Girl *T (C-R)A	Yvonne deCarlo-George Brent	80	Aug.	b7/19/47
621	Something in the Wind (M)A	D. Durbin-J. Dall-D. O'Connor	89	Sept. '47	b7/26/47
609	Smash-Up, The Story of a Woman (D)A	S. Hayward-L. Bowman-E. Albert	102	Mar.	b2/8/47
611	Stairway to Heaven *T (D)A	David Niven-R. Massey	103	Mar.	b11/16/46
606	Swell Guy (D)A	Sonny Tufts-Ann Blyth	86	Jan.	b12/14/46
	This Happy Breed *T (D)A	Robert Newton-Celia Johnson	110		b4/19/47
614	Time Out of Mind (D)A	P. Calvert-R. Hutton-E. Raines	88	May	b3/22/47
2793	You Can't Cheat an Honest Man	W. C. Fields-Edgar Bergen	73	April	Reissue
615	Web, The (M)	V. Prince-E. Raines	87	June	b5/24/47
2792	When the Daltons Rode	R. Scott-K. Francis-B. Donlevy	81	Mar.	Reissue
605	Wicked Lady, The (D)A	M. Lockwood-J. Mason-P. Roc	98	Jan.	b1/12/47

COMING

	A Double Life	Ronald Colman-Signo Hasse			
	A Lady Surrenders (D)A	Margaret Lockwood-Stewart Granger	113		b10/12/46
	Exile, The	D. Fairbanks, Jr.-M. Montez-P. Croset			a6/28/47
	Imagination (D)	R. Colman-S. Hasso-E. O'Brien			a8/16/47
	Legend of Black Bart, The *T	Y. DeCarlo-D. Duryea			a8/2/47
	Letter From an Unknown Woman	Joan Fontaine-Louis Jourdan			
	Lost Moment, The	S. Hayward-R. Cummings-J. Loring			
	Magic Bow, The (D-M)F	Stewart Granger-Phyllis Calvert	106		b9/28/46
	Mortal Coils (D)	C. Boyer-A. Blyth-J. Tandy			a9/6/47
	My Heart Goes Crazy *T (M)F	Sid Field-Greta Gynt	120		b9/7/46
	Naked City, The (My)	B. Fitzgerald-D. Hart			
	Oh Say Can You Sing	Sheila Ryan-Fred Brady			a5/25/46
	Pirates of Monterey *T	Maria Montez-Rod Cameron-P. Reed			a5/25/46
	Ride the Pink Horse (D)	R. Montgomery-W. Hendrix			a8/9/47
	River Lady *T	Y. DeCarlo-D. Duryea-R. Cameron			
	Secret Beyond the Door (D)	J. Bennett-M. Redgrave-A. Revere			a5/17/47
	Senator Was Indiscreet, The (D)	W. Powell-E. Raines			a8/9/47
622	Singapore (D)A	F. MacMurray-A. Gardner-P. Dorn	79	Sept.	b8/16/47
	Tap Roots	Van Heflin-Susan Hayward			
	Tawny Pipit, The (D)A	Bernard Miles-Rosamund John	81		b9/6/47
	Wistful Widow of Wagon Gap (C)	B. Abbott-L. Costello-M. Main			a7/12/47
	Years Between, The	M. Redgrave-V. Hobson-F. Robson			

WARNER BROS.

CURRENT 1946-'47

613	Beast With Five Fingers, The (H)	Robert Alda-Andrea King	88	2/8/47		b12/21/46
622	Cheyenne (W-D)F	Dennis Morgan-Jane Wyman	100	6/14/47		b4/26/47
625	Cry Wolf (My)A	Errol Flynn-Barbara Stanwyck	83	7/6/47		b7/5/47
703	Dark Passage (D)A	H. Bogart-L. Bacall-B. Bennett	106	9/27/47		b9/6/47
701	Deep Valley	Dane Clark-Ida Lupino-Wayne Morris	105	9/1/47		a4/5/47
627	Dust Be My Destiny	J. Garfield-A. Hale-P. Lane	88	8/7/47		Reissue
612	Humoresque (D)A	J. Crawford-J. Garfield-O. Levant	126	1/25/47		b12/23/46
620	Love and Learn (C-M)A	J. Carson-R. Hutton-M. Vickers-J. Paige	83	5/3/47		b3/29/47
626	Marked Woman	B. Davis-H. Bogart	96	8/7/47		Reissue
614	Nora Prentiss (D)A	A. Sheridan-K. Smith-R. Alda	113	2/22/47		b2/8/47
624	Possessed (D)A	J. Crawford-Van Heflin-R. Massey	108	7/28/47		b5/31/47
615	Pursued	Teresa Wright-Robert Mitchum	101	3/2/47		
616	The Sea Hawk	Errol Flynn-Claude Rains	109	4/26/47		Reissue
619	The Sea Wolf	E. G. Robinson-I. Lupino-J. Garfield	87	4/25/47		Reissue
617	Stallion Road (D)A	R. Reagan-A. Smith-Z. Scott	97	4/12/47		b3/2/47
616	That Way With Women (C)F	S. Greenstreet-M. Vickers-D. Clark	85	3/29/47		b2/15/47
611	The Man I Love (D)A	Ida Lupino-Robert Alda	97	1/11/47		b12/28/46
621	Two Mrs. Carrolls, The (D)A	H. Bogart-B. Stanwyck-A. Smith	99	5/24/47		b4/5/47
723	Unfaithful, The (D)A	A. Sheridan-Z. Scott-L. Ayers	110	7/5/47		b5/31/47

COMING

	Always Together	J. Reynolds-R. Hutton				
	April Showers	J. Carson-A. Sothern				
704	Bad Men of Missouri	D. Morgan-J. Wyman-W. Morris	71	10/4/47		Reissue
	Christopher Blake	A. Smith-R. Douglas				
705	Each Dawn I Die	J. Cagney-G. Raft	84	10/4/47		Reissue
	Escape Me Never	E. Flynn-I. Lupino-G. Young				a3/8/46
	Ever the Beginning	L. Palmer-S. Wanamaker-A. Tamiroff				
	Johnny Belinda	J. Wyman-L. Ayres-C. Bickford				
702	Life With Father *T (C-D)F	I. Dunne-W. Powell-E. Taylor	118	9/13/47		b8/16/47
	My Wild Irish Rose *T	D. Morgan-A. King-A. Dahl				
	Night Unto Night (D)	Ronald Reagan-Viveca Lindfors				a5/10/47
	Romance in High C *T	Jack Carson-Doris Day-Janis Paige				
	Silver River	E. Flynn-A. Sheridan-T. Mitchell				
	That Hagen Girl	S. Temple-R. Reagan-R. Calhoun				
	To the Victor	Dennis Morgan-Viveca Lindfors				
	Treasure of the Sierra Madre	H. Bogart-W. Huston-T. Holt				
	Two Guys From Texas *T	J. Carson-D. Morgan-D. Malone				
706	Unsuspected, The (D)	C. Rains-J. Caulfield-A. Totter	103	10/11/47		a6/14/47
	Voice of the Turtle, The (C-D)	R. Reagan-E. Parker-E. Arden				a7/5/47
	Wallflower (C-D)	Robert Hutton-Joyce Reynolds				a7/12/47
	Whiplash	D. Clark-A. Smith-S. Z. Sakall				
	Winter Meeting	Bette Davis				
	Woman in White, The	A. Smith-E. Parker-S. Greenstreet				a4/26/47

BRITISH PRODUCT (U. S. Distribution Not Set)

A Man About the House (D)A	Margaret Johnson-Dulcie Gray	97	Lon. Films		b6/28/47
Captain Boycott (D)F	Stewart Granger-Kathleen Ryan	93	Rank		b9/6/47
Courtneys of Curzon St. (D-M)	Anna Neagle-Michael Wilding	120	London		b4/19/47
Dancing With Crime (D)A	Richard Attenborough-Shelia Sim	82	Para.		b6/28/47
Dear Murderer (D)A	E. Portman-G. Gynt-D. Price	94	Rank		b6/7/47
Green Fingers (D)A	Robert Beaty-Carol Raye	85	ABPC		b10/26/46
Holiday Camp (D)A	F. Robson-D. Price-J. Warner	97	Rank		b8/16/47
Hue and Cry (D)F	Alastair Sim-Valerie White	82	Rank		b2/22/47
Hungry Hill (D)A	Margaret Lockwood-Dennis Price	109	Rank		b1/18/47
Jassy *T (D)A	M. Lockwood-P. Roc-D. Price	102	Rank		b8/23/47
Laughing Lady *T (M)F	Anne Zeigler-Webster Booth	90	ABPC		b10/26/46
Loves of Joanna Godden, The (D)A	G. Withers-J. Macallum	85	Rank		b6/21/47
Man Within, The *T (D)A	Michael Redgrave-Jean Kent	85	Rank		b4/12/47
Master of Bankdam (D)	Anne Crawford-Dennis Price	105	Rank		b9/6/47
Nicholas Nickelby (D)F	Cedric Hardwicke-Sally Howes	105	Rank		b3/22/47
October Man (D)A	John Mills-Joan Greenwood	95	Rank		b9/6/47
Root of All Evil (D)A	Phyllis Calvert-Michael Rennie	110	Rank		b2/22/47
School for Secrets (D)F	Ralph Richardson-Pamela Matthews	108	Rank		b11/16/46
Smugglers, The (D)A	Patricia Roc-Will Fyffe-M. Reed	98	Rank		b5/24/47
Take My Life (D)F	Hugh Williams-Greta Gynt	79	Rank		b5/17/47
Temptation Harbour (D)A	Robert Newton-Simone Simon	110	ABPC		b3/29/47
Upturned Glass, The (D)A	J. Mason-Rosamond John	86	Univ. Int.		b6/28/47
While the Sun Shines (C)A	Barbara White-Ronald Howard	89	ABPC		b2/8/47
White Cradle Inn (D)F	M. Carroll-I. Hunter-M. Rennie	83	London		b3/29/47

MISCELLANEOUS

Angel and Sinner (D)A	Micheline Preslie-Louis Salou	86	A.F.E.		b3/1/47
Anything for a Song (M-C)A	F. Tagliavini-C. Campanini	76	Superfilm		b8/9/47
A Yank in Rome (D)F	Valentina Cortese-Leo Dale	97	Film Rights		b3/22/47
Barber of Seville (Opera)	F. Tagliavini-T. Gobbi	110	Excelsior		b4/19/47
Before Him All Rome Trembled (D-M)A	Anna Magnani-Gina Sinimberghi	105	Superfilm		b3/1/47
Broken Love (D)A	B. Gigli-E. Grammatica	92	Ital.		b8/2/47
Bellman, The (D)A	Lucien Coedel-Fernand Ledoux	95	Mage		b4/5/47
Carmen (D)A	Viviane Romance-Jean Marais	101	Superfilm		b12/7/46
Citizen Saint (B)F	J. Prouty-L. MacMartin	65	Elliott		b5/3/47
Clandestine (D)A	Constant Remy-Suzy Carrier	89	W. Hem.		b1/18/47
Colonel Chabert (D)A	Raimu-M. Bell	93	Siritzky		b6/21/47
Devil's Envoys, The (F)A	Arletty-Jules Berry-Marie Dea	120	Superfilm		b9/6/47
Francis the First (C)A	Ferandel-Mona Goya	90	Vog Films		b1/25/47
Genius & the Nightingale, The (D)F	M. Cebotari-R. Brazzi	100	Superfilm		b8/2/47
Girl and the Devil, The (D)A	Gunn Wallgren-Strig Jarrell	87	Scandia		b5/17/27
Great Dawn, The (D-M)A	Pierino Gamba-Renee Faure	83	Superfilm		b8/9/47
Green Cockatoo, The (G)A	J. Mills-R. Ray-R. Newton	65	Devonshire		b8/2/47
Ivan the Terrible (D)A	N. Cherkassov-L. Tselikovskaya	96	Artkino		b3/15/47
King's Jester, The (D-M)A	M. Simon-R. Brazzi	94	Superfilm		b6/21/47
Laugh, Pagliacci (D-M)F	Alida Vali-Beniamino Gigli	82	Continental		b5/10/47
Miracle of Monte Cassino (R-B)F	Fosco Giachetti-Nino Pavese	90	Simpex		b5/31/47
Murderer Lives at 21, The (My)A	P. Fresnay-S. Delair-J. Tissier	83	Mage		b8/30/47
On Parade	G. Davis-F. Blanchard-T. Harmon				
Queen for a Night (O)A	Gurlie Lemon Bernhard-G. Bjoerling	89	Saga Films		b1/4/47
Queen's Necklace, The (D)A	Viviane Romance-Marion Dorian	105	Siritzky		b5/10/47
Roosevelt Story, The (Doc)F	Documentary	80	Tola		b7/5/47
St. Francis of Assisi (D)F	Jose Luis Jimenez-Alicia DePhillips	119	Simpex		b4/5/47
School for Danger (Doc)F	Capt. H. Ree-J. Nearne	60	Eng. Films		b2/22/47
Sepia Cinderella (C-M)A	B. Daniels-S. Guyse-Tondaleyo	58	Herald		b7/26/47
Shoe-Shine (D)A	R. Smordoni-F. Interlenghi	93	Lopert		b8/30/47
Shop Girls of Paris (D)A	M. Simon-A. Prejean	90	Mage		b6/21/47
Swing, Cowboy, Swing (W-M)F	C. Shrun-D. Weston-A. Lee	57	Westernair		b9/7/46
They Made Me a Fugitive (D)A	Sally Gray-Trevor Howard		Alliance		b7/12/47
Thunder in the Hills (D)A	J. Prucha-J. Kacer-V. Nasova	78	Gen. Film		b5/10/47
Torment (D)A	Alf Kjellin-Mai Jetterling	95	Oxford		b4/19/47
Two Anonymous Letters (D)A	C. Calamai-A. Checchi	83	Film Rights		b5/3/47
Vow, The (D)A	M. Gelovani	103	Artkino		b6/21/47
Wedlidigger's Daughter, The (C)A	Raimu-Fernandel	122	Siritzky		b10/5/46

ADVANCE DATA

(Continued from Preceding Page)

RIVER LADY (U-I) *Technicolor. Principals*: Yvonne de Carlo, Dan Duryea, Rod Cameron. *Director*, George Sherman. *Plot*: The proprietress of a gambling boat connives with a confidence man to form a syndicate for the purpose of absorbing all the lumber mills along the Mississippi. Ambitious to become a lady through wealth, she finds herself scorned by the man of her heart, a lumberjack. He marries the daughter of one of the syndicate's victims and then goes to work to break the syndicate. When he is badly hurt in an accident, the river lady realizes he needs his wife and gives him up.

THE PALEFACE (Para.) *Technicolor. Principals*: Bob Hope, Jane Russell, Samuel S. Hinds. *Director*, Norman Z. McLeod. *Plot*: In the old West around 1870, a correspondence school dentist is chased out of town. He becomes embroiled with a two-gun gal working for the government to uncover a gang of renegades smuggling guns to the Indians, and becomes the paleface bait used to bring the bad men out a-shooting.

NATIONAL REVIEWING COMMITTEES' CLASSIFICATIONS

DOWN TO EARTH (Col.)
MATURE—National Board of Review.
CLASS B—National Legion of Decency.
FAMILY—General Federation of Women's Clubs.

KILROY WAS HERE (Mono.)
FAMILY—National Board of Review.
CLASS A—SEC. I—National Legion of Decency.

LONG NIGHT, THE (RKO)
MATURE—National Board of Review.
CLASS A—SEC. II—National Legion of Decency.

The authorities quoted in this column are as follows:

GENERAL FEDERATION OF WOMEN'S CLUBS. The motion picture committee is headed by Mrs. Arretus F. Burt, chairman, of St. Louis. Two reviewing committees are maintained—Mrs. Mary Lilly, New York, Eastern Committee chairman; Mrs. John Sterns Thayer, Los Angeles, Western Committee chairman. Designations used; FAMILY—8 years and up; MATURE FAMILY—14 years and up; ADULTS—Senior High School Students and Adults; **—indicates picture is rated as "Exceptional."

NATIONAL BOARD OF REVIEW: Founded in 1909 "to represent the interest of the motion picture public." The reviewing committee consists of some 300 men and women of all ages, "representing a cross-section of public taste." Designations used: FAMILY—14 years of age and up (recommendations for age groups under 14 are by Schools M. P. Committee of the National Board); MATURE—18 years old up; *—indicates picture "especially worth seeing."

NATIONAL LEGION OF DECENCY: Committee of International Federation of Catholic Alumnae reviews pictures and publishes its classifications for guidance of members of the Legion—composed of those members of the Catholic Church who join the Legion. Designations used: Class A—Section I — Unobjectionable for General Patronage; Class A—Section II—Unobjectionable for Adults; Class B—Objectionable in Part: Class C—Condemned.

SHORT Booking GUIDE

Subjects are listed by series under headings of companies distributing them. Numerals in parenthesis following series title indicate number of releases in that group announced for, or sold for, the season. Numerals at left of titles is production or release number. Films reviewed are indicated by reviewers ratings following titles. Third column gives running time of the subject and final column refers to date on which review of the subject was published.

1946-1947 RELEASES

COLUMBIA

ALL-STAR COMEDIES (10)

[illegible]	Society Mugs	Fair	16	12/28/46
[illegible]	So's Your Antenna	Juvenile	17	11/18/46
[illegible]	Slapstily Married	Nonsense	16½	12/ 7/46
[illegible]	Moron Than Ole	Fair	18	2/ 8/47
8435	Andy Plays Hookey	Fair	18	3/15/47
8436	Meet Mr. Mischief	Good	17½	5/10/47
[illegible]	Scooper Dooper	Funny	18	5/10/47
8438	The Good Bad Egg		17	
8439	Bride and Gloom		16	
8440	Two Jills and a Jack		18	

ASSORTED 2-REEL COMEDIES (7)

8421	Pardon My Terror		16½	
8422	Honeymoon Blues	Dull	17	11/16/46
8423	Reno-vated		17	
8424	Hot Heir	Funny	18	4/ 5/47
8425	Cupid Goes Nuts			
8426	Nervous Shakedown		15½	
8427	Training for Trouble	Fair	15½	

THREE STOOGES COMEDIES (7)

8401	G. I. Wanna Home		15½	
8402	Rhythm and Weep	Fair	17½	11/ 2/46
8403	Three Little Pirates	Funny	18	3/15/47
8404	Half-Wit's Holiday	Funny	17½	3/29/47
8405	Fright Night	Funny	17	5/10/47
8406	Out West	Funny	17½	5/10/47
8407	Hold That Lion	Hilarious	16½	

COLOR RHAPSODIES—Technicolor (5)

8501	Lese Lobe	Cute	6	12/ 7/46
8502	Cockatoos for Two		6	
8503	Big House Blues		7	
8504	Mother Huba-Huba-Hubbard		6	
8505	Up 'N Atom	Hilarious	6	

COLOR PHANTASIES (5)

8701	Fowl Brawl	Funny	6	4/ 5/47
8702	The Uncultured Vulture	Funny	5½	5/10/47
8703	Wacky Quacky	Good	6	8/ 2/47
8704	Leave Us Chase It		6½	
8705	Tooth or Consequences	Funny	6½	

COMMUNITY SINGS (10)

8651	No. 1 (Leibert) The Gypsy		9½	
8652	No. 2 (Bakers) It's a Pity to Say Goodnight	Entertaining	10	11/ 2/46
8653	No. 3 (Leibert) Surrender	Good	9½	11/16/46
8654	No. 4 (Baker) Pretending		9½	
8655	No. 5 (Liebert) Rumors Are Flying	Singable	10	3/15/47
8656	No. 6 (Baker) Ole Buttermilk Sky	Good	10	5/10/47
8657	No. 7 (Leibert) The Coffee Song & Open the Door Richard	Good	9½	5/10/47
8658	No. 8 (Baker) I'll Close My Eyes		10½	
8659	No. 9 (Leibert) For Sentimental Reasons		10½	
8660	No. 10 Managua, Nicaragua	Good	10	

THRILLS OF MUSIC (8)

8951	Jerry Wald & Orch.		10	
8952	Machito & Orch.	Good	10½	11/16/46
8953	Les Elgart & Orch.	Fair	10	1/25/47
8954	Ray McKinley & Orch.		9½	
8955	Shorty Sherock & Orch.	Good	8½	5/ 3/47
8956	Buddy Morrow & Orch.		9½	
8957	George Towne & Orch.		10	
8958	Ray Anthony & Orch.		10½	

SCREEN SNAPSHOTS (12)

8851	No. 1 (Radio Characters)		10	
8852	No. 2 (Looking Down on Hollywood	Good	10	11/16/46
8853	No. 3 (Rodeo)	Very Good	10	2/ 8/47
8854	No. 4 (Skolsky Party)		9½	
8855	No. 5 (Movie Columnists)	Interesting	9	3/15/47
8856	No. 6 (Behind the Mike)	Fair	9	3/29/47
8857	No. 7 (Holiday in Las Vegas)		10	
8858	No. 8 My Pal Ringeye (Smiley Burnette)		10	
8859	Famous Hollywood Mothers		10	
8860	So This Is 'Ollywood		9	

SPORTS REELS (10)

8801	Army Football Champions	Excellent	11	11/ 2/46
8802	Ten Pin Magic	Fair	10	11/16/46
8803	Hi-Li	Interesting	9½	12/28/46
8804	Best in Show (Dogs)		9	
8805	Polo	Interesting	9	5/10/47
[illegible]	Lee Trevis		9	
[illegible]	Tennis Wizards		9	
8808	Goofy Golf	Good	9	8/23/47
8809	Grappling Groaners		9	
8810	Volley-Oop	Interesting	8	

SERIALS

8120	Son of the Guardsmen	15 Chaps.	26	10/26/46
8140	Jack Armstrong	15 Chap.	26-25	1/ 1/47
8160	The Vigilante	Exploitable	20-25	7/19/47

METRO-GOLDWYN-MAYER

MGM TECHNICOLOR CARTOONS (10)

W-831	Henpecked Hoboes		7	
W-834	Hound Hunters		7	
W-836	Red Hot Rangers		8	5/31/47
W-839	Uncle Tom's Cabana	Fantastic	8	

TOM & JERRY (Technicolor) CARTOONS

W-832	Cat Fishin'		8	
W-833	Part Time Pal		8	
W-835	Cat Concerto	Excellent	7	5/10/47
W-837	Dr. Jekyll & Mr. Mouse		7	
W-838	Salt Water Tabby	Hilarious	7	
W-840	Mouse in the House	Wonderful	8	

PETE SMITH SPECIALTIES (10)

S-851	Football Thrills of 1945		10	
S-852	Sure Cures	Excellent	10	10/ 5/46
S-853	I Love My Husband But		9	
S-854	Playing By Ear		10	
S-855	Athletiquiz		9	
S-856	Diamond Demon	Amazing	10	3/ 1/46
S-857	Early Sports Quiz		9	
S-858	I Love My Wife But		9	
S-859	Neighbor Pests		9	
S-860	Pet Peeves		9	

TWO REEL SPECIALS (4)

A-801	Luckiest Guy in the World		21	

PASSING PARADE (6)

K-871	A Really Important Person		10	
K-872	Tennis in Rhythm		10	
K-873	Amazing Mr. Nordill	Interesting	10	

TRAVELTALKS

T-811	Glimpses of California		9	
T-812	Calling on Costa Rica		10	
T-813	Around the World in California		9	5/17/47
T-814	On the Shores of Nova Scotia		8	
T-815	Glimpses of New Scotland		9	

MGM SPECIALS

A-802	Give Us The Earth		21	

PARAMOUNT

NOVELTOONS—Technicolor (65)

P6-1	Spree for All	Good Start	7	10/26/46
P6-2	The Stupidstitious Cat	Funny	7	5/10/47
P6-3	The Enchanted Square	Very Good	10	5/10/47
P6-4	Madhattan Island	Excellent	9	
P6-5	Much Ado About Mutton	Good	8	
P6-6	The Wee Men	Wonderful	10	
P6-7	The Mild West		7	
P6-8	Naughty But Mice		7	

PACEMAKERS (6)

K6-1	Brooklyn I Love You	Superb	10	10/26/46
K6-2	Love in Tune	Different	9½	11/16/46
K6-3	Radio, Take It Away	Swell Satire	11	3/ 1/47
K6-4	Try and Catch Me		9	
K6-5	Brains Can Be Beautiful	Interesting	10	7/ 9/47
K6-6	Everybody Talks About It		10	

POPULAR SCIENCE—Magnacolor (6)

J6-1	No. 1	Average	11	11/16/46
J6-2	The Sponge Divers	Fair	11	1/25/46
J6-3	Air-Borne Pastures	Good	11	2/ 8/47
J6-4	Marine Miracles	Fascinating	10	5/ 3/47
J6-5	Moon Rockets	Excellent	10	7/ 9/47
J6-6	20th Century Vikings	Interesting	11	

SPORTLIGHTS (10)

R6-1	Race Horses Are Born	Good	9	10/26/46
R6-2	Dive-Hi Champs	Good	10	11/16/46
R6-3	Queens of the Court	Very Good	10	1/25/46
R6-4	Like Father—Like Son	Interesting	10	1/25/46
R6-5	Jumping Jacks	Excellent	9½	3/15/47
R6-6	Selling the Sun	Excellent	10	2/ 8/47
R6-7	Under White Sails		9	
R6-8	Iced Lightning	Good	10	5/10/47
R6-9	Making the Varsity	Interesting	10	7/26/47
R6-10	Diamond Gals	Excellent	10	

UNUSUAL OCCUPATIONS—Magnacolor (6)

L6-1	No. 1	Average	10	11/16/46
L6-2	Swedish Glass Makers	Interesting	10	2/ 5/47
L6-3	G.I. Hobbies		11	
L6-4	Stunt Girl	Good	11	7/19/47
L6-5	Arctic Artisan	Interesting	11	
L6-6	Film Tot Fairyland		11	

SPEAKING OF ANIMALS (5)

Y6-1	Stork Crazy	Very Good	10	1/25/47
Y6-2	Peach Parade	Good	10	1/25/47
Y6-3	Country Life		9	
Y6-4	They're Not So Dumb		8	
Y6-5	In Love	Very Funny	10	7/26/47
Y6-6	As Our Friends	Hilarious	10	

MUSICAL PARADES (6)

FF6-1	Sweet and Low		10	
FF6-2	Champagne for Two	Good	20	7/ 9/47
FF6-3	Smooth Sailing	Good	20	
FF6-4	Paris in the Spring		19	
FF6-5	Midnight Serenade			
FF6-6	Jingle, Jangle, Jingle			

GEORGE PAL PUPPETOONS—Technicolor (6)

U6-1	Wilbur the Lion	Excellent	10	5/ 3/47
U6-2	Tubby the Tuba		10	
U6-3	Date With Duke		8	
U6-4	Rhapsody In Wood		9	

POPEYE (6)

E6-1	Abusement Park		7	
E6-2	I'll Be Ski-ing Ya	Funny	8	8/30/47
E6-3	Popeye and the Pirates		8	
E6-4	Royal Four Flusher		6	
E6-5	Wotta Knight		7	
E6-6	Safari So Good		7	

TWO REEL SPECIAL

97	Two Decades of History		22½	

LITTLE LULU

D6-1	Loose In the Caboose	Funny	8	5/10/47
D6-2	Cad and Caddy	Amusing	8	
D6-3	A Bout With a Trout		8	
D6-4	Super Lulu		7	
D6-5	The Baby Sitter		7	

RKO RADIO

EDGAR KENNEDY (6)

73401	I'll Build It Myself	Hilarious	18	10/26/46
73402	Do Or Diet	Good	18	8/15/47
73403	Social Terrors		18	
73404	Heading for Trouble	Funny	18	
73405	Host to a Ghost	Very Funny	17	

FLICKER FLASHBACKS (8)

74201	No. 1	Excellent	9	10/26/46
74202	No. 2	Good	9	11/16/46
74203	No. 3		9	
74204	No. 4		10	
74205	No. 5	Good	8	5/10/47
74206	No. 6		9	
74207	No. 7		9	

RAY WHITLEY MUSICALS (4)

73501	Bar Buckaroo		18	
73502	Cupid Rides the Range		18	
73503	Bandits and Ballads		17	
73504	A Buckaroo Broadcast		18	

SPORTSCOPES (13)

74301	Skating Lady	Smooth	8	10/26/46
74302	Hail Notre Dame		9	
74303	Bowling Fever	Fair	8	12/28/46
74304	Kentucky Basketeers	Excellent	9	1/25/46
74305	College Climbers		8	
74306	Ski Champion	Excellent	8	3/15/47
74307	Ice Skippers		8	
74308	Wild Turkey		9	
74309	Racing Sleuth	Good	8	8/23/47
74310	Summer Tale		8	
74311	Ski Belles	Excellent	8	
74312	Chasing Rainbows	Good	8	

THIS IS AMERICA (13)

73101	Beauty for Sale	Interesting	17	12/ 7/46
73102	Germany Today	Informative	18	1/25/46
73103	A Nation Is Born		20	
73104	Campus Boom	Timely	18	3/15/47
73105	San Francisco—Pacific Gateway	Excellent	16	3/22/47
73106	Forgotten Island		18	
73107	Big Party		17	
73108	I Am An Alcoholic		18	
73109	Passport to Nowhere	Stirring	19	7/12/47
73110	Whistle In the Night	Entertaining	18	8/ 2/47

MUSICAL FEATURETTES (4)

73201	Melody Time	Very Good	18	1/25/47
73202	Follow That Music		18	
73203	Let's Make Rhythm		20	

SPECIAL

73901	Football Highlights of 1946		20	

LEON ERROL

73701	Borrowed Blonde	Fair	15	3/29/47
73702	Wife Tames Wolf	Fair	17	5/10/47
73703	In Room 303		17	
73704	Hired Husband		19	
73705	Blondes Away	Funny	17	

WALT DISNEY

64116	Rescue Dog	Hilarious	7	5/10/47
64117	Straight Shooters	Funny	6	8/ 2/47
64118	Sleepy Time Donald		7	
74101	Figaro and Frankie		7	
74102	Clown of the Jungle		6	
74103	Donald's Dilemma	Very Funny	7	7/19/47

20th CENTURY-FOX

MOVIETONE ADVENTURES (12)

7201 Fantasy of Siam .....Excellent ..... 8 .. 2/ 8/47
7202 Royalty of the Range....Interesting .... 9 .. 5/29/..
7203 Harvest of the Sea.....Interesting .... 9 .. 5/29/4..

(Color)

7251 Sons of Courage..... 8 .....
7252 Jamaica .....Excellent ..... 8 ..10/25/46
7253 Historic Capetown .....Excellent ..... 8 .. 9/21/46
7254 Girls and Gags..... 8 .....
7255 The Cape of Good Hope..Interesting .... 8 .. 5/10/47
7256 Zululand .....Interesting .... 8 .. 3/29/47
7257 Gardens of the Sea.....
7258 Romance of the Fjords.....
7259 Sweden .....

SPORTS REVIEWS—Technicolor (6)

7301 Football Fanfare .....Good ..... 8 .. 9/14/46
7302 Style of the Stars.....Good ..... 10 .. 3/29/47
7303 Tanbark Champion .....

(Technicolor)

7351 Winter Holiday .....Good ..... 8 .. 9/21/46
7352 Summer Trails .....Beautiful ..... 8 .. 1/25/46
7353 Playtime's Journey ..... 8 .....

TERRYTOONS—Technicolor (20)

7501 Winning the West.....Good ..... 7 .. 9/14/46
7502 The Tortoise Wins Again.Good ..... 7 .. 8/17/46
7503 The Eltetronic Mouse Trap .....Very Good .... 7 .. 2/ 8/47
7504 The Jail Break.....Fine ..... 7 ..10/ 5/46
7505 The Snow Man..... 7 .....
7506 The Housing Problem....Funny ..... 7 .. 9/21/46
7507 The Creakpot King.....Wonderful .... 7 .. 1/25/46
7508 The Uninvited Pests..... 7 .....
7509 Mighty Mouse and the Hep Cat .....Very Good .... 7 .. 1/25/47
7510 Beanstalk Jack ..... 7 .....
7511 Crying Wolf ..... 7 .....
7512 McDougal's Rest Farm..Very Funny ... 7 .. 3/28/47
7513 The Dead End Cats.....Funny ..... 7 .. 8/30/47
7514 Happy Go Lucky.....Funny ..... 7 .. 8/30/47
7515 Mexican Baseball ..... 7 .....
7516 Aladdin's Lamp ..... 7 .....
7517 Cat Trouble ..... 7 .....
7518 Sky Is Falling..... 7 .....
7519 The Intruder ..... 7 .....
7520 Mighty Mouse Meets Deadeye Dick ..... 7 .....

MARCH OF TIME (13)

1 Is Everybody Happy ..... 18 .....
2 World Food Problem....Excellent ..... 17 ..10/ 5/46
3 The Soviets' Neighbor...Revealing .... 18 ..11/ 2/46
4 The American Cop.....Good ..... 18 ..12/8/46
5 Nobody's Children .....Excellent ..... 17 ..12/28/46
6 Germany—Handle With Care .....Excellent ..... 19 .. 2/ 8/47
7 Fashion Means Business.Excelent ..... 17½.. 3/ 1/47
8 The Teachers' Crisis .....
9 Storm Over Britain.....
10 The Russians Nobody Knows .....
11 Your Doctors—1947 ..... 19 .....
12 New Trains for Old?....Good ..... 18½.. 7/12/47
13 Turkey's 100 Million.....Informative .... 18 .. 8/16/47

DRIBBLE PUSS PARADE

7901 Monkey-Tone News ....Amusing ..... 8 .. 2/ 8/47
7951 Fisherman's Nightmare .Entertaining .. 8 .. 3/15/47

UNITED ARTISTS

DAFFY DITTIES

Chee Chee Amigo.....Excellent ..... 8 .. 8/ 7/46
The Lady Said No..... 8 .....
Pepito's Serenade ..... 7½.....

MUSICOLORS (7)

Toccata and Fugue.....Intriguing .... 10 ..10/28/46
Engulfed Cathedral ..... 10 .....
Moonlight ..... 10 .....

WORLD TODAY

Wonder Eye .....Interesting .... 10 .. 7/12/47

UNIVERSAL

NAME BAND MUSICALS (13)

2301 Frontier Frolic .....Good ..... 15 ..12/28/46
2302 Champagne Music .....Good ..... 15 .. 1/25/47
2303 Tumbleweed Tempos ....Very Good .... 15 ..12/28/47
2304 Moonlight Melodies .....Excellent ..... 15 ..12/28/46
2305 Tex Beneke & the Glenn Miller Orch. ..... 15 .....
2306 Melody Maestro ..... 15 .....
2307 Tommy Tucker Orch..... 15 .....
2308 Charlie Barnet Orch..... 15 .....
2309 Charlie Spivac Orch..... 15 .. 7/26/47
2310 Jitterumba ..... 15 .....
2311 Record Party .....Good ..... 15 .....

SING AND BE HAPPY (8)

2381 A Bit of Blarney.....Good ..... 11 ..10/12/46
2382 The Singing Barbers..... 10 .....
2383 Let's Sing a College Song..... 10 .....
2384 Let's Sing a Western Song..... 10 .....
2385 Let's Go Latin.....Amusing ..... 10 .....

TECHNICOLOR CARTUNES (13)

2321 Fair Weather Fiends....Funny ..... 7 ..12/28/46
2322 The Wacky Weed.....Good ..... 7 ..12/28/46
2323 Musical Moments ..... 7 .....
2324 Smoked Hams .....Good ..... 7 .. 5/10/47
2325 Coo-Coo Bird ..... 7 .....
2326 Overture to William Tell ..... 7 .....
2327 Well Oiled .....Funny ..... 7 .....

THE ANSWER MAN (8)

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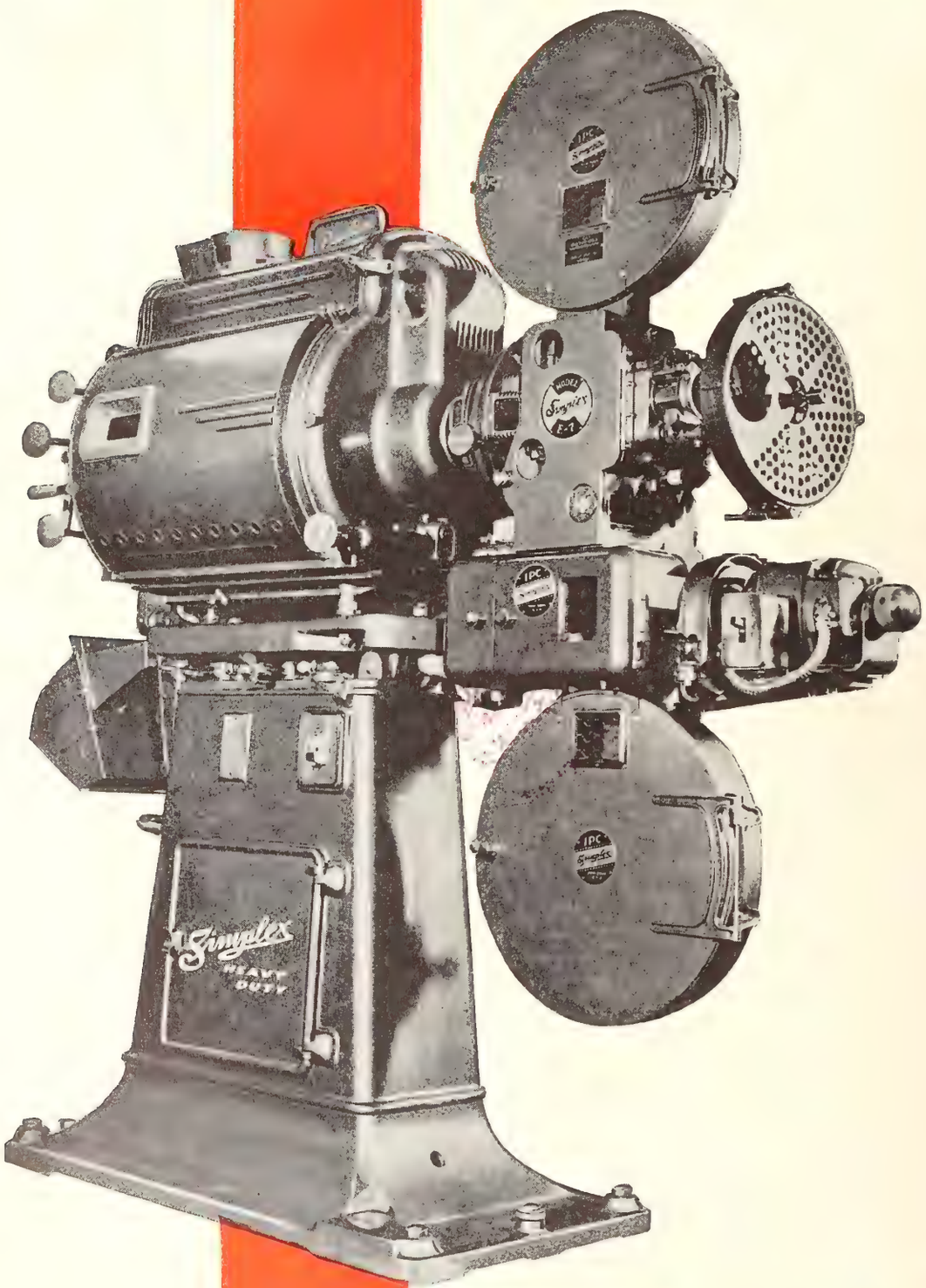
Shorts Reviews

The Sea Hound *(Exciting)*

Columbia Serial 15 Chapters 20-25 mins.

The first episode in Columbia's new serial serves to introduce the players, including Buster Crabbe as Captain Silver, Jimmy Lloyd and Ralph Hodges as his adventure-loving pals who sail the seas in "The Sea Hound" seeking action, their cook and friend, Spencer Chan, and Pamela Blake as the daughter of a missing scientist who apparently has come upon a clue to the existence and location of a fabulous treasure in Spanish gold. There also is introduced a fantastic, villainous character known as The Admiral, leader of a gang of cut-throat pirates. With all these, and from evidence contained in the first chapter "The Sea Hound" promises plenty of action and excitement for the youngsters. Exploitation possibilities, as outlined in Columbia's press book, are very good. Screenplay by George H. Plympton, Lewis Clay and Arthur Hoerl, based on the radio program and cartoon magazine. Photography, Ira H. Morgan. Produced by Sam Katzman. Directed by Walter B. Eason and Mack Wright.

Only the best projection pays -



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SHOWMEN'S TRADE REVIEW

THE SERVICE PAPER OF THE MOTION PICTURE INDUSTRY

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Vol. 47 No. 12

SEPTEMBER 20, 1947

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CHARLES E. 'CHICK' LEWIS
Editor and Publisher



Joseph Bernhard (See Page 9)

ALLIED JOINS ATA-MPTOA WAR PARLEY ON ASCAP TAX

(See Page 7)

BRINGING HOME THE BACON!



HOT FROM HOLLYWOOD!

M-G-M Sales Conference returns from Studio visit to tell you about coming Great Entertainments they saw in Person!

"GREEN DOLPHIN STREET"


Lana Turner


Van Heflin

mightiest spectacular drama ever made! All advance reports dwarfed as we watched with our own eyes earthquake, tidal wave, shipwreck, tribal warfare in this gigantic, romantic picturization of the book that 20 million readers are waiting for, starring Lana Turner, Van Heflin, Donna Reed, Richard Hart. Truly it's Road-show calibre!

"GOOD NEWS"


June Allyson


Peter Lawford

packed with *Technicolor* verve and joy, moves with lightning pace. Peter Lawford, rapidly reaching top box-office draw, is at his romantic best with June Allyson, plus brilliant young Broadway stage stars. Great tunes, excellent dancing, swell fun. Picture runs only an hour and a half which means perfect set-up for big Xmas and New Years turn-over business.

"CASS TIMBERLANE"


Spencer Tracy


Lana Turner

unquestionably will be among the Ten Best of the Year! Spencer Tracy and Lana Turner are a marvelous combination in a big-time production of the best-seller that packs humor and humanity, luxury, love and laughter into a warmly appealing romance. It's got everything for the millions of movie-goers. A honey!

"KILLER McCOY"


Mickey Rooney

previewed at Loyola Theatre, Inglewood, California, before enthusiastic audience which approved new type of role for Mickey Rooney, the best that he has had since "Boys' Town." Mickey, in his new socko characterization, has terrific power, punch and vitality. This is a highly commercial attraction, with the important factor of an even greater screen career for Mickey Rooney.

(*Continued*)

(tinued)

"THIS TIME FOR KEEPS"


Esther Williams


Johnnie Johnston

an M-G-M Musical in the "Anchors Aweigh" manner, big, luscious, *Technicolor* romance with magnificent backgrounds of Mackinac Island. "Bathing Beauty" sequences in spectacular aqua-show. First picture for Johnnie Johnston gives rich promise of appealing romantic singing stardom, teamed with Esther Williams in a suspenseful love story. Lauritz Melchior, Jimmy Durante, Xavier Cugat in big box-office cast.

"HIGH WALL"


Robert Taylor


Audrey Totter

exciting, tense, romantic melodrama, which we predict will be a headline box-office attraction. Not since "Johnny Eager" has Robert Taylor had as powerfully rugged a role and Audrey Totter, continuing to build to stardom, is his excellent romantic partner. Fresh direction and fast-paced handling make this a really big, important box-office picture.

"THE PIRATE"


Judy Garland


Gene Kelly

teams Judy Garland and Gene Kelly in a rich *Technicolor* Cole Porter musical extravaganza with provocative love story. Picture fans will royally welcome Judy Garland in an adorable singing role. This picture has genuine novelty of treatment and content and produced on tremendous scale is not only eye-filling but has outstanding musical score and is loaded with comedy and action. A great all-around entertainment.

"ON AN ISLAND WITH YOU"


Esther Williams


Peter Lawford

has Peter Lawford, new idol of the fans, romantically teamed with Esther Williams plus Ricardo Montalban, Jimmy Durante, Cyd Charisse, Xavier Cugat in a dashing *Technicolor* picture. The love story has a delightfully different, racy, new twist and the South Sea backgrounds are a perfect setting for Esther Williams' beauty. A big, gorgeous and musically bountiful show for packed houses.

"THE KISSING BANDIT"


Frank Sinatra


Kathryn Grayson

teams Frank Sinatra and Kathryn Grayson in a big and gay *Technicolor* musical with an unusual and intriguing plot and plenty of love songs for the stars to sing. It has a swashbuckling theme of the inaccessible high born girl and the daring kissing bandit, with thrills and excitement galore. Rich, racy, romantic for sure-fire returns! A gala audience attraction.



P.S. Yes we saw them all and you'll see them soon with your own



"To catapult to top-grosser bracket. Can't miss!" —Hollywood Variety

"B. O. winner!" —Variety

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introducing **HAZEL BROOKS** as "ALICE"

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THE EDITORIAL PAGE

Fair Weather Forecast

On the eve of the Washington convention called to effect a merger of the American Theatres Association with the Motion Picture Theatre Owners of America this significant gathering shaped up as an event holding high hopes for an improvement in the field of exhibitor relations.

All indications were that a highly constructive program had been worked out during the long period of discussion and planning of the new combined exhibitor force which would be decided upon by the convention's delegates.

An added ray of brightness struck through the skies above the impending event when, on Thursday, it was announced that National Allied's Abram F. Myers had accepted an invitation extended by ATA-MPTOA to attend the joint discussion of the ASCAP situation. It is a situation that affects all exhibitors and it is good to see all three national exhibitor organizations represented in the important around-the-table discussion of ways and means of dealing with the matter.

The situation precipitated by the ASCAP proposal to boost seat taxes may be the means of setting up a milepost that can become a tremendous beacon for future guidance of the exhibitors of this country.

It is possible, and greatly to be hoped, that the meeting in Washington this weekend not only will be the means of bringing forth a bigger and better national organization but that it also will set the precedent for the kind of intra-organization cooperation which may bring about solid, united exhibitor fronts whenever exhibitors are faced with serious problems effecting them all.

▲ ▲ ▲

Economy in Reverse

We hope Hollywood was listening to the remarks of B. V. Sturdivant on his visit home from Mexico City, where the former West Coast theatre executive now makes his headquarters as head of one of Mexico's leading circuits.

Sturdivant said that "Extravagant production budgets, luxurious settings, and lavish costuming may disguise the lack of honest story material to United States audiences, but not in the greater part of Latin America."

These extravagant trappings, which he talks about, don't fool anybody on the most important point presently facing this industry—which is the need to produce pictures less extravagantly from a dollar outlay standpoint.

When one reviews some of the "economy measures" being employed by some of the film companies, one is apt to wonder how this industry grew to its present size under a leadership that now appears to have become hesitant and fearful.

We hear so much about the complexities and losses indicated for foreign market operations. The economies necessitated thereby, about which there is so much mention, seems to take the form of cutting a few dollars here and there by elimination of minor personnel and cutting in routines that come within the realm of the petty-cash department.

While this goes on, the general picture of tremendously high-cost production remains little changed, so far as the general observer can ascertain. The bringing of production costs to within some reasonable relation to the costs of other business operations is the task for the top executives. And if they are real top executives they needn't get panicky about it, just function calmly and efficiently in doing their job of making pictures at costs that the theatre traffic will bear.

▲ ▲ ▲

Children's Library

The Children's Library set up by the Motion Picture Association has rounded out one year of activity with results that indicate the idea is not only sound as a fine public relations effort by the industry but also a practical and profitable enterprise for those theatres where the conditions are conducive to the success of these special children's shows.

One factor that argues very convincingly as to the success of the idea is the Eric Johnston announcement making it clear that there were more bookings of the films by theatres during the second than during the first half of the year. Theatres don't continue operations and expand them unless there is good reason for such activity.

Actually, there's nothing new about the show except the handling of special material as a library or backlog to assure continuity of the special activity. Some of the most successful theatre operations have been built up by careful handling of special matinees for children.

▲ ▲ ▲

Worth Remembering

In all the dither over problems and difficulties within the industry, let's not forget that this business flourishes by reason of what it means to millions outside of it—those masses who have learned to look to picture shows as a resort for entertainment and surcease from their own woes.

In other words let's not forget to put on good shows and sell 'em with good showmanship.

—CHICK LEWIS

WHAT'S NEWS
In the Film Industry This Week

PRODUCTION—Independent exhibitors seemed to have struck another blow toward getting reduced costs on B product. The first move came when the studio workers agreed to study the matter and act. This week, I. E. Chadwick, president of the Independent Motion Picture Producers Association, announced that he had concluded a pact with the American Federation of Musicians for one year, retroactive as of Sept. 1, which would save his unit possibly as much as $60,000.

Formerly, Chadwick said, the independents hired three orchestras of 20 men each which had to remain fixed as a unit. If a producer wanted to enlarge an orchestra, he had to do it by hiring outside musicians even though one of the other orchestras was standing by. Under the new setup musicians from an idle orchestra can be moved over to augment a working one. Last year IMPAA paid $210,000 for musicians. This year, Chadwick estimates it will pay $150,000.

Also from Hollywood Republic President Herbert J. Yates said that Republic's plans were unchanged but economy was in. Yates plans to make pictures at lower cost where it can be done without hurting production. This, he thinks, can be done by watching scripts before shooting, by salary cuts from willing employes. He plans to give special exploitation to those pictures which can measure up to it, and said Roy Rogers was bringing in 75 per cent more revenue since his pictures were in color.

"The Fabulous Texan" will make Republic history in day-and-date bookings, he added, with 259 Texas houses playing it.

Douglas Fairbanks, Jr., completed negotiations with Universal-International to use its studios for his next "The O'Flynn," scheduled for shooting in January.

* * *

GENERAL—Silver-haired, silver-tongued, widely-experienced Paul V. McNutt, to whom politics and politicians should be a well-read book, took on a new role this week when the Motion Picture Association announced that the man who had held jobs ranging from governor of Indiana to ambassador to the Philippines, was to represent the industry at the red hearings which are to be conducted by the House Un-American Affairs Committee. Angered too at the smears which have spread as the result of past hearings on the coast, the Screen Writers Guild has come forward with an offer to combat smears. Meanwhile the committee itself had changed tactics and instead of a brass band was using the soft pedal. Names of witnesses, usually broadcast, were not being shouted in connection with the coming probe.

MPA also announced that it would seek to get its Children's Film Library to an audience of 1,500,000 children between six and 12 years of age and to increase the number of theatres using the program from approximately 1,500 to 2,500.

In Dallas the McClendon interests filed a $1,200,000 anti-trust suit against the Interstate and Robb and Rowley circuits as well as Paramount, United Artists, Loew's (MGM), 20th-Fox, Warner Bros., Columbia, RKO, Universal and United Artists. Same old reason: Alleged conspiracy to withhold product.

In Ohio the tax department here told communities that they could write their admission tax ordinances so as to tax tickets sold in the city even if the event took place outside of the city limits—such as circuses, ball games; in Chicago the three per cent amusement tax seemed destined to come up again.

* * *

EXHIBITION—That Ascap would grant a six-month stay on its new raised terms to allow exhibitors to study the question was reported more than possible from reliable quarters this week following a meeting between the composers' society and a joint committee of the American Theatres Association and the Motion Picture Theatre Owners of America. Ascap has already granted two months, but its board meeting on Sept. 23 will consider the further stay.

And in Washington, where ATA and MPTOA are holding an exhibitor convention to determine whether the two organizations should merge into a new exhibitors' organization, the report was persistent that a committee would recommend a course of doing business with Ascap and seeking a rate cut rather than acting against Ascap through suits and monopoly action. Reason: Both latter processes are slow and would not grant quick relief; the chances are that Ascap might also beat the cases.

At the same meeting Fred Wehrenberg decried those who say one exhibitor organization cannot embrace independent and affiliated circuits asking what trade problem today does not affect both and insisting that action on trade practices be written into the new organization's constitution. By trade practices he didn't mean film rentals, Wehrenberg made clear.

The New England Independent Exhibitors, Inc., (Allied) meanwhile petitioned Attorney General Tom Clark to move against Ascap as a monopoly, making another exhibitor unit so petitioning.

In Kentucky the Anderson interests were expanding with the acquisition of three new theatres and by forming two new corporations, one of which includes Freeman Smith.

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N. Y. Seeks to Level Production Hurdles in City

New York's Mayor O'Dwyer is making a sincere effort to level some of the hurdles before motion picture industry in that city and to date considerable progress has been made in that direction, a member of the motion picture industry working with the Mayor's Motion Picture Coordinator Edward C. Maguire, declared this week.

The industryite, who requested that his name not be used, declared that of all the departments which had been called on for help in removing difficulties, the police department had shown itself most helpful. His views, however, emphasized the fact that while Mayor O'Dwyer and the industry are at present traveling the same road, the ends sought by each are somewhat different.

Mayor O'Dwyer, according to Coordinator Maguire, has no idea that New York can displace Hollywood as a production center. But he is positively seeking a greater percentage of motion picture production for his city. What the percentage was Maguire would not say.

The motion picture industry on the other hand, according to the industryite working with Maguire, is primarily seeking to "rid ourselves of terrific armsful of red tape when a unit comes to New York or when a unit goes on location in New York."

Seeks to Make Way Easier

The essential difference seems to be that the motion picture industry is not seeking to increase production in New York but to make the way easier for any production or special shots which may be taken in New York. However, both sides agreed there was no conflict there because Coordinator Maguire realizes the importance of making things as easy as humanly possible and that some increased production is bound to follow easing of restrictions. Producers who have used the New York facilities to date have officially declared that they had excellent cooperation though some complaints have crept into print. Charges that a great deal of production difficulty arose from production inefficiency have also been breathed.

Maguire's efforts to date have brought re-

(*Continued on Page* 8)

New E-L Sales Managers



L. E. Goldhammer



Al Suchman

Eagle-Lion this week completed reorganization of its domestic branches with the appointment of Al Suchman as eastern sales manager, and L. E. Goldhammer as western sales manager, Distribution President A. W. Schwalberg announced.

Both new posts operate from the home office.

Ascap May

Directors of the American Society of Authors, Composers and Publishers who meet Sept. 23, will probably be willing to grant exhibitors the additional time requested to study their rates, a well-informed source said in New York this week. At the conclusion of a joint Ascap-ATA-MPTOA meet last week, Ascap had been asked to grant a six months' stay. A two months' stay had already been granted.

MPA Aims to Cover Kid Audience of 15 Million

The Motion Picture Association is moving to expand the services of its Children's Film Library so that it may serve the screen tastes of some 15,000,000 children between the ages of six and 12, MPA President Eric Johnston announced Friday.



Eric Johnston

This move, which not only includes increasing the number of features available, also includes raising the number of theatres showing such special children's matinees to 2,500. At present approximately 1,500 theatres are engaged in giving special performances for children and using product in the MPA Children's Film Library.

Films for the library are now being selected by a jury of 40 children of varying ages. After this a mother's committee, representing a wide range of women's organizations, passes upon the children's selections and in event of disagreement a triumvirate consisting of a psychologist, a psychiatrist and an educator arbitrate the disagreement.

The Children's Library will attempt to keep a catalogue of 42 films which have been released in the past. To this will be added listings of new and current films approved by the preview committee.

To Fight 'Curley' Ban

Immediate court action will be instituted by the film industry to challenge the ban by the Memphis, Tenn., Censorship Board of the Hal Roach comedy, "Curley," it was jointly announced Thursday by MPA President Eric Johnston, United Artists President Gradwell L. Sears and Producer Hal Roach.

ATA-MPTOA Merger Meeting Opens with Planned Program

By BILL SPECHT, News Editor

Delegates from California to Massachusetts and from Texas to Wisconsin gathered in Washington Friday as the convention which is to decide whether the 18-month old American Theatres Association and the veteran Motion Picture Theatre Owners of America are to merge into a new, all-embracing national exhibitor organization, got under way at the Shoreham Hotel.

Registrations prior to the convention opening were approximatey 500. For the most part the crowd was serious with the general opinion being that the delegates would have little to decide beyond whether there would be a merger or not, and who the principal leaders would be.

Allied Joins Confab

All three national exhibitor orangizations—Allied, ATA and MPTOA—will be represented at the war parley in Washington Friday (19th) on the proposed 300 per cent seat tax increase announced by the American Society of Composers, Authors and Publishers.

The solid-front discussion was assured when Abram F. Myers, general counsel of National Allied, announced acceptance of the invitation of ATA-MPTOA to attend the joint board meeting for the limited purpose of discussing the Ascap situation..

That the merger would be ratified was so foregone a conclusion that exhibitors, whose love for taking a chance ranges from gin rummy to fast horses, were not even keeping book on the chances.

The convention program, too, had been worked out after months of study by a joint ATA-MPTOA managing board and by meetings of both organizations' directors which began after midweek. So when the convention gathered there was before it a program which the delegates could take, leave, fight or forget. A maverick move from the floor, however, could upset these preconvention opinions.

Well-informed sources inclined to the belief that almost all organization procedure was nearly settled excepting for two subjects. The first of these was the selection of a president and a board chairman. The second was how all-embracing the trade practices of the proposed organization should be—whether they should be confined to national affairs or whether they should attempt to encompass local problems.

The question of the presidency existed mainly because both ATA and MPTOA had found it difficult to find an outstanding leader who could meet all qualifications. The candidate for the post, it was argued, must be an independent, nationally known, a competent exhibitor and one who knows his way around Washington.

Various names had been considered by the pre-convention meetings and abandoned for one reason or another. At present some groups, one of which reportedly is led by National Theatres President Charles Skouras, are pushing ATA Board Chairman Ted Gamble to accept the presidency.

Gamble has declared he doesn't want the job. He is reportedly ready to accept another office —either a vice-presidency or board chairmanship, which would not take up so much of his time. But if the pressure is great, he may be forced to accept.

Another presidential possibility is ATA President Si Fabian, who also does not want the post, remarking jocularly that if he accepts his wife would divorce him should he spend so much time away from home in the future as he did in the past on ATA business.

Both Gamble and Fabian have been considered for the board chairmanship. However, some sources feel that if a former ATA man gets the presidency, an MPTOA man will get the board chairmanship.

The vice-presidencies reportedly will be numerous enough to offer no problem.

The treasurer candidates were said to have narrowed down to Sam Pinanski of M&P Theatres and J. J. O'Leary of the Comerford circuit, while Morris Lowenstein of the Majestic Theatre, Oklahoma City, seems almost certain for the post of secretary, and MPTOA General Counsel Herman Levy appeared likely for the post of general counsel in the proposed organization.

Nominations from the floor, however, could upset these possibilities.

Expect Committee Reports

The organization committee expected to report for a directorate which will consist of one director for each state or regional unit; one director for each national circuit, such as Loew's or RKO; and two directors for the unaffiliated circuits who would be selected by a conference of these circuit representatives. This set up, it is pointed out, would attempt to assure control of the board by the independents.

In addition the organization committee is almost certain to include trade practices in its recommendations though the extent of these practices was not known.

The managing committee of the convention,

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Depinet Predicts Good Business for Fall, Winter

Predictions that box-office business woud be good this fall and winter were made to members of the trade press this week by RKO Executive Vice-President Ned Depinet at a joint interview during which he and James Mulvey, Goldwyn president, announced that "The Best Years of Our Lives" would continue to be sold at advanced-price admissions well into 1948.

Depinet said that the subject of advanced admissions is a "vital thing to the exhibitor," but he added that justification for the practice "rests on the quality of the picture." In the case of the Goldwyn picture, he continued, "it seems that the public has taken the bit in its teeth so far as 'The Best Years of Our Lives' is concerned" and that the public continues to flock to see it despite exhibitor opposition to advancing prices.

The picture has not tapped more than 33-1/3 per cent of its audience potential, Depinet said, on the basis of a recent poll.

Returning to the advanced admissions subject, Depinet declared that "it can be a mistake (to raise admissions) if the picture is not right . . . I think the public will write the answer very fast, if the picture does not belong."

Pay for Clearance?

Cleveland subsequent-run exhibitors are objecting to playing advanced-run pictures at the same scale which was charged by the downtown houses for first-run. Demanding the same scale on their part, they contend, violates the accepted clearance theory that first-runs pay for clearance as well as product.

ATA-MPTOA Meet Opens

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consisting of Fabian, Gamble, ATA Executive Director Robert W. Coyne, Levy and Harry Lowenstein and E. V. Richards also appointed the following 12 convention committees:

Legislative, Ascap, organization, budget and finance, distributor-exhibitor relations, television, audience expansion, campaign and contributions, film program, public relations, advanced admission pictures, 16-mm. films.

The managing committee had also made a series of recommendations to these committees. While no official information was forthcoming as to the nature of these recommendations, reliable sources indicated the following:

Proposed Recommendations

Legislative—Study of national, state and local admission taxes with a view to having them removed; consideration of a possible permanent legislation liaison executive or body in Washington. A recommendation not to become involved in regional or local legislative problems unless requested to do so by the local unit.

Ascap—Suggestion that the committee study Ascap from several angles with a view to instituting court or monopoly action or to seek a change in the copyright law. Reports were rife that a recommendation was made to seek to work out an agreement with Ascap to reduce rates. The recommendation reportedly stated that courts do not always dissolve proven monopolies when they do not operate against the public weal and that legislation while feasible was a lengthy process. Former Ascap General Manager E. C. Mills was scheduled to address this committee.

Organization—A suggestion that the new organization be considered as a confederacy of units with regional vice-presidents was made.

Budget and Finance—Budget suggested at $200,000 yearly.

Distributor-Exhibitor Relations—The subject of advanced admissions, local checkers and the suggestion that a permanent division be set up to handle distributor-exhibitor relations was made.

Television—The managing board was said to acknowledge it knew little on the subject, to have pointed to the importance of television to exhibitors in the future and to have suggested a standing committee to keep abreast of developments. Paramount's Paul Raibourn was a speaker before the committee.

Would Increase Audiences

Audience Expansion—Ways and means to get more people into the theatre more often were suggested with a 12-point program ranging from improved marquees to community activity.

Campaigns and Contributions—A recommendation was reported to the effect that the new organization adhere to an earlier policy with regard to drives. "One drive for all" was described as impractical.

Film Program—Continuation of the set-up used by ATA and MPTOA with a New York reviewing board which would report to 12 regional boards on government and charitable films was thought advisable.

Public Relations—Need of a public relations program is reportedly stressed with the question raised as to whether exhibition can be separated from Hollywood in the public mind. A suggestion that a study be made for a program covering exhibition only and for the entire industry was offered. (The inference is that what Hollywood may be accused of doing reflects back on exhibition and that the two cannot be separated). Media to be used is also to be studied.

Twentieth-Fox's Charles Schlaifer was to speak before this committee.

Advanced Admission Prices—Suggestion is made to consider whether high prices have an effect on the public, with a study to see how many children may be kept away by the higher prices and how many more people are brought into the theatre by the ad campaigns which accompany such pictures.

16-mm.—Suggestion is made to appoint a standing committee to handle the subject and to work with organized 16-mm. organizations to curb abuses.

McNutt for Defense

Paul V. McNutt Tuesday was hired by the Motion Picture Association to defend the industry before the hearings of the House Un-American Affairs Committee which are scheduled to start Sept. 23. McNutt is former ambassador to the Philippines, was Governor of Indiana from 1933 to 1937 and has been active politically practically since the day he quit as dean of the University of Indiana Law School.

Exhibitor Problems Are General, Says Wehrenberg

MPTOA President Fred Wehrenberg, in a pre-convention release of a speech he was to have made Friday, castigated those who claim that an exhibitor organization cannot function properly for both independent and affiliated circuits.

"I would like those persons to stop generalizing and to name specifically any problems in the last few years that are merely independent exhibitor problems as distinguished from all-exhibitor industry ones."

Wehrenberg declared that trade practices must be part of the new organization, but added there was a difference between trade practices and film prices, declaring only the exhibitor or his qualified film buyer could buy film for himself.

"The question," he continued, "with which this industry is faced is what are we going to do about the abuses, injustices and grievances in our trade practices? Either we take care of these abuses intelligently between ourselves by organized self-regulation and self-discipline, or they will be settled in the courts and in the legislatures—arbitrarily, expensively and with continuous ill-will.

New England Unit Asks Clark for Ascap Action

An appeal to United States Attorney General Tom Clark to take action against the American Society of Composers, Authors and Publishers "even if it involves criminal proceedings" was made by the Independent Exhibitors, Inc., of New England, an Allied affiliate, according to an announcement from Boston this week.

Terming the Ascap-proposed increase as one which would raise music license fees from 150 to 300 per cent, the New England exhibitors denounced it as a "tribute" which they were compelled to pay or face the possibility of not getting "any more of these pictures."

'No Parking' Zone Fee

Minneapolis can collect fees from theatres in the downtown parking meter area for having "no parking" zones in front of theatres, the city attorney's office has ruled. As a result, the Minnesota Amusement Co., which operates several loop theatres, has agreed to pay $900 to the city for the "no parking" zones in front of its loop houses. Originally, the firm held that the city must furnish the cleared space as a fire safety measure.

N. Y. Seeks to Level Production Hurdles in City

(*Continued from Page 6*)

sults in that the police department, upon suggestion, may no longer insist upon a "street fair" permit for a company which wishes to shoot a street scene. The "street fair" permit was originally created for an altogether different situation, such as block dances or festivals such as Italian St. Joseph's Day when altars are erected and the whole street blocked off.

Permits to show at certain locations have also been suggested so that in the majority of instances if a company gets a permit for a certain day to shoot in a certain location and then finds a superior location near it, the move can be made without a change in permit. Also the future permits probably will be more elastic so that if rainy weather holds up shooting on a specified day, the work can be taken up in the next several following days.

The Park Department also has a suggestion before it whereby shooting park scenes with complete equipment will be fixed at $15 a day for the permit.

Another restriction which the Coordinator and the industry are agreed upon changing is that which limits bringing in more than two reels of film into buildings, which, if observed, practically makes shooting interiors impossible.

According to the motion picture industryite, the only department with which difficulty has been had is the Department of Water, Gas and Electricity. This Department reportedly has a requirement that when electric cable is brought into a building for lights or other purpose, it must be supervised by electricians licensed by the city.

"All it amounts to," the industryite declared, "is that we pay fat fees to hook up cables which our technical crews, already on the payroll, are competent to do."

SMPE Exhibit List Grows; 'Practicality' Meet Theme

More than a score of motion picture equipment firms have completed arrangements for exhibit space at the 62nd Semi-annual Convention of the Society of Motion Picture Engineers, to be held in New York Oct. 20-24, it was announced this week by Robert T. Kenworthy, exhibit manager.

At the same time Convention Committee Chairman James Frank, Jr., stressed that both the exhibit and discussions, which will feature the SMPE's first Theatre Engineering Conference, have been planned with a rigid adherence to the policy of making the meeting essentially non-technical and devoted to the practical interests of theatre owners, theatre managers and architects. The discussions, Frank declared, will feature short, formal presentations by experts of various aspects of theatre engineering.

Enter $92,124 Judgment in Snider Percentage Suits

Judgments aggregating $92,124.99 in percentage fraud suits were entered last week in federal court in Boston in favor of eight plaintiff distributing companies against defendant Ralph E. Snider and various operating corporations in the Snider Theatre Circuit. Judgment in the separate suits by each of the eight major distributing companies was approved by U. S. Judge Arthur D. Healey.

The eight suits, brought in January, 1946, alleged that Snider and the exhibiting corporations had participated in carrying out a plan designed to defraud the plaintiff distributors "by intentionally furnishing to the plaintiff false and inaccurate statements of receipts" from percentage pictures. Judgment is directed for the entire amount awarded in each action against defendant Ralph E. Snider, personally, and in varying other amounts against one or more of the defendant exhibiting corporations.

The largest award was the $28,861.90 obtained by 20th Century-Fox in its action; RKO obtained $25,191.36; Loew's, $23,060.69; Columbia, $6,721.33; United Artists, $5,902.27; Paramount, $1,349.53; Universal, $975; and Warner $62.21. Theatres involved in one or another of the actions were the Empire and Strand, Portland, Maine; the Bijou and Casino, Ware; Winthrop and State, Winthrop; Community Playhouse, Dedham; Bijou and Empire, Providence; Palace, Edgewood, Rhode Island; and the Park, Auburn, Rhode Island.

'Spirit West Point' Topic Of Film Classics Meeting

(*See Cover*)

Plans for the distribution of "Spirit of West Point," first new production to be handled by Film Classics, were discussed at that company's first national sales convention which opened at New York Friday at the Roosevelt.

The two-day meeting was presided over by President Joseph Bernhard with talks scheduled by General Sales Manager Samuel Wheeler; his assistant, Jules K. Chapman, and Ad and Publicity Director Al Zimbalist.

"Spirit of West Point" is the $500,000 feature produced by Harry Joe Brown and John W. Rogers which is to mark Film Classic's entry into the field of distributing new features. Hitherto the company had confined itself to reissues.

Leading the list of branch heads, who were at the convention were: Ralph Peckham, Atlanta; Maurice Green, Boston; Joseph Miller, Buffalo; Edward Spiers, Chicago; J. H. Lutzer, Dallas; George Lefko, Indianapolis; Leslie Durland, Kansas City; Robert P. Ableson, Los Angeles; Max Mazur, Milwaukee; George Waldman and Sydney Wainer, New York; Morton Magill, Philadelphia; Jack Kloepper, Portland; Fred Ableson, San Francisco, and Ralph de Burgos, Washington.

Wants Improved Clearance

Hammond, Indiana's Calumet Theatre is demanding improved clearance of the major distributors, reports from Chicago said this week. At present the house runs 59 days after the first-runs Paramount and Parthenon and behind the second-run Warner Orpheum.

Accept New Contracts

Chicago's exchange unions this week reported acceptance of new contracts for next year with discussions on hours and wages still due. The 40-hour week will remain basic, it is understood, with time and a half for overtime.

NEWSREEL CLIPS

Body Blow?

Theatre goers may look at "Body and Soul" and just get a lot of entertainment out of what SHOWMEN'S TRADE REVIEW considered a corking good movie. But to the Boxing Managers' Guild, that organization of proud and doughty men who stand behind the men who standup and fight, "Body and Soul" is a "slanderous picture" which they want both United Artists and Enterprise to take out of circulation. Here is part of what the Guild says:

"As we understand it . . . **John Garfield** is portrayed as a fighting champion, but one too eager to 'take a dive.' We, the managers, are depicted as thieves, gangsters, fixers, contrivers double-crossers, all of which terms are both untrue and uncomplimentary. . . .

"We are motivated, believe me, by more than wounded esteem. Such foul blows can hurt more than our pride; they can wreak inestimable damage on our entire profession, one of the world's oldest. The prosperity of our sport is seriously threatened. And don't forget that there are 5,000 boxers active and 25,000 others working who are directly connected with the sport. This new film could clamp down on the business, if the public believes that it is riddled with chicanery, and the 30,000 men, most of whom have families, be thrown out of work."

A very sincere statement. But could it be that the Guild is a bit unwise in referring to the manly art as one of the world's oldest professions? It's altogether possible this might bring a tart reply from the Amalgamated Association of Ladies Who Arise After Dark.

Names

Gus Eyssell, managing director of New York's Radio City Music Hall, is Hollywoodward; MGM Studio Publicity Chief **Howard Strickling** in New York after a trip to Harrisburg; **William Hartin** has been appointed Eagle-Lion District Manager for the Cincinnati-Cleveland-Detroit district, and United Artists has appointed **James L. Winn** as Buffalo branch manager.

Earl Wingart, top-flight publicist, has been made assistant publicity manager for 20th Century-Fox where **Ulric Bell** took over last week. Paramount Distribution Vice-President **Charles M. Reagan** is scheduled for studio conferences on the west coast.

Foreign

Saturnia Film Distributing Corporation is the name of a new Italian import and distributing firm headed by President **Vincent Politano,** General Manager **Sal DiGennaro** and Ad Publicity Director **John Castiglione.** The company expects to distribute from eight to 10 a year and has already announced for October "Farewell My Beautiful Naples," with "Outrage of Love," "Lost Happiness" and "Shadows of Glory" to follow. Decina is ready to release "The Eternal Return" and Duek International "Surprise Voyage," both French films, one based on the Tristan and Yseult legend and the second a satire.

Pioneers

The annual get-together of the Picture Pioneers, that organization which requires 25 years in the business as a requisite for membership, is scheduled for Nov. 19 in the Grand Ball Room of the Hotel Plaza. **Max A. Cohen** is chairman.

Bookings

Paramount is claiming an industry record for the number of theatres booking a company's product during a drive. The record breaker is the week of Aug. 31-Sept. 6 when 17,009 theatres have booked a Paramount picture.

"The American Heritage" is the title of the documentary one-reeler which will go out ahead of the Freedom Train. RKO made it. Monogram has 30 Fox West Coast houses set for the opening of "Black Gold" Oct. 8, and 24 other California cities listed for opening on the same date.

Memphis RKO Branch Manager **R. V. Regan** rang the bell with 100 dates on "The Long Night" with 82 of them scheduled to break on Oct. 9. World premiere of Walt Disney's "Fun and Fancy Free" is scheduled for the New York Globe Sept. 27. And add to the fifth-week holdovers for Warner Bros. "Life With Father" are those in New York, Chicago and Philadelphia.

Calendar

SEPTEMBER

22, meeting of Federation of New Jersey Theatre Owners on dissolution move, Stacy-Trent Hotel, Trenton, N. J.

22, testimonial dinner for Tom O'Brien by the M. P. Salesmen's Club, Boston.

23, House public hearing on Communism in Hollywood; in Washington.

25-29, annual convention of Theatre Equipment Dealers Protective Association, Shoreham Hotel, Washington, D. C.

27, world premiere of RKO-Disney's "Fun and Fancy Free," Globe Theatre, New York.

Sept. 30-Oct. 1, annual convention Kansas-Missouri Theatre Ass'n, Phillips Hotel, Kansas City, Mo.

OCTOBER

6, Variety Club Charity Citations, Hotel Nicollet, Minneapolis.

7, meeting and film clinic of Allied Independent Theatre Owners of Iowa and Nebraska, Fontanelle Hotel, Omaha.

12, Motion Picture Bookers' annual dinner and ball, Hotel Commodore, New York.

20, adjourned meeting of union leaders on the Hollywood strike, Los Angeles.

20-24, annual meeting Society of Motion Picture Engineers, Hotel Pennsylvania, New York.

23, 24, Kentucky Association of Theatre Owners convention, Louisville.

NOVEMBER

3, mid-winter meeting, Variety Clubs International election of officers, Tulsa, Okla.

4, dedication of Will Rogers Memorial Plaque by Variety Clubs International, Claremore, Okla.

19, annual get-together of the Picture Pioneers, Hotel Plaza ballroom, New York.

Chicago Faces Tax

That a plan to place a three per cent tax on amusement admissions in Chicago will again be presented to the city council committee when it meets Sept. 25, seemed more than likely this week. A similar plan had been presented earlier this year but was dropped when it was opposed by the Mayor. Need for city finances, however, reportedly, will be a strong factor in urging its passing.

THEATRE MANAGEMENT



The Brass Tacks of Efficient Picture Theatre Management*

HOW TO PROMOTE PROFITABLE TIEUPS

By Jack Jackson

Having devoted last week's space to "selling" you on the genuine value of your theatre as a positive gateway to sales and profits for dealers whom you permit to associate their selling effort with yours, let's jump right into the pool and swim through the essential steps leading to the successful merchant cooperative campaign.

Let me admonish, first, that you always consider the fact that you are—as the operator of the meeting place of the community's best citizens—extending a favor of extreme commercial value when you agree to introduce a merchant or his wares to your customers. In reality, you are becoming an engineer on his sales staff and your personal services have value—either in dollars and cents or in "effort swapping"—that can be gauged and accounted for only in terms of your personal opinion. I make mention of this because in all-too-frequent instances the theatreman begins planning a merchant cooperative campaign with the thought: "What can I get him to do for me?" More success greets the fellow who starts from the other end and first analyzes and memorizes the many things he is in position to do for the merchant or establishment he intends approaching for cooperation.

A great deal has been written about the requirement of—and there is no question about the value of—salesmanship and diplomacy in effecting successful tieups. However, experience has proved that concise and careful planning is of far greater importance and that the expertly-planned tieup—with all details considered and outlined in advance—is not dependent on any particular ability on the part of the theatre representative other than what is required to clearly and intelligently present the proposition.

Selection of the cooperator is, of course, of vital importance and, barring special incident in feature film content, civic maneuver or other propitious events, the usual theatre tieup is most successful when the cooperator has a sales problem similar to that of the theatre—reaching and enticing as many people as possible in the community served. The modern drug store with its varied line of merchandise, the larger grocers and the dry goods store all fall into the pattern of prospects, with the dry goods or department store getting the nod because of its wide range of commodities and prices. Should there be two or more dry goods merchants in your community, select the one whose customer quotient best fits the pattern of your patronage.

What follows is intended only as a general guide to keep *your* plan in promise of best results and must be condensed, magnified or revamped to fit the conditions that exist in *your* community to get the utmost from a tieup with *your* department store.

Decide in Advance on An Extended Campaign

Since experience has proved that "short run" or single-attraction tieups are too expensive both in money and expended effort for the average theatre, it is advisable that you decide in advance on an extended campaign and the period of time the tieup should cover. (I'd suggest that it never be longer than six and preferably four weeks). It has been proved that, in most instances, department store executives are most susceptible to tieups that promise the dual reward of increased sales plus improved employe morale and added sales effort. This makes the ideal tieup range as a plan wherein clerk is pitted against clerk or department against department with a period theatre pass, supplemented by trip passes, as reward to the store's employes.

Now comes the problem of how big you can make the tieup, and this depends on the size of your community and the cooperating store. If possible, it should be climaxed by a Fashion Show on your stage or some similar activity calculated to bring in patrons, such as a tie between popular clerks, with the audience deciding "top" prize winner. You'll have to figure the finale, but it is always best to lay plans for something "big" for a finish.

With the duration, type and magnitude of the tieup decided, it is practical to next consider just what your contribution is to be and your side of the tally sheet will look something like this:

The prestige of your theatre.

The introducing of the merchant and his wares to the number of people who will be patronizing your theatre during the run of the campaign. (Your previous attendance average will give you the right figure).

The value of the space used in your lobby for the exhibition of prizes, merchandise, cards, etc.

The value of your screen for the exhibition of a trailer describing the effort.

The value of your newspaper contacts for publicity on the event.

Your—or your representative's—experience in arranging the details of the contest, preparing copy, etc.

The use of your stage and other theatre facilities in the event of "live" activities.

The cost of accessories for use in the merchant's establishment to tie up the attractions playing during the run of the campaign.

The cost of advertising mats for use in the merchant's newspaper ads.

The undeterminable value of the screen personalities whose local popularity will be automatically lent to emphasize the importance of the event.

The services of your cashiers, ushers, etc. in answering questions about and familarizing patrons with details of the tieup.

It is mighty difficult to put a dollars-and-cents value on the theatre's contribution to the effort, and the above details are mentioned for the express purpose of bringing the most prominent into the limelight. Altogether, too many theatremen fail to consider the size of their contribution when entering into cooperative campaigns and consequently emerge at the short end of benefits and the long end of expenses incurred.

With a tally sheet such as this to your credit you should have no hesitancy in asking that the cooperator agree to accept responsibility for, and assume the full cost of discharging the essential added endeavor, such as:

Designating his most desirable window or windows to the exhibition of materials involved in the co-op campaign, with liberal display of theatre accessories changed to fit the current attraction.

Paying for all sign copy used in the window by way of describing the dual effort.

Paying for the printing and distributing of handbills with 50 per cent of the space devoted to the theatre and its attractions. These should be changed weekly to allow for theatre changes. The distribution should entail insertion in all outgoing packages of the store and such door-to-door neighborhood distribution as is decided upon as being advisable for complete coverage.

Paying for the printing and posting of tack cards or one-sheet, with copy prepared by the theatre and divided equally.

Discharge the cost of the screen trailer.

Pay for all newspaper advertising and devote full 50 per cent of the space to the attraction playing at the theatre, the theatre to be privileged to prepare its own copy.

Pay for radio time used to popularize the

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Rivoli Fashion Note

Women are slaves of fashion, and uniformed usherettes are no exception. The girls who seat patrons at New York's Rivoli Theatre, in keeping with the lowered hemlines of the feminine customers, are getting longer skirts. In making the change, Manager Montague Salmon not only pointed out that the Rivoli is a model of operation and therefore the sightliness of its employes important, but also added that longer skirts are here to stay (for a while, at least), and that style-conscious women, including his usherettes, would not be happy in short skirts.

ampaign and permit the theatre to prepare its wn portion of the script.

Pay for signs to be used on the sides of the ore's delivery vehicles with prominent mention f the theatre and its current attraction.

Pay for and install signs in the various departments, at entrances and other prominent laces in the establishment.

Discharge the cost of all prizes involved in he effort other than theatre gratuities. (Remember to tally the unit admission price of our pass contribution as a balancing factor).

To the above I can only add that you be areful to clearly define each item of participation when presenting your plan. Be definite s to the number of handbills, tack cards, vehicle nd store signs that are to be used. Specify he location of the cards to be used in the store. Have an exact understanding as to the amount f newspaper space to be used and the days of nsertion, as well as the exact inches allocated or theatre use. Don't permit the selection of adio time or radio copy to be at the discretion f the store but insist on times most desirable o the theatre.

If you are beginning to get the idea that I m suggesting an unfair deal let me call to nind that the first premise of the campagin was for the merchant to sell his wares and better his service through theatre cooperation and association with theatre patrons. To do his it is necessary that he direct his every effort to "selling through the theatre" and orget entirely his usual advertising custom. He can only do this kind of a job thoroughly with your assistance since he knows little or nothing about theatre advertising. It is really your duty to supervise every detail of the effort in order to insure him and yourself maximum returns.

Added to this is the fact that you are *giving* him a contact with sizable number of prospective customers and implying your endorsement of his establishment and his wares to the highly desirable faction of the local population who are already your customers and who are expressing confidence in your opinion by their continued patronage at your theatre. The cooperator will—if you diplomatically explain this end of your contribution—be anxious to make a compensating gesture, and the only way it can be done is to direct his portion of the dual effort along lines that will attract more patrons to your establishment. These new patrons will—if the campaign is right—be interested in the details of the store's participation in the program and consequently potential customers pre-sold on the integrity of his establishment. Any way you look at a cooperative campaign it adds up as a give-and-take proposition and it is only fair—and is expected by most merchants—that the giving be as equally divided as the taking.

Of all the cooperative tieups available to the theatre the department store is by far the most desirable due to the dignity of its position in the community and the fact that its merchandise constitutes a magnet that attracts what the theatre seeks most—"mass patronage." However, even with the department store, there are pitfalls to be avoided. The most glaring of these is the tieup in which you are asked to lend the name of a screen celebrity, appearing in one of the feature films exhibited during the campaign, to endorse some unit of the store's merchandise. Such endorsement is replete with law suit possibilities for the star and should be carefully but emphatically sidestepped. Most of the major studios have issued repeated warnings to avoid star endorsement cooperative campaigns unless specific privilege of the celebrity is first obtained.

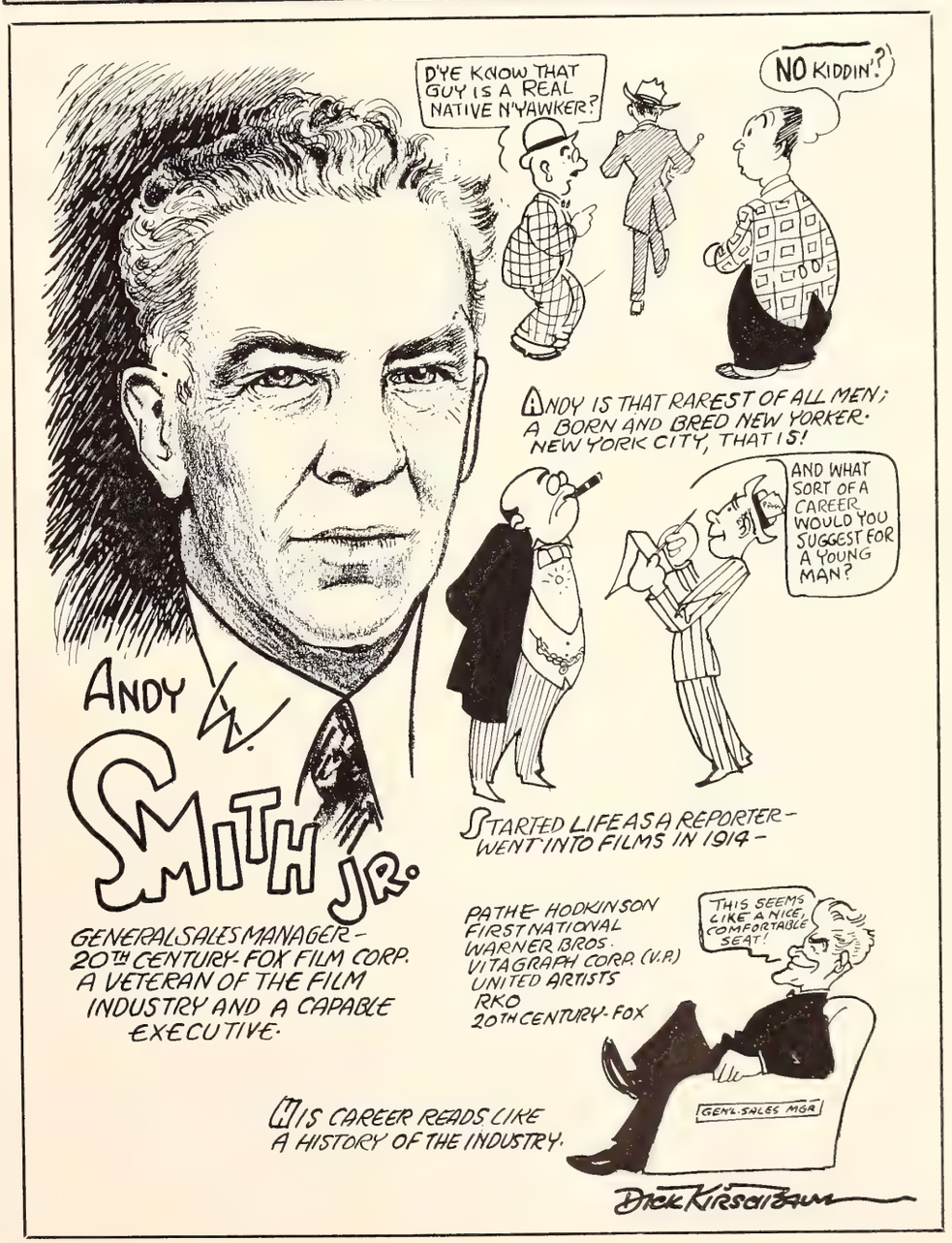
In other instances you will be asked to lend your support to the sale of individual hard-to-sell items. This should also be avoided because it puts your effort at an unfair disadvantage in that you will not be credited with increase in sales effected in other departments and may be in the position of having the value of theatre cooperation discounted due to "no sale" of the particular items. Always try to make your tieups on a department or store-wide basis in order to "cash in" on the general increase in business resulting from the campaign.

Last, but by no means least, is the necessity for caution—and this applies to any and all theatre tieups—in choosing partners for cooperative campaigns. Be certain that the dignity of the theatre will not suffer because of association with some poorly-rated establishment. If you can't corral worthwhile concerns, avoid tieups until you can concoct a scheme that will appeal to the better class merchant. Don't fool with the fly-by-night promoters who are—even as this is written—again sharpening their wits and will soon be approaching you to participate in merchant giveaways. These promoters never —AND I DO MEAN NEVER—give either the theatre or the merchant an even break. They are interested only in their own pocketbooks, and the bag they leave you holding is liable to be filled with expensive obligations. Before doing business with any professional promoter or group of promoters, insist on the approval of the Better Business Bureau or, better still, have your own lawyer look over their proposition and prepare the agreement under which they work. Remember, you have a *must* obligation to live up to your screen and lobby promises. You have a theatre to back your promise. What has the promoter other than a glib tongue and a brief case?

Pain Gives Way to Fun

Struck by a hit-and-run motorbike rider while on his way to a movie at Mt. Vernon, Ohio, 10-year-old James Devore sat through a three-hour double feature and then reported to the police. They took him to Mercy Hospital where it was found that his ankle was broken.

SHOWMEN'S SILHOUETTES by Dick Kirschbaum



BOX OFFICE SLANT

The Unsuspected

Warner Bros. Drama 102 mins.

AUDIENCE SLANT: (Adult) A strange story which most audiences will find absorbing, interesting and suspenseful.

BOX-OFFICE SLANT: Good marquee names and intelligent handling should bring top returns.

Cast: Joan Caulfield, Claude Rains, Audrey Totter, Constance Bennett, Hurd Hatfield, Michael North, Fred Clark, Harry Lewis, Jack Lambert, Ray Walker, Nana Bryant, Walter Baldwin. **Credits:** A Michael Curtiz Production. Produced by Charles Hoffman. Directed by Michael Curtiz. Screenplay by Ranald MacDougall from a story by Charlotte Armstrong. Photography, Woody Bredell.

Plot: A prominent radio narrator of murder mysteries is himself a cold, ruthless killer, but no one suspects it. He plans and executes several murders before being suspected by the supposed husband or his young ward. These two, with the aid of the man's producer, get the evidence and confront him as he is on the air. Realizing all is over, the murderer broadcasts his confession to the radio audience.

Comment: While "The Unsuspected" has been given the best in production facilities and has an extremely well-chosen cast, the story itself is strange and told in a manner likely to confuse audiences. Other than that, this Michael Curtiz Production has been exceptionally well done in every respect, from Curtiz' direction to the smallest bit of acting. There is considerable suspense and seemingly no end to the murders, which should make it a perfect vehicle for the rabid mystery-drama fans. In the title role Claude Rains gives a splendid delineation of the well-known and liked "unsuspected" killer, while Joan Caulfield lends credence to the part of a young girl whose love for her guardian blinds her to his true character, in spite of evidence against him. Michael North, whom Curtiz introduces in this film, is very capable as the young man who solves the mystery, and Hurd Hatfield handles a small but important part with convincing ability. The other two women in the cast, Constance Bennett and Audrey Totter, have been expertly cast. Miss Bennett is excellent as the witty, successful business woman and Miss Totter gives a fine interpretation of the unscrupulous niece. The picture was adapted for the screen by Ranald MacDougall and is the first film made by Michael Curtiz under his own production banner. As such, it is box-office fare that most audiences should find absorbing, interesting and suspenseful entertainment.

Exposed

Republic Mystery 59 mins.

AUDIENCE SLANT: (Family) Frothy story of a girl detective and her ability to outwit her police lieutenant dad. Fair enough for the less discriminating.

BOX-OFFICE SLANT: Suitable as supporting fare on double-bill programs.

Cast: Adele Mara, Robert Scott, Adrian Booth, Robert Armstrong, William Haade, Bob Steele, Harry Shannon, Charles Evans, Joyce Compton, Russell Hicks, Paul E. Burns, Colin Campbell, Edward Gargan, Mary Gordon, Patricia Knox. **Credits:** Associate producer, William J. O'Sullivan. Directed by George Blair. Screenplay by Royal K. Cole and Charles Moran, from an original story by Charles Moran. Photography, William Bradford.

Plot: A girl detective, asked to investigate the step-son of her client because he has been mysteriously withdrawing large sums from his account, is pressured by threats and a proffered bribe to leave town when her client is murdered. The step-son is engaged in some scientific experiments for which his money has been spent, and he aids the girl in solving the original killing and the subsequent accidental death of the family attorney, who had been embezzling.

Comment: "Exposed" runs to extremes—there is some clever dialog in some sequences and some incredibly bad dialog in others; there is some good acting and some very bad acting. In one sequence two strong men use some of the finer points of judo to toss each other around the set, and it is an exciting sequence. Combine all this with an implausible story and there merges a hodgepodge of mediocre entertainment and some good highlights. The story develops fairly well in spite of its implausibility. Adele Mara as the girl detective is nice to look at but for the most part lacks conviction. Others romp through their roles but one never forgets that they are merely acting. The film, in spite of its shortcomings, is suitable as supporting fare on double-bill programs.

The Corpse Came C.O.D.

Columbia Mystery 87 mins.

AUDIENCE SLANT: (Adult) A lively mystery, interspersed with comedy moments and a logical sequence of events that should intrigue the arm-chair detectives.

BOX-OFFICE SLANT: Fairly good marquee names should bring fair returns.

Cast: George Brent, Joan Blondell, Adele Jergens, Jim Bannon, John Berkes, Fred Sears, William Trenk, Grant Mitchell, Una O'Connor, Marvin Miller, William Forrest, Mary Field, Cliff Clark, Wilton Graff. **Credits:** Screenplay by George Bricker, Dwight Babcock, based upon the novel by Jimmy Starr. Directed by Henry Levin. Produced by Samuel Bischoff. Photography, Lucien Andriot.

Plot: A movie actress, receiving a mysterious crate C.O.D., discovers in it the corpse of a murdered dress designer from the studio at which the actress works. A newspaper man and a newspaper girl vie with each other to discover the motive for the murder, following which they are sure that they can pin the murder on the person who committed it. They work with, and occasionally against, a lieutenant of detectives, and eventually solve the murder.

Comment: There is a logical sequence of events taking place in this mystery that should intrigue the arm-chair detectives. In addition, the production and direction are nicely handled, as is the comedy and whatever suspense the picture contains. George Brent and Joan Blondell are both experienced in the "double-take" which is used a little too often here as the medium for laughs. As a whole, however, "The Corpse Came C.O.D." is satisfactory mystery entertainment that should bring fair returns on the strength of its marquee names, rather than on the strength of the story.

Mario Visconti

(Italian Dialog-English Titles)

Film Rights Int'l Period Drama 109 mins.

AUDIENCE SLANT: (Adult) Overlong, but mildly entertaining for average audiences.

BOX-OFFICE SLANT: Best suited for the foreign-language and art houses.

Cast: Carlo Ninchi, Mariella Lotti, Roberto Villa, Albert Capozzi, Gugliemo Barnabo, Ernesto Almirante, Mario Gallina, Augusto Di Giovanni. **Credits:** Produced by Lux Films. Directed by Mario Bonnard. Photography, Mario Albertelli. Based on the novel by Thomas Grossi. Costumes and design by V. N. Novarese. English titles by Herman Weinberg. Music by Giulio Bonnard.

Plot: The leader of the Milanese Militia (in the Middle Ages) is an embittered man, never forgetting that he was jilted in his youth by a woman who had sworn her love for him but who had married a wealthy Count, at her parents' bidding. He sees, 20 years later, the woman's daughter, who strongly resembles her mother. He determines to have her but she has fallen in love with his nephew. There is a plot to overthrow him, instigated by another cousin, who uses the nephew's love affair to start trouble between the leader and the boy. After considerable plotting and counter-plotting, the leader kills his cousin, is in turn killed by an arrow, and the nephew eventually is proclaimed Duke of Milan.

Comment: This is a magnificently produced picture, with all of the trappings, the panoply and pageantry of the Middle Ages, including knights in armor jousting at tournaments for their ladies fair. There also are deep and dark plotting, much swordplay and similar situations that maintain smooth development for the most part. The connecting scenes drag, however, slowing the action in spots. While the English titles make the action clear most of the time, there are some periods in which the Italian dialog goes on for seeming minutes during which there are no accompanying explanatory titles. Perhaps the action is supposed to be self explanatory but it is not apt to be sufficiently clear to most American moviegoers. The acting is superior, the costuming magnificent, the story good, the direction fair. The picture is not suitable generally for American audiences but should entertain the foreign-language trade.

Palestinian Film to Premiere in New York

"My Father's House," full-length picture produced in Palestine, is scheduled to have its world premiere at the New York Ambassador Theatre on September 25.

The film, an adaptation of Meyer Levin's recently published novel and directed by Herbert Kline, was photographed at authentic locales in the Holy Land and is played by an English-speaking Palestinian cast.

Warners Borrows Haver

Warner Bros. has concluded a verbal agreement with 20th-Fox to borrow June Haver for "Silver Lining." Jerry Wald will produce.

ALLIED ARTISTS

is proud to report that

COSMOPOLITAN

MAGAZINE

has selected

"Black Gold"

together with

"Life With Father"

"The Hucksters"

"The Long Night"

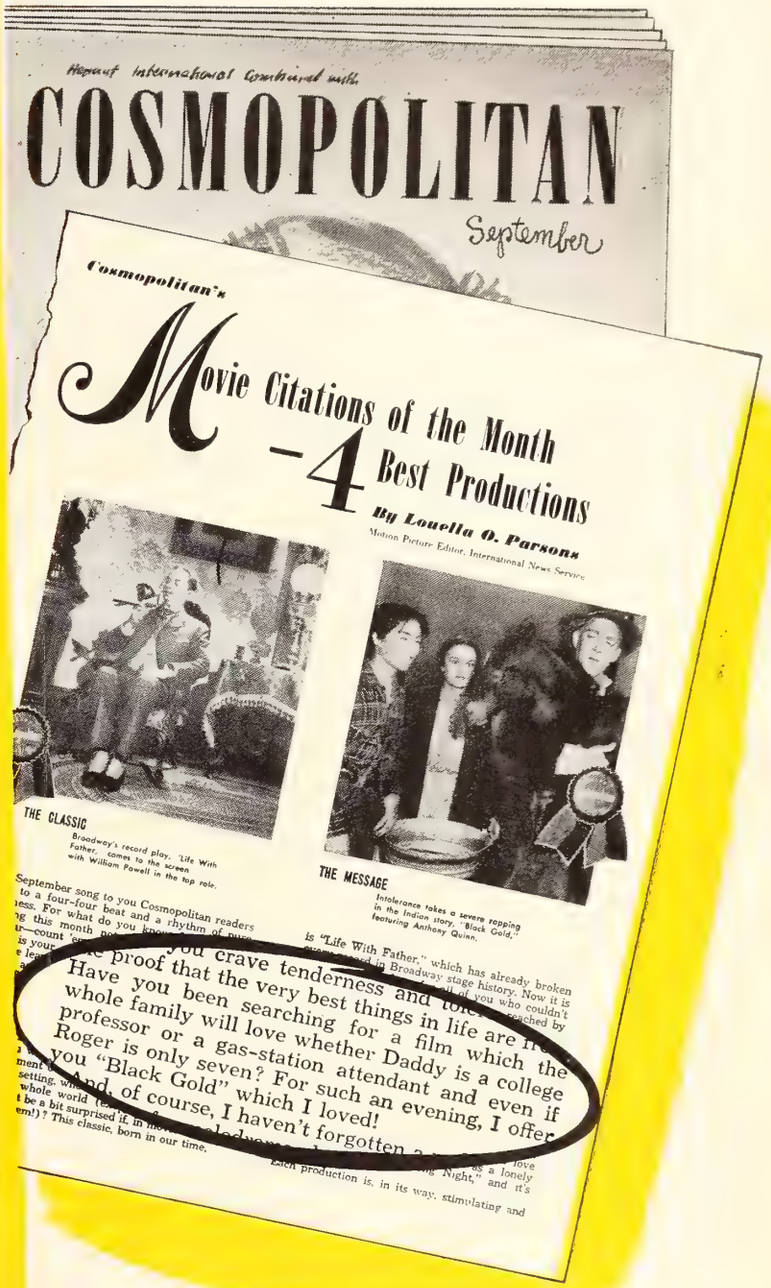
as

The 4 BEST FILMS

for

COSMOPOLITAN'S MOVIE CITATIONS

(September Issue)



Hearst International Combined with

COSMOPOLITAN

September

Cosmopolitan's

Movie Citations of the Month

—4 Best Productions

By Louella O. Parsons

Motion Picture Editor, International News Service

THE CLASSIC

Broadway's record play, "Life With Father," comes to the screen with William Powell in the top role.

THE MESSAGE

Intolerance takes a severe rapping in the Indian story, "Black Gold," featuring Anthony Quinn.

September song to you Cosmopolitan readers ... to a four-four beat and a rhythm of ... ness. For what do you know ... ng this month ... ur—count ... is your ... e le ... a ...

... you crave tenderness and ... proof that the very best things in life are ... Have you been searching for a film which the whole family will love whether Daddy is a college professor or a gas-station attendant and even if Roger is only seven? For such an evening, I offer you "Black Gold" which I loved!

And, of course, I haven't forgotten a ... love ment, ... setting, ... ng Night," and it's whole world ... be a bit surprised if in ... em!)? This classic, born in our time.

... is "Life With Father," which has already broken ... in Broadway stage history. Now it is ... of you who couldn't ... ched by

... Each production is, in its way, stimulating and

NOW READ THE BOXOFFICE STORY of "BLACK GOLD"

"BLACK GOLD"
TEST ENGAGEMENTS

Smash!
OKLAHOMA CITY
Sock opening week at Warner's Midwest Theatre followed by a move-over to the Liberty for second great session!

Terrific!
CINCINNATI
Motion Picture Daily reports business soaring high above average at the RKO Grand and big second week at the Lyric!

Sensational!
LOUISVILLE
Variety says, "Gave the Strand one of the finest weeks it's had in a year!" Fred Dolle held film for second smash stanza!

Sizzling!
NEW YORK CITY
Broadway greets "Black Gold" with sock business at Loew's State topping even big Labor Day week. "Nifty and stays another round," says Variety.

Allied Artists PRODUCTIONS

Raves that mean Business!

"Filled with what it takes to make grosses mount from opening day on! A natural on all counts!"
MOTION PICTURE HERALD

"Has everything a film company could wish a big picture to have! Charged with human interest!"
HARRISON'S REPORTS

"This deserves 'A' time bookings! Designed to tug at the hearts of those who will see it!"
THE EXHIBITOR

"Carries an honest guarantee of solid grosses! Surefire boxoffice bait! Real-life dramatic story!"
MOTION PICTURE DAILY

AREA-WIDE RADIO PROMOTION!

- Simultaneous showings in each territory backed by Allied Artists' long-run radio barrages!
- Blanket coverage by top stations pounding home the sales story of "Black Gold's" color, thrills, adventure and romance!
- Special promotional features designed to garner peak listener interest!

Set Your Dates *NOW* To Take Full Advantage of The Campaign in YOUR Area!



SELLING THE PICTURE

5,000 24-Sheets to Hail 400-Spot 'Amber' Opening

"Forever Amber" has been set by 20th Century-Fox to open day-and-date in 400 theatres across the country on Oct. 29. A billboard splurge of 5,000 24-sheets, said to be the biggest ever set by any company for one production, will precede the 400-spot opening. Full color ads will also appear in *Life, Look* and *American Weekly* magazines. The company will greatly increase its use of local radio plugs.

The world premiere will be held one week earlier at the Roxy Theatre in New York on Oct. 22.

Opening at advanced prices on a continuous-run policy coast to coast for the first year, moving from house to house without clearance, "Amber" will be screened at the same time in 26 independent and Fox West Coast theatres in Greater Los Angeles, with another 43 houses opening with it on the same day in southern California.

Four fashion shows, featuring the film's $300,000 wardrobe, will be held in four west coast cities, starting in San Francisco on Sept. 24, in Portland Oct. 2, in Seattle Oct 15 and in Los Angeles on Oct. 24.

"Amber" will have another "first" for the industry—four teaser trailers in Technicolor, in addition to the regular trailer, which will be started five programs in advance on a national basis.

For the "Foreer Amber" campaign, 20th-Fox has augmented its field staff for the 158 day-and-date bookings in 11 western states.

Give Pearl Strands to Women at 'Singapore' Bow

To hypo its New York premiere of "Singapore" at the Winter Garden Theatre this week Universal-International gave away Deltah pearl necklaces to the first 100 women on line at the theatre opening Tuesday morning.

L. Heller and Sons, manufacturers of Deltah pearls contributed the necklaces under a co-operative arrangement with the theatre.

A Timely Stunt

Shortly after the American Legion convention in New York, Manager Dick Peffley of the Paramount Theatre in Fremont, O., mailed out 500 cards to local Legionnaires suggesting that, if they missed the Legion's maddest parade in New York, they could see it on his screen in Paramount's newsreel.

Smith, Levathes to Speak At Century Theatres Meet

Andy Smith and Peter Levathes, 20th Century-Fox's general sales manager and short subject sales manager, respectively, will address Century Theatres' managers, district managers and home office executives at the theatre organization's "Back to Showmanship" convention Sept. 30 at the Waldorf-Astoria Hotel in New York.

Smith is scheduled to discuss showmanship as it relates to the Hollywood product and is expected to highlight west coast awareness of the need for "showmanship" pictures. Levathes will explain how short subjects can be used to strengthen weak programs and reinforce strong ones.

Red Head Contest Plugs 'Father' in New Haven

A "red head" contest was held in Hartford, Conn., by Manager James McCarthy of the Strand to exploit Warners' "Life With Father." McCarthy tied-up with Sage-Allen & Co., downtown department store, to run a search for the city's boy with the reddest hair. Following the search, youngster selected was given a free wardrobe from the store, and also was treated to a showing of the motion picture at the theatre.

For several weeks in advance of opening day, McCarthy had an animated display in the Strand lobby showing William Powell, Irene Dunne, and the four boys in a family carriage. Carriage wheels were kept turning, giving the illusion of motion.—HFD.



TRI-STATES THEATRES' GOLF STAG PARTY. A. H. Blank, president of Tri-States and Central States Theatres, was host to 150 salesmen, bookers and film company district managers at a golf and stag party held recently at the Wakonda Country Club, Des Moines, Iowa. In the group above (l-r) are: Myron N. Blank, Central States Theatres general manager; Ben Marcus, Columbia district manager; L. M. McKechneay, Tri-States and Central States Theatres treasurer; William Feld, Eagle-Lion district manager; Nat Steinberg, Republic district manager; A. H. Blank; G. Ralph Branton, Tri-States Theatres general manager; Ralph Maw, MGM district manager; Ralph LiBeau, Paramount district manager.

Promotions Build on 'Unconquered' Premiere

Paramoumt has primed another big gun in its promotional campaign for the Cecil Be DeMille Technicolor production, "Unconquered," with the completion of arrangements for the use of the facilities of the "Vox Pop" program on October 1 for a Coast-to-Coast radio salute to the historical film's world premiere, which is scheduled to take place at Loew's Penn Theatre in Pittsburgh on October 3.

The "Unconquered" radio ballyhoo, which will be carried by 255 stations of the ABC network from 8:30 to 9:00 P.M., will be staged at the Allegheny County Soldiers' and Sailors' Memorial Hall in Pittsburgh.

Political notables of Pennsylvania, among them Governor James Duff and Mayor David Lawrence of Pittsburgh, will take part in the "Vox Pop" show hailing the world bow of the DeMille film. Also participating in the program will be the winners of "Unconquered" contests held in 30 key cities of the nation under the sponsorship of newspapers, radio stations and other organizations to find the person in each community who has proved most successful in conquering a tremendous physical, mental, economic or other handicap. The appearance of a group of Paramount stars is under consideration. A feature of the program will be music by members of the bagpipers of the famous Canadian Black Watch regiment—descendants of the heroes who relieved the siege of Fort Pitt, around the crucial siege of which the story of the DeMille production revolves.

The "Vox Pop" broadcast will precede ABC's half-hour Bing Crosby program on which "Unconquered" will profit further from the appearance of Gary Cooper as a guest and from a discussion of the picture, in which the actor is co-starred with Paulette Goddard.

The promotion was arranged by the Paramount home office radio department.

Trinity Church, one of the oldest in Pittsburgh, will participate in the festivities connected with the premiere by playing a solid hour of carillon music during the civic parade. The musical tribute will consist of a rendition of American melodies of pioneer type and musical motifs from the production.

Deep-Freeze Box Prize For 'Cheyenne' Jingle

Valuable and widespread publicity was won for Warners' "Cheyenne" by Manager Sheldon Mandell of the St. Johns Theatre, Jacksonville, Fla., through a tieup with the local Philco dealer who put up a deep-freeze box valued at $250 retail as first prize in a jingle contest on the film. The distributor also announced the contest in his newspaper advertising in accordance with the arrangement outlined in the Warner press book on the picture.

The deep-freeze box was displayed in the theatre lobby, as well as in a prominent downtown store window. Contest ran throughout the "Cheyenne" engagement, the final judging taking place on the theatre stage where winners were determined by audience applause.

Manager Mandell used, among other novel stunts, a stagecoach as a street ballyhoo.

October 22nd!



FOREVER AMBER





COLOR BY TECHNICOLOR



The Picture ⚜ ⚜ ⚜ ⚜ ⚜ ⚜ ⚜ ⚜ ⚜ ⚜ ⚜ ⚜ ⚜

The Playdate ⚜ ⚜ ⚜ ⚜ ⚜ ⚜ ⚜ ⚜ ⚜ ⚜ ⚜ ⚜ ⚜

Youill Remember Forever ⚜ ⚜ ⚜ *20th Century-Fox*

Clough Enlists Marines To Help Exploit Film

The U. S. Marines figured quite frequently in exploitation campaigns during the war, so Manager H. S. Clough of the Lorin Theatre, Berkeley, Calif., enlisted their cooperation for his peacetime showing of Warners' "Pride of the Marines." He arranged with the local U. S. Marine Corps recruiting service to make a presentation of the colors on the theatre both nights of the engagement—a colorful and dramatic performance lasting 10 minutes. Story broke in two newspapers in advance.

The Marines also contributed material for displays, inside and outside the theatre, consisting of rifles, machine guns, flame-throwers, bazookas, sandbagged gun implacements and large balloons. Clough made up a trailerette a month in advance and used it till the regular trailer arrived. Two weeks in advance he started his regular promotion—window displays, newspaper ads, a six-sheet on plywood above the marquee, a sign floating above the roof supported by six Air Corps weather balloons, and six one-sheets on the sidewalk in front of the theatre.



MARINE DISPLAY. Manager H. S. Clough of the Lorin Theatre, Berkeley, Calif., received the cooperation of the U. S. Marines for his campaign on Warners' "Pride of the Marines." As a result, the above display was contributed by the Marines, who also made a presentation of the colors on the Lorin stage the two nights of the film's engagement.

'PUPlicity' Stunt Pays Off for Jack Randall

Highlight of the campaign essayed by Manager Jack Randall, Strand, Vancouver, for his showing of RKO's "Tarzan and the Huntress" was a giveaway to a lucky youngster of a Tibetan Terrior Puppy. The stunt, euphemistically called a "PUPlicity" gag by Randall was worked with the cooperation of the Vancouver *Daily Province* through its Kiddies' Page and was arranged exclusively for members of the newspaper's Boys and Girls Club.

Humane Society Tie-up

A tieup with the October 7-10 convention of the National Humane Society has been effected by Alex Sayles of Fabian's Palace Theatre, Albany, N. Y., whereby he will give a midnight show at the theatre of a special picture devoted to the activities of the Society.

U-I, Lippincott Tie-in On 'Gus the Great'

J. B. Lippincott & Co., publishers, and Universal-International's exploitation department have made a new promotion tieup for "Gus the Great," Book of the Month selection which hits the stands this month. The promotion is already under way, although the picture does not go into production till next spring. The campaign is promised to exceed that with the publishing firm on "The Egg and I."

"Gus the Great" is a lengthy saga of the circus on which the author, Tom Duncan, is said to have spent 10 years. Preliminary publicity is on the author himself.

Gets 17 'Kissing' Displays

Concentration on music tieups on "I Wonder Who's Kissing Her Now" by manager Jack O'Rear of the Colonial, Harrisburg, resulted in obtaining 17 window displays on the picture, plus giving away contrivances at Caplan's store showing the stars in various osculatory poses. —HAR.

Ushers in Convict Garb Asbury 'Brute Force' Plug'

Two ushers clad in convict uniforms rode about the streets of Asbury Park in a promoted jeep for a week prior to playdate for the showing of Universal-International's "Brute Force" at Walter Reade's Paramount Theatre. During the first three days of the engagement they paraded up and down the boardwalk in their prison garb, with signs advertising the playdate. Stunt was the highlight ballyhoo devised by Co-managers John Marzula and Jerry Wagner. It proved a first-rate attention-getter.

A fake prison front employing cut-outs from the 24-sheet was placed on the theatre entrance from the boardwalk. A special valance, hung from the north side of the building, 40 feet above the boardwalk, was visible for two miles.

Quick work on the part of the theatre's art shop resulted in three 40x60s based on *Life* magazine's "Movie of the Week" which were placed in the lobbies of Reade theatres in Asbury. A loudspeaker setup in the lobby played spot transcriptions from the picture which could be heard throughout Convention Hall. Inside Convention Hall was a "now playing" flag. Arch valances on the ocean side of the theatre carried the film's title.

Special ads were placed in 14 weeklies and two dailies in Monmouth County, most of which printed publicity readers and scene mats.

Dallas Music Federation Helps Sell 'Magic Bow'

Manager Ross McCausland of the Telenews Theatre in Dallas, Tex., found Dallas Federation of Music Clubs of great help in the exploitation of Universal-International's J. Arthur Rank importation, "The Magic Bow." Printed postcards containing, in imitation typewriter script, information about the picture, its stars, playdate and the fact that Yehudi Menuhin plays off stage for Stewart Granger, who enacts the role of Paganini, were sent to the Music Federation for its mailing list.

Newspaper publicity played up the fact that Menuhin had been concert soloist with the Dallas Symphony orchestra.

SCHINE MANAGERS GATHER FOR SHOWMANSHIP CONVENTION



Managers of the Schine Circuit gathered at the Hotel Netherland-Plaza in Cincinnati recently for a two-day convention regarding plans for merchandising the circuit's Fall Festival of Hits. In the assembly above are Red Lentz, Earl Buck, Joe Isaacs, Jr., Alfred Isaacs, Floyd Goodrich, V. McAllister, Ben Dargush, Al Hitchins, Paul Hendry, Sid Kain (Warner field representative) Bill Brumberg (manager of Warner field staff) L. W. Schine (co-owner of the circuit with J. Meyer Schine), Seymour Morris, Ken Carter, Bob Dean, Woodrow Waters, John Palfrey, Joe Goldstein, Irving Zilber, Lew Marcks, Bob Cox, S. R. Bell, Arnold Feldman, George Cameron, Bill Eckerd, Lew Hensler, Maurice Glockner, Gus Lampe, Douglas Leishman, Marvin Arent, Sam Isaacs, Joe Isaacs, Manuel Weinstein, Ed Mott, John Makemson, Harlan Cook, Melvin Gaitskill, Bill Gordon, Bob Anthony, Fred Barthel, John Hutchings, Clarence Shaffer, George Pugh, Lou Marenbloom, Jack Mitchell, Bud Sommers, Bob Anderson, Frank Nolan.

Guest Tickets in Egg Boxes for 'Egg and I'

Eggs, quite naturally, still remain a favorite medium for the exploitation of Universal-International's "The Egg and I." Manager Elliott Johnson and his staff of the Malco Theatre in Memphis, aided by U-I Exploiteer Perry Spencer, effected a tieup with the Kroger Grocery stores and its 17 branches in the city.

As his main stunt Kroger placed 200 guest tickets for the film in boxes of eggs sold to customers, enclosing also a card calling attention to the tickets and "The Egg and I." In addition 10,000 heralds were placed in all boxes of eggs sold by the 17 stores, and stickers were pasted on the outside of the boxes. All this for three weeks in advance.

In addition to its newspaper and billboard advertising the Malco used radio and special trailers. A massive cartoon novelty decorated the theatre and 10,000 paper napkins were imprinted and distributed in all drive-in cafes in Memphis for two weeks in advance. Eight book and record shops devoted windows.

On the opening day, as a lobby stunt, 2,000 cook books were distributed to the ladies, paper hats and pencils to the kiddies, and 300 dozen eggs were given to women patrons attending the initial performances. With eggs selling at 72 cents a dozen, the egg giveaway caused a great deal of lobby excitement, especially as, with a temperature of 104, shopping at stores was an arduous chore.

Plans P.A. Tour to Exploit Triangle's 'Sleep My Love'

Charles "Buddy" Rogers, co-producer with Ralph Cohn and Mary Pickford of Triangle's first production, "Sleep, My Love" plans a series of personal appearances in approximately 40 key cities to exploit the picture.

Rogers will pilot his own plane from city to city on the tour carrying a print of the film which he plans to run off for newspaper men and leading exhibitors, followed by a cocktail party in each center. Rogers also will be available for radio appearances on the tour.



CHALLENGING LOBBY SIGN. Can you better this large and attention-getting lobby sign erected in advance for the recent world premiere of Eagle-Lion's "Red Stallion" at the Majestic Theatre in Dallas, Texas? It will take some doing to beat it. In addition to centering attention on the enlarged photo of the stallion—"hero" of the film—it lists the prominent Hollywood players, with photos of them, who were to appear in person.

'Hucksters' from Heaven

Delivering prints via helicopters is getting to be a habit, and the stunt is winning publicity and attracting crowds. It happened in Joliet, Ill., recently for the first time in that community, and the print thus delivered was MGM's "The Hucksters." Responsible for the stunt, according to Bill Green, MGM exploiteer in Chicago, were City Manager George F. Mahoney and Manager Marvin Stockwell of the Rialto Theatre.

Tieing in with the "from the sky" delivery was the newspaper, which was generous with its publicity, and merchants, whose ads helped to make a double-truck cooperative.

Book Promotions Set For 10 20th-Fox Films

Major book promotions will provide nationwide exploitation backing for 10 forthcoming 20th-Fox films based on best-sellers. Already in book stores and on newsstands is a Penguin Book edition of Miriam Young's "Mother Wore Tights." The same publisher is also issuing Eleazar Lipsky's "Kiss of Death," to be nationally distributed during the September release of the film and thereafter. This fall Sun Dial will issue an edition of "The Foxes of Harrow" to coincide with the film's release, and a reduced price edition of "Forever Amber" will be issued by MacMillan in October, date of the mass road-show release of the film.

Other best-sellers which will be exploited when the 20th-Fox films are released are: "Captain From Castile," by Samuel Shellabarger; "Gentleman's Agreement," by Laura Z. Hobson; "Green Grass of Wyoming," by Mary O'Hara; "The Snake Pit," by Mary Jane Ward; "Daisy Kenyon," by Elizabeth Janeway, and "Nightmare Alley," by William Lindsay Gresham.

Little Things Count in Guttman's Campaign

It's the little things that count, and it was the little things that counted in Manager Mike Guttman's campaign for Eagle-Lion's "Repeat Performance" at the Century Theatre, Minneapolis.

Since the film played over the Labor Day weekend, he placed hangers on door knobs of closed doors. Copy: "Closed—Gone to See 'Repeat Performance' at the Century." And in various store windows he placed hand-lettered cards listing "important dates in history," with the date of the film's opening as the most important for 1947.

These are little things, to be sure, but they count for much in the over-all results of a campaign.

Book Tieups Promote 'Cry Wolf' in Cincinnati

The fact that Warners' "Cry Wolf" is based upon a popular novel was utilized by Manager J. F. Alexander of the RKO Albee Theatre in Cincinnati in his advance campaign. He obtained an unusual number of window displays of the book, each tieing it up with the engagement of the picture, giving name of the theatre and the playdate. The 14 outlets of the King Drug Co. installed window displays while the Netherland-Plaza Hotel drug store devoted two windows to Bantam Book edition of the novel and the picture.

More than 50 newsstands displayed one-sheets carrying name of the film, theatre and playdate.

New Soft Drink Promotes 'Calcutta' in Two Cities

A simple exploitation idea is often very effective as the managers of the Paramount Theatres in Los Angeles and Hollywood found out in putting on their campaign for Paramount's "Calcutta." Managing Director Rube Wolf of the Los Angeles Paramount had a directing hand in the stunt which consisted of concocting a new soft drink and inducing the Thrifty Drug Co. to feature it in its chain of drug stores which cover both cities. The drink, naturally, was called the Calcutta and consisted of pineapple juice and creamy sherbert.

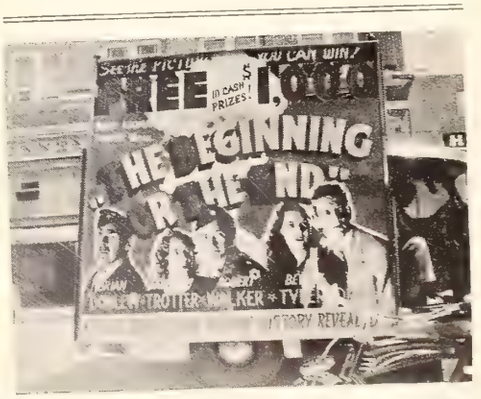
The drug chain was supplied by the two Paramount Theatres with 25,000 place mats which the drug company distributed to its fountains in both communities where they were continued in service for three weeks in advance of the showings. These mats were imprinted with copy on the drink and on the picture for which it was named. In addition, the drug chain placed streamers plugging both drink and picture in all its stores.

The theatres took a hand in ths promotion stunt by supplying a young woman who appeared at different fountains each day during the hot afternoon hours to put the place mats before customers as they seated themselves at the fountains. As she was garbed in East Indian costume, her appearance added an exotic touch to the occasion.

Contest Asks Readers to Select 'Most Kissable'

A title-selling contest staged by Morris Mechanic of the New Theatre in Baltimore recently, got considerable publicity in the local *News-Post* for 20th Century-Fox's "I Wonder Who's Kissing Her Now."

Idea of the stunt was to ask readers which star they considered "most kissable." Suggested to the male sex were June Haver, star of the musical, Betty Grable, Maureen O'Hara, Gene Tierney, Linda Darnell and Jeanne Crain. The ladies were asked to make their selections from among Mark Stevens, Tyrone Power, Dana Andrews, Henry Fonda, Cornel Wilde and Gregory Peck. Prizes consisted of bonds and cash for the best letters explaining their selection.



$1,000 FOR PREDICTIONS! In exploiting MGM's "The Beginning or the End" at the Howell Theatre in Coleman, Texas, Manager Ed Durham played up the Long's Coleman Theatres' offer of $1,000 in cash prizes for the best predictions, in 50 words or less, on the question "Does atomic power mean the Beginning or the End of the world?" The theatre's truck, bannered with a poster of the picture and the cash prize offer, covered towns having the circuit's theatres.

REGIONAL NEWSREEL

ALBANY

Adolph Edman, National Screen Service salesman, is spending the next two weeks covering the Connecticut territory.

MGM Branch Manager Jack Goldberg is in New York attending sales meeting at home office.

Martha Hoffman, MGM contract clerk, is recuperating at home after a recent successful eye operation.

RKO Branch Manager Max Westebbe, is very happy at finally getting his new car.

Ben Smith (Pam-O-Film) has just returned from St. Johns, New Brunswick, where he visited his mother and brother, A. E. Smith who is manager of MGM film exchange in St. John.

Visitors at Warner Bros. Theatres offices were Welden Waters, Fox branch manager in Pittsburgh and Jack Ellis, United Artists branch manager in New York.

Murray Holstein, the "man with a thousand gifts" was "gifted" himself three times. In one week he became granddaddy to twins (boy and girl) to his older daughter and a girl to his younger daughter.

Stanley Yentes, 20th-Fox booker, is back on the job after his recent appendectomy.

Roberta Bingham, 20th-Fox general clerk, has resigned to become an airline hostess.

The New Hartford Theatre, Hartford, has changed its name to the Village Theatre. The new owner is Harold E. Bell.

A general meeting of Upstate Theatres members on Monday included Pete Vournakis of Watertown; John Gardner, Sid Dwore, Chas. Cascio, Bob Valente of Schenectady; Charles Wilson, Jos. Farham, Walter Doyle and Monroe Rosenthal, Troy; Joe Grand, Eagle, Albany; Jack Olshansky, Colonial, Albany; Jack Stoops, E. Arlington and J. Ward Bird, Manchester Depot.

Wm. Finin, son of May Finin, Warner Bros. theatres telephone operator, has entered the St. Joseph's Holy Cross at Valatie, N. Y., to become a brother in the Holy Cross order.

COLUMBUS

While stating that children under 12 should not be permitted to attend movie theatres during the current polio epidemic, City Health Commissioner Ollie M. Goodloe does not plan to bar them at present unless the outbreak worsens. Six new cases last week bring the year's total to 50.

The State, Clinton and Eastern Theatres of the J. Real Neth Circuit are undergoing extensive remodeling, including new equipment. The Clinton is closed for several weeks for reseating, redecorating and the construction of a new marquee. The other two remain open though undergoing similar refurbishment.

The Eastside drive-in theatre, operated by Frank Yassenoff and Harold Schwartz, with individual in-car speaker installed, is expected to be in operation throughout October.

New assistant manager at Loew's Broad is William Green, former student assistant manager of Loew's Capitol in the nation's capital. Harold Goodin, student assistant at the Broad, has been transferred to Loew's Ohio.

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HARRISBURG

The Sunday movie proposal which it is hoped will be voted on at the Nov. 4 election was favored unanimously in a resolution passed by Local 96, Stagehands, AFL affiliate. Film theatremen of Harrisburg have presented a petition containing signatures of 9,710 persons favoring Sunday movies to the Dauphin County Commissioner asking that the question be placed on the ballot.

The Pennsylvania State Board of Motion Picture Censors has reappointed Mrs. Eina R. Carroll as a member and as chairman at a yearly salary of $5,500.

An elaborate pen-and-desk set was presented to Franklin Maury, assistant manager of the Colonial by his fellow employes as a farewell present before he left with his wife and their young son for Washington en route to Miami, Fla., where he will manage the Surf Theatre. Jack Trumbo, former State Theatre aide, has been named new assistant manager at the Colonial.

A letter to friends here from Midge Brennan, for seven years cashier at the Senate but now living at Oceanside, Calif., with her Marine sergeant husband, informed them that she has had several narrow escapes in the surf and that her two-year-old son was "lost" for eight hours and finally found by Marine M.P.'s at the other end of 500-home housing project playing with the toys of a strange child.

Bidding Does Fadeout

Bidding for films has been doing a fadeout in Chicago and area. Exhibitors in the Cicero district apparently have gotten together with no rivalry there over better clearance. The only towns where RKO Radio is still reportedly receiving bids are Kewanee and Decatur, Ill.

LOS ANGELES

John Healy and Bette Jane Geisser were married Sept. 12 at the Church of St. Mary Magdalene. George Skouras, who flew here from New York, served as best man. Charles P. Skouras gave a "bachelor party" in honor of Healy at the Variety Club rooms in the Ambassador on Sept. 11; George Bowser was m.c. at the party. Healy is Bowser's aide, while Bette Jane was Charles Skouras' secretary until she resigned two months ago. The couple is spending their honeymoon in the East.

Bert Jones, of the Paramount Downtown Theatre, vacationed in Honolulu.

"Pop" Lou Krieger has moved his K & R Films to 2013 S. Vermont.

Julius Sweet, who runs the film row parking lot next to J. P. Filbert, plans to add a shoeshine stand to his space.

Tony McClean, formerly with United Artists in New York and Warner Bros. out here, was appointed manager of advertising and merchandising for Western Candy Distributing System.

The real estate department of Fox West Coast Theatres met at the home office Sept. 11, with W. H. "Bud" Lollier presiding. Discussions centered on maintenance, problems relating to FWC's 1,200 sub-tenants and real estate questions. Conferences lasted two days.

Sam Cummins set a deal last week for "Ecstasy" to be shown at Sid Pink's Mayan Theatre in October.

Lou Goldstein has obtained the franchise for Realart Pictures, Inc., distributor of Universal reissues, and has announced that his first two combination bills are ready. Bill Flemion acquired the San Francisco franchise as settlement of a suit against Jack Broder, one of Realart's owners. Flemion had sued for remuneration for services in closing the deal with Universal.

BOSTON

Ray Hefner, popular owner of Bank Night and Good Will Award, started on his annual fishing trip in upper Newfoundland, Canada, and expected to exceed his recent catch of the 1946 season.

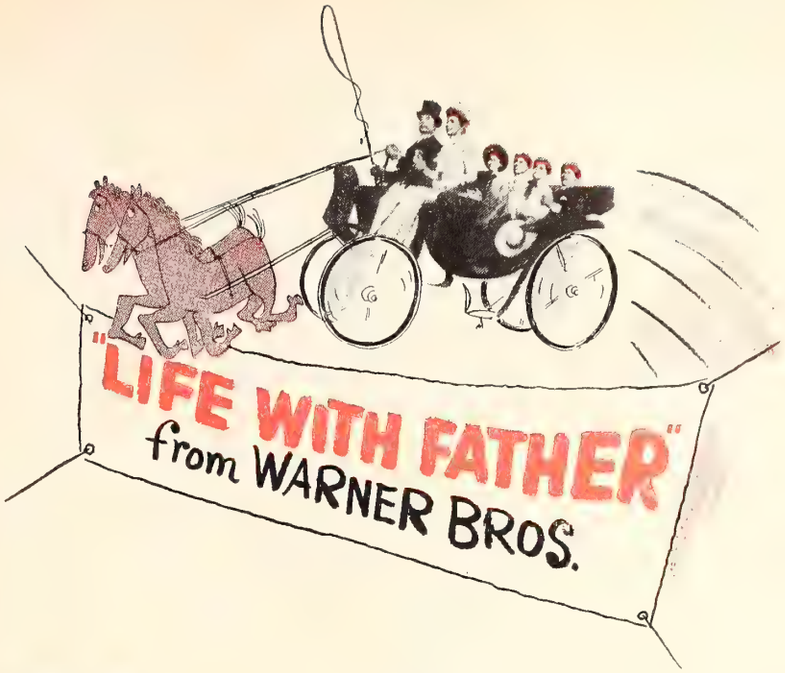
Lou Anger, who operates the Barnum, Bridgeport, Conn., is here for a visit.

K. H. Forkey, Forkey Circuit, spent several days vacationing with his family in Lakeport, N. H. Forkey is also engaged in the speed boat industry, known as the Sounders Bay Boat Company, where he recently had as his guests Alan Hale and his son.

Plans were going forward last week for the testimonial luncheon to be tendered Tom O'Brien on September 27 at the Statler Hotel by the Motion Picture Salesmen's Club. O'Brien was recently named branch manager for Columbia. On the committee are Saul Simons, Joe Wof, Harry Goldstein, and Nate Levin.

Eagle-Lion Vice-President and General Sales Manager A. W. Schwalberg has appointed Tom Donaldson as New England district manager. Donaldson, veteran of important sales posts

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New Heights FOR THE MEN OF THE MOTION PICTURE THEATRE.

To every one of the theatre men who are playing this attraction we want to acknowledge the wholehearted skill and the great showmanship which is now contributing to making "Life With Father" the record success it is.

WARNER BROS.

nce Day's
FE WITH FATHER" ★ STARRING WILLIAM POWELL ★ IRENE DUNNE IN COLOR BY TECHNICOLOR
ZABETH TAYLOR EDMUND GWENN ZASU PITTS • HOWARD LINDSAY & RUSSEL CROUSE • MICHAEL CURTIZ • ROBERT BUCKNER
From the Original Play by — Directed by — Produced by
From Oscar Serlin's Stage Production • Screen Play by Donald Ogden Stewart • Music by Max Steiner

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with major companies including MGM and PRC, will be in charge of the Boston and New Haven areas. Schwalberg also named Harry Segal, a special sales representative for Eagle-Lion, as Boston branch manager. Segal was for many years with Warners.

Robert F. Ames of Adams, Mass., is now directing the Adams Baby Sitter service, a non-profit service to the theatre patrons. It is staffed by at least 50 high school girls.

Julius Francke, remembered in the capacity of manager in the theatres in and around Boston and as publicity man for the "Birth of a Nation" in 1915, recently observed his 80th birthday.

Norbert Murray, former salesman for 20th-Fox, covering Maine, has been transferred to the booking department.

MILWAUKEE

After an absence of several weeks, vaudeville has again been put on at the Riverside Theatre, with Freddy Martin and his orchestra and the Cocoanut Grove Revue and the Martin Men. Also Blair & Dean, dance stylists, and Jean Carroll, "First Lady of Comedy" as an added attraction. The film was "Desperate."

The newly organized Milwaukee Film Council held its first meeting on Sept. 17, in commemoration of United Nations' Week. Thurman White, executive director of the Film Council of America, spoke on educational films, and the Rev. Raymond McKeown of Milwaukee summarized the purpose of the Council. Dr. Ella Callista Clark, principal of the Atwater School, Milwaukee, demonstrated film previewing and evaluation. She used three United Nations motion pictures, "Brotherhood of Man," "Atomic Power" and "Peace on Earth."

The Midway Theatre in Prairie du Chien, Wis., has adopted a students admission price to attract the younger element—12 years of age or over. Children wishing to take advantage of the reduced price must take to the theatre a small photo of themselves with their name, age and date of birth on the back, signed by the principal of the school attended. The photos are to be filed at the theatre for future reference.

Second Admission Cut

For the second time recently admission prices at the Lyric Theatre in Salt Lake City have been cut by Manager Warren D. Butler. Evening prices are now 50 cents, reduced from the recent 65-cent and the earlier 75-cent bracket. Matinees were cut to 35 cents from 50 cents. The theatre is continuing its first-run policy on low-budget films, Butler stated. The admission cuts at the Lyric represent the first downward move in this area which for some time has been clamoring for reduced ticket prices.

WASHINGTON

Harry Bachman, manager of the Circle Amusement Co., was the lucky winner of the $2,500 Brenkert BX-80 projection equipment at the Variety Club golf tournament and dinner dance at the Manor Country Club. This equipment was donated as a prize by Elmer H. Brient and Sons. Bachman, with a score of 74, came first out of a group of 116 competing golfers. Other winners were: L. G. Payne, Frank O'Connell, Alton Pratt, Tom Mudd, John O'Leary, Sam Galanty, Harry Brown, John Di Joseph, Dr. Newman, Ray O'Malley, Fred Tobin, Ned Bord, Al Miller, Herbert Sauber, Oscar Coblentz, Vernon Briggs, Roger Squitero, Bob Folliard, C. Alber, Herbert Mihill, Rodney Collier, Fred Beiersdorf, Vernon Nolte, Lee Ritter, Eddie Stephens, Louis Ribnitzki, Frank Marshall, Bill Hoyle, Elmer Wilske, Bob Philipson, Sam Wheeler, John MacFadden, James Root, L. Spangler, Dan Pratt, Joseph Kronman and Jack Rubin.

The new 1,200-car Airport Drive-In Theatre was officially opened this week with the showing of "Dragonwyck," by Owner Paul Foley.

Newest members of Variety Club Tent No. 11 are Donald W. Chaban, salesman, Screen Guild Productions; Hal J. Miller, theatrical press agent; Paul Heller, advertising; Murray Alvey, Pathe Newsreel cameraman; William F. Gearing, office manager, Republic Pictures; and George Allan Dorsey, film director, National Broadcasting Co.

SAN FRANCISCO

Local theatres are recovering from the holiday and vacation slump with neighborhood and out-lying theatres showing the faster recovery.

Theatremen in San Francisco are up-in-arms over the new Ascap tax rise. Leading the fight is, Harry Franklin, of the Goldberg Circuit, backed by the California Independent Theatre Owners.

New faces in the San Francisco Theatres, Inc., are Jerry Sessna at the Coliseum as house manager and James Cleveland at the Harding. Sessna, out of show business for a numberof years, worked for Golden State Theatres in the "good old days." Cleveland was associated with George Mann's Lyric, Modesto.

San Francisco's Telenews Theatre celebrated its eighth anniversary and redecorated the house with new carpets and push-back chairs. William Paton has been named manager.

Robert L. Lippert has opened a new drive-in at Belmont. S. F. Theatre's New Ritz is well under way.

William Nasser, Jr., is under doctor's care for a kidney ailment.

Henry Nasser has returned from a junket to Los Angeles.

T. F. Woods, general manager for Lippert, is making a tour of the company's Stockton-Sacramento theatres.

Baron and Nathan's El Presidio Theatre has dropped its foreign policy and resumed a general release status. Alex McCausland, manager, has resigned.

Theatremen, in general, are screaming over the shortage of competent "help." The boys and girls just will not work at the local union scale.

The Variety Club's new Smorgasbord luncheon is proving very popular with the local gourmets.

A. J. Kennedy, pioneer showman, is going into his twelfth year handling the Theatre Guide column on the *Chronicle*. The column is being expanded to include all Marin County, Eastbay and Peninsular theatres. R. S. Kennedy, formerly of the Coliseum Theatre, will handle the new assignment.

KANSAS CITY

William Briscoe, assistant manager of the Orpheum Theatre, finally managed to land a house and has brought his wife and three kiddies here from Chicago.

As an added inducement to get patrons in before the opening hour rush in the evenings, Charles Barnes, manager of the Granada Theatre, Kansas City, Kans., has inaugurated a quarter-hour organ concert beginning at 6:45. It's a request period with "Florence" obliging at the organ.

Of prime interest to the 120 managers present at last week's annual meeting of Fox Midwest managers and officials, was the distribution of bonus money which went to the division for taking first place in last spring's fifth annual Charles Skouras Showmanship Campaign. About 50 additional cash awards also were passed out to winners of special activity bonuses and top men in the five Rhoden Week drive during the summer. About 30 folks from the home office also were on hand. The meeting was climaxed by a barbecue held Wednesday



NOW IT CAN BE FUN TO WAIT IN LINE. Does it bore you to wait in line to see a picture? Are you irritated, restless, all dragged out by the time you reach the ticket window? Well, you needn't be. Just queue up in front of the Broadway Theatre, New York, where Howard Hughes' United Artists release, "The Outlaw," opened last week, and enjoy waiting for admission as singing troubadours entertain you. Observers saw the stunt, which was inaugurated for opening-week crowds, as worthy of duplication by other theatres doing SRO business.

REGIONAL NEWSREEL

afternoon at Division Manager Elmer Rhoden's country place, Star Lane Farms.

An early morning fire Sept. 12 destroyed the Sni-A-Bar Gardens which was slated to become a showspot of Jackson County this fall. The well-known site had recently been purchased by John Antonello, of A & N Presentations, and was to become a supper spot featuring name bands and acts.

James Chapman is now manager of the remodeled Durwood-Dubinsky Lyceum Theatre, Leavenworth, Kans. He had recently been manager of the Kimo and Southtown Theatres in Kansas City.

The Tampico Theatre, Dickinson west side subsequent-run, is reported doing very well with the policy of Mexican and Argentine films under which the house was reopened early this month. Charles Boshart is the manager.

Francis Biechele, manager of the Osage Theatre, Kansas City, Kans., returned this week from vacation in Canada where he did some fishing.

"Gone With the Wind" is giving the staff at the Midland a real workout. To get in the early and late trade the house is opening at 8:30 a.m. instead of 11 a.m.

MINNEAPOLIS

Lee Rosenberg is the latest addition to the staff of Eagle-Lion exchange.

Don Swartz, independent film distributor, opened offices Sept. 15 to distribute 24 pictures for Realart Pictures in the Minneapolis and Milwaukee film zones.

Engineering personnel of the Minneapolis Altec branch has been expanded to 10 with the addition of H. G. Ravenstein and D. H. Haswell to the staff, Branch Manager O. E. Maxwell announced. Ravenstein will cover the Fargo, N. D., area, and Haswell will work in Minneapolis temporarily.

Harlan Anderson has sold the Mars, Hayfield, Minn., to Russel K. Conrad. M. L. Sondergaard has purchased the Aladdin, Rush City, Minn., from Schneider and McGuire.

Iowa's first drive-in theatre, the 700-car Starlite, near Waterloo, has been opened by its owners, Stephen A. Oellerich and Phillip E. Winslow. Construction cost was reportedly $150,000.

S. J. Schuck has purchased the Gonvick, Gonvick, Minn., and the Roxy, Clearbrook, Minn., from Orvil Avinson. Walter D. Rasmussen is the new owner of the Star, Anthon, Iowa. Mrs. Mabel Marcott and her sister, Miss Luella Ellingson, have purchased the Rex, Blooming Prairie, Minn., from A. G. Peterson.

Mrs. Marie Olson has been named manager of the Border, and Roger Haining, manager of the Grand, International Falls, Minn., by the Home Theatres circuit.

INDIANAPOLIS

Florence L. Whelan, secretary to Universal-International Manager Ted L. Mendelssohn, and Tony F. Grabowy, office manager for U-I in San Francisco, will be married Sept. 20, in St. Peter and Paul Cathedral Chapel here.

Joe T. Finneran, president of Syndicate Theatres, Franklin, Ind., is wearing a steel brace as the result of a broken ankle.

Al. Borkenstein, who operates the Wells Theatre, Ft. Wayne, Ind., held his usual annual

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LONDON OBSERVATIONS

Planning Best Releases Held Reason for Secrecy on Imported Films; Ballet Booked in Product Shortage

By JOCK MacGREGOR

The secrecy surrounding the new films received in this country before D-Day, and not yet tradeshown has been explained to me by a top distributor. The reason, he alleges, is to enable the planning of releases to make the best use of them.

If a showman knows a picture is here, he will clamor for it in preference to a re-issue. Certain sections believe that by this process the maximum bookings—and terms, I imagine—can be gotten for the available product.

* * *

The booking of the International Ballet Company into the Gaumont State, Kilburn, in place of films for a week has no connection with the film tax, but is due to the shortage of product good enough to fill a 4,000-seater in a competitive neighborhood. It is also part of J. Arthur Rank's policy to raise the cultural standards of entertainment and follows the experiment pioneered by Alfred Davis at the 4,000-seater bearing his name in South London. Here he ran weeks of ballet, opera and musical festivals in lieu of films, and though he drew the blueprint for these shows, I do not feel he has received the press recognition he deserves.

I spent a most interesting evening at the State with Circuit Controller Leslie Posner, his publicist, Clarrie Hurst, and Major Derrington of the Ballet company. The stunt was an enormous success, with the house sold solid for the week before the first performance. However, Ballet can, despite the bleatings of the national press, replace films only occasionally in a handful of British cinemas.

Showmen too must have asked themselves whether such experiments are not without their pitfalls. Ballet fans came from all over London, having booked their seats in advance. Regular patrons, used to normal routine, turned up on the night to find the house full and sold out for the week. They went to the opposition which, in this case, was also a Rank house.

Many are dim-witted enough to believe that the following week all seats will also be bookable. I doubt whether many ballet fans will be converted because their art was staged in a cinema.

Some regulars were annoyed. Waiting in the lobby, one mistook me for a manager. He complained that for weeks he had paid to see trash and now that they had something good, they charged extra.

Changing from films to live entertainment for six days gave Manager John Read his problems. Automaticket routined box-office staff had to issue reserved seats for set performances. Usherettes accustomed to systematic seating had to put patrons in their proper places as well as sell programs. Seating directions were prominently displayed and I gather there had been staff rehearsals.

A smart tie-in was arranged with the cinema restaurant whereby patrons could reserve tables for supper when booking seats.

* * *

Britain is really becoming publicity-conscious at last. It was a pleasure at the Film Garden Party, excellently organized by the Sunday Pictorial in aid of the National Society for the Prevention of Cruelty to Children, to see the way the stars cooperated. Almost all the leading players, headed by Margaret Lockwood, Anna Neagle, Valerie Hobson, Michael Wilding and Stewart Granger were present, and worked like trojans.

Traveling in jeeps from the special enclosure, the stars visited various stalls and sideshows in the park where some 20,000 fans had paid a dollar admission. I went with Valerie Hobson on several such trips and we were mobbed in a friendly yet nonetheless tiring manner. She signed hundreds of autographs at ten cents each and I was most impressed with the charming way she treated her fans; even when she virtually became a tug-of-war rope between an enthusiast who wanted to get her off the jeep and myself who was keeping her aboard, she laughed.

* * *

The BFPA have sent a circular to all members asking for cooperation to be given to still photographers so that the standard of British stills may be improved.

Another step forward is the latest issue of British Picture News. Profusely illustrated and well written, it is a credit to the Rank Organization.

Visiting Ealing Studios, I heard Monia Danischewsky expound his theories on film advertising. He maintains that audiences have grown up and that a new angle is required. Large headlines and an underlying sex suggestion he feels are out. He favors an artistic, even impressionistic, approach and is convinced that completely new British campaigns should be planned for Hollywood pictures rather than for the American press book to be adapted. His theories can be debated, but the fact that Ealing pictures make money cannot be denied.

* * *

Much has been said of the fourth circuit. If it is formed it will be a booking combine

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LONDON RECEPTION. Charles Brackett (left) who, with Billy Wilder, passed through London after completing exteriors in Berlin for Paramount's "A Foreign Affair," is shown here at a reception held for the producers. With him are Ray Milland (right), who recently finished his role in Hal Wallis' "So Evil, My Love," and Jock MacGregor, STR's London manager.

REGIONAL NEWSREEL

(*Continued from Page 22*)

film salesmen party at his Lake Side cottage, Lake Wawasee, Ind.

J. E. Stucky, Cayuga, Ind., who operates the Cayuga and the Warren Theatres, is gradually recovering from a broken hip.

Carl Y. Miller, Ger-Bar Equipment Co., and Lois Paytin, were married Sept. 13.

Warner Bros. District Manager Charles Rich was at the local exchange Friday on business.

Universal-International Division Manager F. J. McCarthy and District Manager Peter Rosian held a special sales meeting over the weekend.

United Artists Salesman Guy Hancock has resigned because of ill health and will go to Hollywood, Fla. to live.

Harry Douglas, who operates the Dana Theatre, Dana, Ind., is adding additional floor space to his auditorium to increase seating capacity.

New Motiograph sound equipment has been installed in the Speedway Theatre, operated by Mrs. Harvey Orr.

Arthur Hansen reports his new Drive-In Theatre in Greenwood, Ind., is nearing completion. It will be equipped with complete Motiograph equipment.

OMAHA

Pat McGee, Cooper Theatres general manager, and Ralph Ayer, circuit manager at Lincoln, were in Omaha.

James Clemens is the new RKO-Brandeis treasurer. He comes here from Nevada, Ia., where he was manager of the Circle.

Marie Gameral and Jean Winn, 20th-Fox, are vacationing.

Ralph Goldberg, theatre chain owner here, is in New York.

Columbia's Joe Jacobs, Mort Ives, Paul Fine, Bill Barker and Mort Ichenberg, Jr., flew to Des Moines where they gathered with that staff for a meeting conducted by District Manager B. C. Marcus.

D. T. Campbell is taking over the Sun and State Theatres at Central City from Jack Riggs. Riggs is one of the state's oldest exhibitors having entered the business 40 years ago.

Harold Carlson now has the Laurel Theatre, Laurel, Neb. He took over from his uncle, Alfred Carlson.

MGM Branch Manager Jerry McGlynn was in Chicago for a big sales parley.

Joe Chantry, former exhibitor at Osceola, Neb., has returned from a West Coast trip.

Delores Kramper, Universal cashier, was ill.

Dave Arthur, RKO salesman, has bought a home here.

Otto Schneidewind, 51 years a stage hand at Omaha theatres, died at the age of 71.

Action of the Ballentyne Co., theatre equipment manufacturers, in obtaining a writ of mandamus in district court, calling upon the city council to repeal its action in selecting a site for the proposed $3,500,000 City Auditorium or let the people vote upon it, may hold up the project indefinitely. The proposed site would lead to condemnation of some Ballentyne buildings.



ENTERPRISING GOVERNOR. To Hollywood from New Mexico recently came Governor Thomas J. Mabry to induce Star Joel McCrea and Producer Harry Sherman (l-r, above) to change the title of their Enterprise picture, "They Passed This Way," to "New Mexico." He also urged the entire industry to film more locations in his state. Here he is reading a petition asking that the Sherman film be premiered in New Mexico.

SALT LAKE CITY

Columbia Branch Manager Bill Seib has gone to Los Angeles to attend a meeting held for officials of this district.

MGM Branch Manager Carl Nedley is currently in Omaha on vacation with his home folks.

Monogram Manager Don Tibbs is just back from his trip east where he went as local president of the Knights of the Round Table convention.

Paramount Manager Frank Smith is back from Montana.

Joe Soloman, salesman for United Artists, is in from Idaho. Manager Carroll Trowbridge also came in this weekend from a sales trip. John Berta, veteran moving picture exhibitor of the Intermountain West, has retired from active life after 40 years connected with the motion picture business.

The Utah Theatres Association passed a resolution during its annual election meeting held here this week, to join the national theatre association in a fight against continuance of the 20 per cent amusement tax, according to Ralph Trather, newly reelected executive secretary-treasurer. Emil Ostlund was elected president and the new board of governors includes Earl Steele, John Miller, Julian Bills, Francis Feltch, Gene Wadsworth, Victor Anderson, Sam Gillett, and Roscoe Call. The meeting was held at the Ambassador Athletic Club.

Miss Nina Scott, office manager for Republic, died this week after a lingering illness at a local hospital.

Charles W. Peck, Jr., and Mrs. Peck, celebrated their 50th wedding anniversary at the Hotel Utah here. Peck was recently retired after 30 years with Universal Film Exchange where he had been cashier for many years.

PORTLAND

Mr. and Mrs. Claud Hanchet have sold the Plaza Theatre, Waitzburg, Wash., to Mr. and Mrs. Roy Peacock of Cathlamet, Wash., where they have operated theatres for some 39 years.

National Screen Western District Sales Manager Bernie Wolfe stopped in Seattle en route to a Canadian sightseeing trip.

Harold Murphy, Evergreen manager in Olympia, Wash., is receiving the condolences of his many film row friends upon the recent death of his wife.

Film Classics General Sales Manager Sam Wheeler conferred with the company's Pacific Northwest representative, Jack Kloepper.

George Allen, theatre operator in North Platte, Neb., was in Puget Sound visiting his old friend, J. T. Sheffield.

Hamrick-Evergreen has promoted Alton Robbins from manager of the Music Box and Playhouse Theatres in Portland to the larger first-run Orpheum. His former post will be filled by his assistant there, Archie Zarewski. His assistant at the Orpheum will be Sterling Crek.

Robert Anderson, veteran Hamrick-Evergreen manager in Portland, is taking over management of the Newsreel. Editing its new programs will be among his added duties. Carl W. Miller, formerly at the Newsreel, will manage the Liberty, replacing Leroy Smith who is returning to industrial selling.

Actor Ken Murray is vacationing in eastern Oregon and Washington. While in Spokane he inspected the old dressing room he used in 1929.

LOUISVILLE

J. T. Robertson has resigned as manager of the Schine Chain's Ben Ali Theatre in Lexington, Ky., and Eric Hammel has resigned as manager of Leed's Theatre in Winchester, Ky. Wayne Frazee, assistant manager at the Capitol in Frankfort, will replace Hammel at the Leed's.

Leonard Bale of the Burley Theatre in Shelbyville, Ky., is relieving Manager R. A. Parsons of the Chakeres' Grand at Frankfort while the latter is on vacation. John Edwards of the Lyric in Urbana, O., is relieving Bale at the Burley. Upon returning from his two-week

New L. A. Variety Club Charity

Operation of a boy's club and recreation center in East Los Angeles is the latest project adopted by Variety Club 25 of Southern California, Chief Barker Charles P. Skouras announced this week.

The total cost of the project including equipment is estimated at $100,000, $10,000 of which has been contributed by the Woodrow Wilson Post 317 of the American Legion from which the Variety Tent bought the location. Additional funds for equipping the club will be obtained from an "all-star" benefit. The formal club opening is scheduled for Christmas day.

Dave Bershon, independent exhibitor, is chairman of the project and the club committee, in addition to Bershon and Skouras, includes Marc Wolff, George Bowser, Harry Maizlish, Al Galston, Thornton Sargent, Gus Metzger, Howard Stubbins, Bernard Wolf, Sherrill Corwin, W. H. (Bud) Lollier, Willard Keith, Paul Williams, Bob Poole and John C. MacFarland.

New Ideal Theatre Chairs
JOE HORNSTEIN has it!

REGIONAL NEWSREEL

vacation, Bale announced that he had been married to Tillie Wright, former cashier of the Regent in Springfield, O.

Sympathy is extended to Bob Dotson, manager of the Grant in Williamstown, Ky., upon the death of his father.

Ray Rogers has been named manager of Ira B. Dyer's Clinton Theatre in Albany, Ky.

While Manager Harry Newton of the Strand, Louisville is on vacation he is being relieved by Eddie Huber, purchasing agent for the Fourth Avenue Amusement Co.

Wiethe Theatres of Cincinnati has remodeled its Kentucky Theatre in Latonia, Ky.

Chakeres Theatres Executive Director Frank Collins has returned to Springfield, O., after a month's vacation in Michigan.

Building permits issued in Louisville in August jumped almost 150 per cent over those issued in the same month last year. Construction authorized during the month was estimated to cost $2,038,576 as against $834,452 in August 1946.

Thomas N. Ryan III, the 3½-year-old son of Mr. and Mrs. Thomas N. Ryan, Jr., of Louisville, who recently won a photographic test, will be screen tested by Eagle-Lion. Mrs. Ryan and the boy have left for Hollywood where Mrs. Ryan herself will be given a screen test at the Samuel Goldwyn studio.

CHICAGO

Bandits carted off the safe of the Oak Theatre in Western Avenue and rifled it at their leisure. It contained $1,000 in receipts.

Peter Fitzpatrick, former Western Electric executive, is dead. His widow, three sons and two daughters survive.

MGM Division Manager Burtus Bishop has returned from west coast conferences.

James A. FitzPatrick will open Chicago offices of his Travel Service on Oct. 1 in the Metropolitan Building, and in the Bismarck Hotel lobby. John E. Flynn, former MGM western division sales manager, will be associated with FitzPatrick in the project.

Saul Lockwood stated that with the acquisition of the Dolton Theatre in Dolton, Ill., his circuit now embraces four theatres. Others are the Sun and Adams in Chicago and the Mars in East Chicago.

Maxwell Singer and associates have formed the Drive-In Refreshments Co., to serve drive-in theatres. Offices are at 120 South LaSalle St., Chicago.

Chicago's showing of "Variety Girl" at the Chicago Theatre, Sept. 25, looks like a sell-out. Tickets at $3, $5 and $10 are going at a fast clip as the showing will be a benefit for the Variety Club's charitable activities.

Eddie Levin, formerly with the Howie Nayer publicity office, has joined the B and K publicity department.

Nat Nathanson, on his arrival here from San Francisco to take over his new assignment as United Artists district manager, reported that Dr. J. A. Geiger, San Francisco health commissioner and formerly assistant commissioner in Chicago, has been received as an honorary member in the San Francisco Variety Club.

Marshall Migatz is here for special promotion for a second Loop engagement of "Henry V." Negotiations for a theatre are under way.

Pec Schoenstadt, son of the theatre executive, Ruben Schoednstadt, was married to Gloria Newman.

VANCOUVER

Oscar Hanson, president of Pioneer Films of Canada, returned East after making plans for a new film exchange building to be erected with local interests near the Vancouver film row. Vault space has been at a premium for the past few years.

"Welcome Stranger" completed its third week at the Capitol "Gone With the Wind" was the new feature at the Orpheum, three shows daily, at regular admissions.

Terese Quagiliotti-Romano, daughter of Hector Quagiliotti, Colonial Theatre owner, was married here to John Abnsted of Berkley, Calif. After a South American honeymoon they will make their home in Seattle, Wash.

Bob Kelly, director of Odeon Movie Clubs in British Columbia, announced that with the polio scare on the wane and schools re-opening, the Clubs will resume their operations on Sept. 20.

Jack Randall, manager of the downtown Strand, is the Beau-Brummel of local show business, with the latest in glorified neck ties, etc.

Canadian sales manager of Monogram Pictures, Frank Vaughn, returned east after a visit here conferring with Local Manager Harry Page.

On vacation here, MGM Director Clarence Brown, up from the flicker city, and Harry Berkovich, Odeon's partner in Regina, Sask.

Joan Wiltshire of the Odeon head office staff is holidaying at her home in Victoria.

Odeon Circuit started an experiment with a day-and-date policy in first-run Odeon Hastings and Plaza Theatres, starting with "Brute Force," Sept. 19. The Hastings, in the lower part of town, is a problem house. The Plaza is uptown.

Odeon Theatre managers are organizing a bowling league.

Irene Davis is a new addition to Gaumont-Kalee. She is the secretary to Marvin Thoreau, its British Columbia manager.

New members of the Capitol Theatre staff are Loraine Brown, cashier; Mona McMillan, usherette; Cecil Lafraier, doorman; and Helen

(*Continued on Page* 26)

NEW THEATRES

Indianapolis—The Glen W. North Construction Company has been awarded a general contract of an 800-seat theatre at Brazil, Ind., to be erected on the site of the former Sourwine Theatre which was destroyed by fire last February. The building will consist of a theatre and one business room. A business building with apartments will be erected later to fill the remainder of the space. House will be named the Cooper, after the late Alexander B. Cooper, one of the founders of the Citizens Theatre Company, which owns the property.

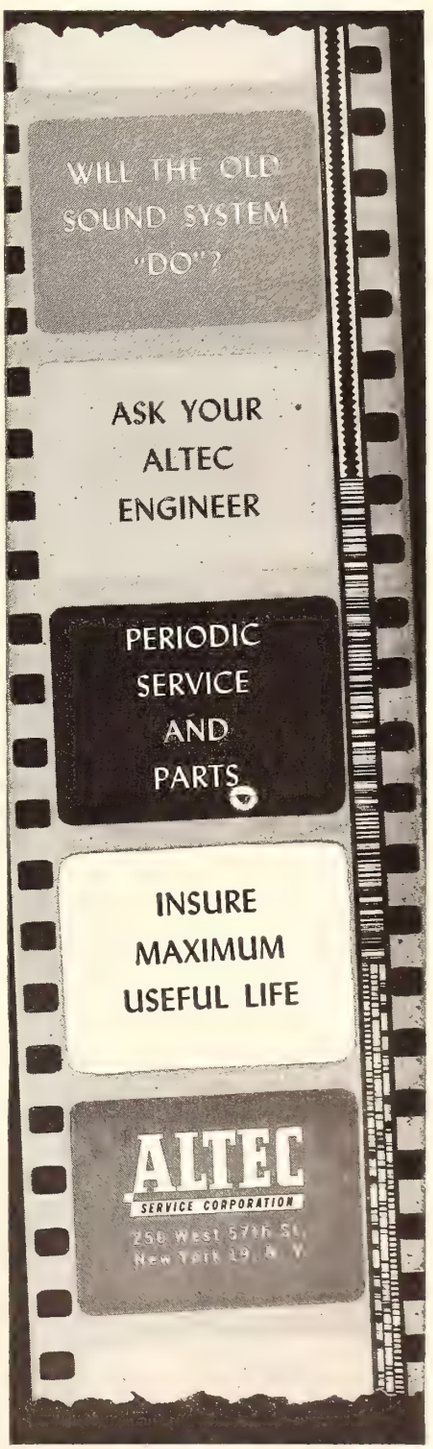
San Francisco—Construction has been started on a new theatre for Golden State at Milbrae.

Grant, Mich.—Permit has been granted by the village council for the erection of a theatre here by Ralph Reickle. His two nephew veterans, Walter and Frank Booth, will operate it.

Harrison, O.—John Vlachos expects to open his new 500-seat State Theatre here some time this month. The building will also contain a restaurant and two four-room apartments.

Atlanta—Abe Dobrow and Gold Brothers are building a new theatre for colored patrons here. They operate theatres in Pahokee and Bell Glades.

Gulistan Wilton Theatre Carpet
JOE HORNSTEIN has it!



REGIONAL NEWSREEL

(*Continued from Page* 25)

Dierks, candy counter.

The tug of war reunionizing the British Columbia theatres is still in high gear here with the circuits opposing the unions. Rumors of court action to be taken against certain circuit officials and theatre managers who the union claims are intimidating the organization, are current.

HARTFORD

Marilyn Landers, 18, daughter of George E. Landers, Hartford district manager for E. M. Loew's Theatres, and Mrs. Landers, was in the cast of the stage musical, "Oklahoma!" at the Bushnell Memorial, for a week's run. Miss Landers recently joined the National Theatre Company of the musical.

The People's Forest Drive-In Theatre Corp., of Winsted, Conn., has started three changes per week policy (with new films on Sunday, Tuesday and Friday) at the newly-opened Rogers' Corner Drive-In, 20 miles west of Hartford, on route 44.

Robert Worden, Loew's Poli, Hartford, student assistant, was married to Miss Pearl McKenzie, cashier at the same theatre. The two left on a honeymoon trip to Los Angeles.

The Riverside Park-In Theatre, Agawam, Mass., will close Oct. 12 for the season.

Mrs. Estelle O'Toole, executive secretary to Henry L. Needles, Hartford district manager for Warner Theatres, returned to her desk, following a vacation. Also back on the job is Warren Hills, assistant to Walter B. Lloyd, M&P Allyn manager.

Joe Mansfield, exploitation man for Eagle-Lion, was in town, to see Walter Lloyd of the M&P Allyn on "Repeat Performance."

At a public hearing in Hartford, Conn., last week, of the Hartford Aldermanic Legislative Committee, a speaker, Henry I. Beetham, suggested a 10 per cent tax on theatre admissions and luxuries and on the receipts of professional men, as alternatives to the present Connecticut state sales tax. The next Aldermanic meeting will hear Beetham's suggestion in addition to other proposed alternatives.



HERE FROM FAR EAST. George F. Rearden (left) Far Eastern supervisor of Eagle-Lion Distributors Ltd., discusses forthcoming campaigns with Max E. Youngstein, E-L director of advertising, publicity and exploitation. Rearden was scheduled to return soon to his Calcutta headquarters.

DENVER

Paramount Branch Manager Chet Bell has gone to the Mayo Hospital, Rochester, Minn., to undergo an operation.

Mr. and Mrs. Lem Lee, who own the Arvada, Arvada, Colo., were the victims of a freak auto accident. Out riding, they saw a car pulling away from the curb without the driver signaling or looking. Lee saw two children in the car and swerved, only to smash into a street car. Mrs. Lee was taken to a hospital where eight stitches were taken, while one of Lee's legs was injured. The offending driver was not apprehended.

United Artists Salesman Bruce Marshall moved over to Columbia in a similar job. He succeeded Pat Pinnell, resigned to become an exhibitor.

E. E. Jameson expects to have his $80,000 12-vault shipping and inspection center in operation by Oct. 15.

Columbi Exchange Manager Robert Hill went to Los Angeles for a sales meeting.

RKO Theatres West Coast Division Manager Jay Golden was here a few days conferring with William Hastings, Orpheum manager.

G. L. Blakeslee, owner of the Grand, Lander, Wyo., spent some time in Mercy Hospital recovering from a heart attack.

Herb Cohen, who resigned as office manager at Universal, then took a vacation, is booking at Monogram.

United Artists Branch Manager Kenneth R. MacKaig drove to Los Angeles to bring his family to Denver.

ATLANTA

Eagle-Lion has appointed Bob Tarwater, former sales representative with Paramount Pictures to cover Alabama.

Hazel Hooks, secretary to E-L Branch Manager Grover Parsons, has returned to her desk after two weeks in Florida. Cupid still hangs at the door of the company the latest ones to get married were Virginia Fagan and Francis Fuchs.

Charlie Karr and Johnny Harrell of the Martin booking office here are back after a vacation in the mountains of North Georgia.

Monogram Southern Exchanges President Arthur C. Bromberg has returned to Atlanta after visiting the Charlotte branch for a sales meeting. William E. Wooten, president and general manager of the Kirkwood and Avondale theatres has installed and rearranged new upholstered seats at the Kirkwood.

Ike Katz of the Kay exchanges is back at his desk after a visit to Florida. Miss Mary Cole, Kay's secretary, has returned from St. Petersburg, Fla., where she participated in the play-off series of Southeastern Regional Soft-Ball teeams.

In the city on a booking and business trip were H. A. Kite and J. P. Caps, owners of the new Skyview Drive-In Theatre at Rogersville, Tenn.

The New Skyview colored Drive-In at Jacksonville has opened. This is believed to be the only colored drive-in in the South.

William Richardson, head of the Astor Pictures, Atlanta, is on a trip to Charlotte, N. C.

Lynda Burnett, head of the booking department of Eagle-Lion, is back at her desk after spending two weeks in Mexico City.

CLEVELAND

Ernest Schwartz, president and general manager of the Cleveland Motion Picture Exhibitors Association, announced at a recent meeting that the industry will go all-out to defeat the daylight saving measure which will be on the November election ballot. Screens will be used for trailers asking patrons to vote against the measure.

City Council will vote on the proposed three per cent municipal amusement tax on Sept. 22. Local exhibitors hope to have included a clause making it mandatory to pass the tax on to the public.

SRO District Manager J. E. Fontaine was given a hearty welcome during his visit to Cleveland last week. He was local Paramount branch manager here 10 or 12 years ago.

New Mirrophonic Sound
JOE HORNSTEIN has it

. . . NEWSREEL SYNOPSES . . .

(*Released Saturday, September* 20)

NEWS OF THE DAY (Vol. 19, No. 204)—British force exodus refugees into Germany; Pope Pius calls for action against foes of Christianity; International dance festival highlights U.N. celebration; An orange juice bath; Where there's a will; National tennis championships.

MOVIETONE (Vol. 30, No. 6)—U.N. dance festival marks opening of general assembly; Secretary Marshall asks U. N. action on Greece; Floods add to India's chaos; 300,000 Catholics hail Pope; Venice revives old splendor; Louise Brough and Jack Kramer win U. S. tennis titles; Bathing fashions.

WARNER PATHE (Vol. 19, No. 9)—Irish battle roughly for football title; Prices rise as drought increases; Exodus Jews landed in Hamburg; Churchill feeds lion in zoo; Kramer and Brough win U. S. singles.

PARAMOUNT (No. 7)—Kramer beats Parker for national tennis title; Pope Pius warns time of test is here; First pictures of exodus refugees in Germany; United Nations face greatest challenge.

UNIVERSAL (Vol. 20, No. 74)—Secretary Marshall calls for U.N. action on Greece; India's homeless millions; French protest lower bread ration; U. S. wheat received by Italians; Pope prays for world peace; Colorful folk dances performed in New York; French roller derby; Kayaks race in swirling rapids.

(*Released Wednesday, September* 17)

MOVIETONE (Vol. 30, No. 5)—Freedom Train begins patriotic tour of nation; General Eisenhower is emphatic about a political rumor; Truman sees parade marking Brazil's independence day; Famous boat, about to load passengers, explodes and burns; Beautiful models choose a typical "Mr. Anthracite"; Aquatic race off Catalina; Fishing for tuna.

NEWS OF DAY (Vol. 19, No. 203)—Make way for Freedom Train; Truman bids Rio good-bye; Last of the Island Queen; Eisenhower in spotlight; Notre Dame gridders; Open sea charioteers; Star boat champs.

PARAMOUNT (No. 6)—America looks to her heritage—the story behind the Freedom Train.

WARNER PATHE (Vol. 19, No. 8)—Island Queen disaster; The Freedom Train starts tour of the U. S.; Eisenhower in political spotlight; Truman reviews vast parade, heads home; German war captives return from Russia; Stagg, 85, in new job; Notre Dame gets set.

UNIVERSAL (Vol. 20, No. 73)—Truman leaves Rio after gala parade; Freedom Train rolls; Fourteen dead in ship blast; Obelisk cross replaced in Rome; POWs home from Soviet; Scottish games held; Aquaplane marathon.

ALL AMERICAN (Vol. 5, No. 256)—Business convention in Chicago; Miniature furniture shown in Pittsburgh; The fight on alcohol; Football stars; New York's Great White Way; Atom secrets.

TELENEWS (Vol. 1, No. 21)—Europe pushes coal output as disaster nears—Germany, the Ruhr—U. S. Zone—French Zone—in France; Three years of freedom hailed in France; Mystery fires in Belgium; Mexican miracle dog becomes Latin Rin-Tin-Tin; Wild camels balk at Flatbush landing.

REGIONAL NEWSREEL

Warner Eastern Division Manager Jules Lapidus dropped in for a business chat during the week with District Manager Charles Rich and Branch Manager Jerry Wechsler.

Universal-International held a two-day sales meeting here during the week presided over by Assistant General Sales Manager A. J. O'Keefe and Eastern Division Sales Manager Fred Meyer. Present were District Manager Peter Dana, Branch Manager Lester Zucker and the local sales personnel.

Blanche Knobloch, RKO booker, will become the bride of Joe Branowitz on Oct. 18 to be followed by a Florida honeymoon after which Blanche will return to her RKO desk. Bob Stork, Columbia booker, and Marjorie Young have selected Nov. 15 as their wedding date.

Harry Horwitz, manager of the Astor Theatre, is convalescing from a minor operation.

M. B. Horwitz, general manager of the Washington Circuit with theatres in Cleveland and Cuyahoga Falls, has purchased a new home in Shaker Heights.

Shaker Heights is the first suburb of Greater Cleveland to enact a three per cent tax.

TORONTO

The application of J. Arthur Rank and Associated companies for a stay of proceedings before the Ontario Supreme Court was dismissed by Mr. Justice J. C. McRuer at Toronto and the case will go to trial here shortly as scheduled. Rank and the other defendants asked for a staying order because virtually the same suit has been entered at New York by plaintiffs Empire-Universal Films and United World Pictures of Canada.

Plaintiffs demand performance of an alleged contract involving distribution in Canada and Newfoundland for a group of features produced in the United States by companies in which Rank has an interest. They also ask for an injunction restraining Rank's companies from distributing the pictures except through plaintiffs.

Although it is an independent house owned and operated by the Zumar Bros., the new 882-seat Elmdale Theatre, Ottawa, opened with an Eagle-Lion release, "Carnival," which was donated for the one performance because total proceeds of $700 were earmarked for a new hospital of the Salvation Army.

Harry Dobson, former theatre inspector of the Ontario government and a veteran projectionist of more than 35 years, has become head operator in the booth of the new Odeon Fairlawn Theatre, Toronto. Dobson worked in the Regent, Toronto, when it was opened in 1917.

Mayor R. H. Saunders of Toronto has ordered a fire-department survey of all local theatres, after finding there had been six theatre fires during 1946.

NEW YORK

Film row and the exchanges were almost on a closed basis Monday and Tuesday due to religious holidays.

The Wagner Theatre in Brooklyn has been acquired by Schreiber and Weger from B. Levinson. The new owners will put in a foreign policy emphasizing German pictures.

The Parascourt swaps owners this week with Victor Orgelick, who also runs the Parkwest, selling the house to P. Gondola.

Chris Pope of the Schine Chain circuit was in town on business.

Max Fried is busy putting up the advertising for the Motion Picture Bookers Club shindig which is to be held Oct. 12.

Harold Greenberg of Poughkeepsie and Jerry Kriedle of the Palace at Orange, N. J., braved the heat to drop in on film row. Ditto Norman Arenwald of the Leo Brecher Theatres, who showed up minus 45 pounds, due either to the weather or reducing exercises.

Astor film exchanges have set a day-and-date engagement, opening Sept. 19, first-run at the Ambassador, New York, and the Majestic in Brooklyn, of a combination program comprising "The Black Cat" and "Black Friday." Astor Film is releasing for Realart in the New York territory.

The Paramount Club last week elected Monroe Goodman, president; Sara Lyons Danto, vice-president; M. H. Hodge, treasurer; Edward F. Morey, secretary. Elected to the board of governors for a one-year term was Belle Jones to fill the vacancy caused by the resignation of Mrs. Danto; chosen for two-year terms were Mrs. Grew, Herbert Lazarus, Al Sicignano, Lillian Jacobs and Stanley Chase.

Associated Motion Picture Advertisers paid tribute to the 16-mm. film industry at its Town Hall Club meeting on Wednesday.

Margaret Murphy, mother of Republic's New York branch manager, William Murphy, died Sept. 13, at her home in Brooklyn. She is also survived by her husband, James, and a daughter.

Dennis Carlin, Republic's advertising manager, is mourning the loss of his mother, Leah Mehlman, who died Sept. 12 in Washington.

Manta-Rose Awards

Fifty managers and Chicago office executives attended the Manta-Rose two-day general meeting at the Congress Hotel, Chicago, when over $2,000 in prize money was distributed for the circuit's last drive. Prize-winning managers were: John Mosavice, Ritz, Berwyn, Ill.; Leo Haney, Lido, Maywood Ill.; Floyd Robinson, Jefferson, Goshen, Ind., and L. C. Clark, Bucklen, Elkhart, Ind. Chicago was the winning district and Art Wartha the winning district manager. A new drive was announced for the period of Oct. 5 to Jan. 3, 1948.

NEW HAVEN

Bridgeport's Colonial Theatres manager, Dan Richetelli, celebrated a wedding anniversary with open house.

Eagle-Lion District Manager Tom Donaldson was in town to confer with Branch Manager Max Salzberg.

National Screen Service District Manager Leo Abrams is making an inspection trip of the Loew Poli New England Theatres with Division Manager Harry F. Shaw and Publicist Lou Brown.

A one-day visit was all Mike Piccarillo, manager of Loew's Dyckman, New York, could allow his family in New Haven.

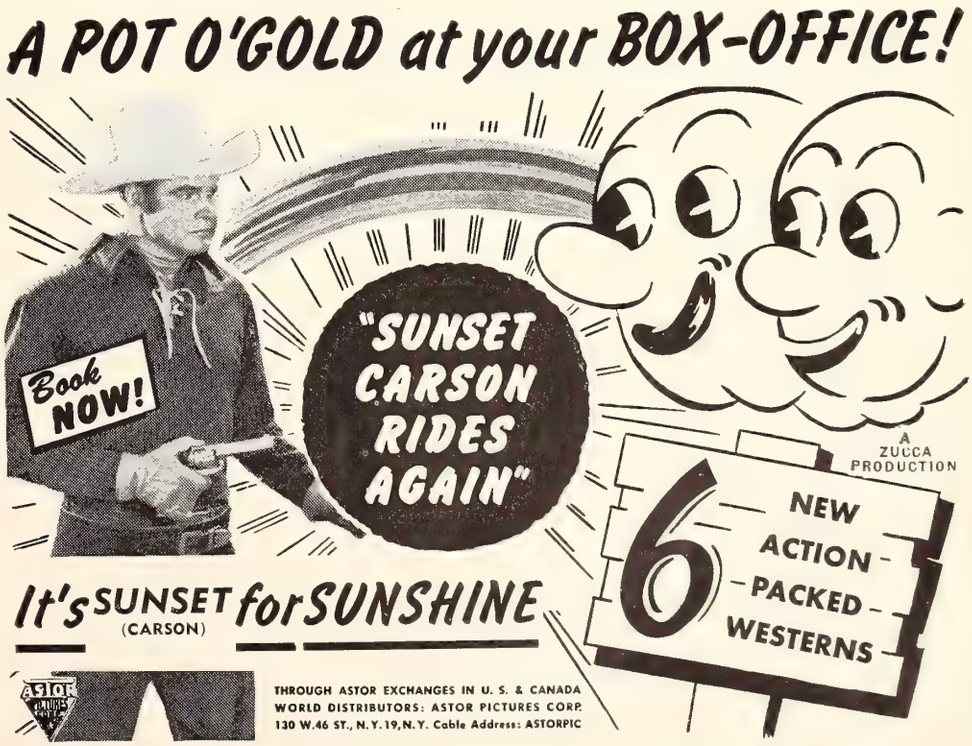
ST. LOUIS

Manager Ike Williams of the Roxy Theatre, who was attacked by four young men whom he had reprimanded for creating a disturbance in the theatre, has about recovered from the deep laceration in the forehead and other injuries inflicted on him by the hoodlums. He was confined for some days to St. Mary's Hospital.

Ben B. Reingold, manager of the local 20th-Fox exchange, and his staff gave a surprise luncheon for Eugene Morris, 75, veteran porter of the exchange who had been in 20th-Fox

(*Continued on Page* 29)

"Voice of Theatre Speakers"
JOE HORNSTEIN has it!



HOLLYWOOD

STR West Coast Offices 6777 Hollywood Blvd. Hollywood 28, Calif. Telephone Hollywood 2055

No Time for Pranks as Kids Keep Busy in Films in Work

Hollywood youngsters are getting the breaks these days in a considerable number of current and forthcoming pictures featuring juvenile actors and actresses in important roles. However, lest any ambitious parents reading these words grab Johnny or Mary and the next train for the West Coast, they should be warned that for every child thespian accepted, 100 are rejected.

Republic has been utilizing the junior brigade. Peter Miles, 10-year-old, recently completed "The Red Pony," while Natalie Wood, only nine, was the pivotal character in "Driftwood." Incidentally, the Yates lot gave a name to its previously untitled Al Pearce starrer—it's now "The Main Street Kid," and Grant Withers has been added. Twentieth-Fox, to whom Natalie is under contract, also has Connie Marshall under its wing; the child star is currently being seen in the Betty Grable-Dan Dailey musical, "Mother Wore Tights."

Of all the kid stars, none works more steadily than Larry Simms, who was practically raised in the cinematic Bumstead family. Larry's latest is "Blondie's Night Out," which began Sept. 15 at Columbia, with Penny Singleton and Arthur Lake again seen as Larry's screen parents. "Return of October" was also scheduled to roll Sept. 15, while "The Woman from Tangier," mystery featuring Adele Jergens, Stephen Dunne and Michael Duane, started Sept. 17 under Martin Mooney's production.

RKO Radio is doing its share to make the kids in Hollywood happy, what with at least a half-dozen vehicles employing them. There are several important juvenile roles in "I Remember Mama," and Gary Gray is featured in "Rachel," now in its second month of shooting. Claude Jarman, Jr. just finished "Roughshod," being edited, and three forthcoming productions call for large roles for children. MGM has probably the most famous of all, Margaret O'Brien, and also employs Dean Stockwell, now on loan-out to 20th-Fox for "Deep Water." MGM also stars Butch Jenkins and recently used Katherine Beaumont, billed as the "Margaret O'Brien of England," in "On an Island With You." The Culver City lot started "The Hills of Home" and "B.F.'s Daughter" this week. Former is another Lassie vehicle, directed by Fred Wilcox; while latter stars Barbara Stanwyck, Van Heflin and Richard Hart, with Edwin Knopf producing.

Warners have young Bobby Ellis working with Jack Carson, Ann Sothern and Robert Alda in "April Showers," and the veteran teen-age actor, Ted Donaldson, playing the title role in "Christopher Blake." James Davis was signed to a long-term acting contract by Warners and assigned the leading role opposite Bette Davis in "Winter Meeting."

Monogram, of course, has its "Teen-Age" series, the latest being "The Old Gray Mayor," now in the cutting rooms. The company postponed its untitled Jimmy Wakely, but started "Panhandle" on Sept. 16; John C. Champion and Blake Edwards are co-producers and Lesley Selander directs a cast headed by Rod Cameron, Cathy Downs and Anne Gwynne. This is a high-budget effort, the first for the new producing team. Monogram actress Gale Storm's husband, Lee Bonnell, kept it in the family when he was handed the romantic male lead in "Jiggs and Maggie in Society."

Eagle-Lion has 15-year-old Lois Butler for its contribution to the youth parade. The lot completed "Northwest Stampede," but PRC started "Westward Trail" for E-L release.

Elsewhere on the production scene—departing from the topic of kids momentarily—Paramount cast 50 players as Indians for the Bob Hope-Jane Russell starrer, "The Paleface," and Bobby Watson, who played Adolf in "The Hitler Gang," went western for the Technicolor comedy. Bad weather prevented the return flight from Oslo, Norway, to Hollywood of U-I's unit which, having finished background material for "Casbah," flew to Norway for similar material for "Song of Norway." Barry Fitzgerald checked off the lot after finishing his role in Mark Hellinger's "The Naked City."

Setting 'Venus' Cast

Tentative arrangements have been concluded by Lester Cowan whereby Hedy Lamarr, Donald O'Connor, Dick Haymes, Dinah Shore and Danny Thomas will appear in "One Touch of Venus," which he will produce at Universal-International. Financial terms are yet to be set.

NOW BEFORE THE CAMERAS

COLUMBIA. Coroner Creek (Harry Joe Brown, in Cinecolor); Blondie's Night Out; Return of October (Technicolor); The Woman from Tangier.

EAGLE-LION. Prelude to Night (Producing Artists); Westward Trail (PRC).

REPUBLIC. End of the Rainbow; The Main Street Kid.

TWENTIETH CENTURY-FOX. The Snake Pit; Ballad of Furnace Creek; The Flaming Age.

WARNER BROS. To the Victor; Christopher Blake; April Showers; Winter Meeting; Johnny Belinda.

MGM. Luxury Liner (Technicolor); Homecoming; The Hills of Home (Technicolor); B.F.'s Daughter.

UNIVERSAL-INTERNATIONAL. The Naked City (Hellinger); Letter from an Unknown Woman (Rampart).

RKO RADIO. The Miracle of the Bells (Lasky-McEwen); I Remember Mama (Liberty); Good Sam (Rainbow); Rachel; Station West; Race Street; A Song Is Born (Goldwyn, in Technicolor); Tarzan and the Mermaids (Lesser); Berlin Express; War Party (Argosy); Joan (Wanger).

MONOGRAM. Jiggs and Maggie in Society; Panhandle.

SRO. Portrait of Jennie.

PARAMOUNT. The Paleface (Technicolor); Caged Fury (Pine-Thomas); The Long Gray Line.

20th Fox to Start 8 Soon; 'Born Yesterday' Bought

Twentieth Century-Fox will put eight pictures before the cameras within the next two months, with four on location and four to be made in Hollywood. Set for location shooting are "Deep Water" (Island Vinalhaven, Me.), "Ballad of Furnace Creek" (Kanab, Utah), "Call Northside 77" (Chicago) and "The Street With No Name" (Washington, D. C.). Studio-made films will include "The Flaming Age," "Lady in Ermine," "The Walls of Jericho" and "The Dark Wood." In connection with "The Walls of Jericho," Robert Preston has been assigned a leading role. Others in the cast include Gene Tierney, Linda Darnell and Coleen Gray.

Columbia has purchased Garson Kanin's Broadway comedy, "Born Yesterday," as a screen vehicle for Rita Hayworth. Also at Columbia, Joseph H. Lewis has been named to direct "The Return of October," of which Rudy Mate is associate producer. The studio has signed Billie Burke to star in a series of two-reel comedies, first of which will be produced and directed by Jules White.

Wallis Won't Curtail

Back from England, Hal Wallis, who produces for Paramount release, revealed last week that despite loss of revenue from the British market, he contemplated no curtailment either in the number of pictures he would make or in budgets originally set for his product. During the past five months in London he produced "So Evil, My Love," for Paramount British, and plans to return to England next spring to produce "House of Mist." The producer has also taken an option on "Rendezvous at 0100," original story by Mickey Knox of the author's adventures in the Army.

RKO Production Chief Dore Schary has signed Don Hartman to a two-year producer-director contract. The studio plans to start eight pictures within the next two months. They are: "Berlin Express" (back from European location shooting), "Mystery in Mexico," "The Velvet Touch," "Mr. Blandings Builds His Dream House," "The Window," "The Boy With Green Hair" and two Tim Holt westerns.

At Eagle-Lion Bryan Foy, vice-president in charge of production, has purchased George Axelrod's novel, "Beggar's Choice," and Dennis O'Keefe has been signed to star in "Corkscrew Alley," which Aubrey Schenck will produce and Anthony Mann direct.

Within 30 days Universal-International expects to put into production "Letter from an Unknown Woman," "Up in Central Park," "Casbah," "Are You With It," "Another Part of the Forest" and "All My Sons." By terms of a deal concluded between Mark Hellinger and Ernest Hemingway, the producer will bring at least four Hemingway stories to the screen during the next eight years.

SHOWMEN'S CLASSIFIED ADVERTISING

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COMIC BOOKS FOR PREMIUMS. Large volume suppliers of popular titles 2 cents each. Frank Welker, 172 So. Portland Ave., Brooklyn 17, N. Y.

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BERNDT-MAURER 16MM. SINGLE SYSTEM PRODUCTION SOUND CAMERA, 4 Lens Turret, 3 Lenses, Amplifier, Microphone, 3-400 Foot Magazines, Erect Image Finder, High Fidelity Optical System, Variable Area Sound Track, Complete with accessories $4750.00. We Buy-Sell-Repair-Service. Rent 16 & 35mm Production Equipment. Send for our catalogue. Camera Mart, 70 West 45th Street, New York.

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THEATRE CORPORATION. Two Theatres (one dark) in closed situation. 8000 Draw. Corp. shows $27,000 yearly net with all hired help. 13 apts., 6 store spaces (all rented). Real estate included. $60,000 will handle all Corp. stock. Theatre Exchange, Fine Arts Bldg., Portland, Oregon.

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WILL SELL TO EXPERIENCED SHOWMEN LEASES for small theatres in Norfolk and Portsmith, Virginia. Fully equipped. Reasonable. Jewel Productions, Inc., 165 West 46th Street, New York 19, N. Y.

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1200 HEYWOOD WAKEFIELD VENEER CHAIRS, REBUILT, $3.95; 100 ANDREWS FULLY PADDED REUPHOLSTERED BACK, Boxspring cushion, chairs, rebuilt, $5.45; 755 Heywood Wakefield panelback reupholstered boxspring cushions, rebuilt, $5.95; 400 General fully padded reupholstered backs and boxspring cushions, metalined, rebuilt, $6.95; 74 Ideal beautiful loge chairs, 22" wide, reupholstered, rebuilt, $8.95. 54" Mohair 60 yard rolls, all colors, worth $3.50, now $1.95 yard. Send for stocklist. S.O.S. Cinema Supply Corp., 449 West 42nd Street, New York 18.

THEATRE UNIFORMS

USHERETTE AND CASHIER UNIFORMS—1947 catalog now ready. Send for your copy, Hollywood Advertising Co., Uniform Dept., 1914 So. Vermont Ave., Los Angeles, Calif.; 600 West 45th Street, New York City, N. Y.

USED EQUIPMENT

TICKET MACHINES, 2 UNIT, REBUILT, $79.50; Simplex rear shutter mechanisms, shockproof gears, rebuilt, $340.00; Powers $114.50. What do you need? Star Cinema Supply Co., 459 West 46th Street, New York 19, N. Y.

RCA 16M L. I. ARCSOUND PROJECTOR, special $375.00; New Zeiss Ikon 35mm, $275.00; Bell & Howell, Ampro, Victor, DeVry 16mm Sound Projectors $195.00 up; Like new Amproarc 16mm HI $1295.00; 35mm Holmes LI Arc equipments, $1295.00; DeVry HI 35mm Theatre equipments, $2495.00; Rebuilt 35mm HI Super Simplex Brenkert or Century outfits with RCA or Simplex 4 Star Sound, $3850.00. S.O.S. Cinema Supply Corp., 449 West 42nd Street, New York 18.

PENNA APPROVED ENCLOSED REWINDERS, $47.50; Six Section Film Cabinets $16.95; Holmes Mazda Lamphouses, Regulators and ammeters, $49.50 complete; Brenkert Double Effect Machine, rebuilt, $495.00; Presto Professional Y2 Disc Recorder, worth $900.00, now $595.00; Belhowell 35mm splicers, $6.95; Neumade Rewind Tables, 30" high, $19.95; Benwood-Linze Twin HI Rectifier 65 Amperes, rebuilt, $345.00. S.O.S. Cinema Supply Corp., 449 West 42nd Street, New York 18.

PAIR REBUILT POWERS 6B Projectors with Sound Heads $300.00. Pair reflector lamps with automatic feed $100.00. Pair 30 Amp Rectifiers $120.00. P Sabo. 916 N.W. 19th Ave., Portland, Ore.

FACTORY REBUILT HOLMES, NAVY TYPE, COMPLETE, $950.00 pair; DeVry XDC, like new, $1950.00 pair; 2 unit hand operated ticket machines, rebuilt, $79.50; Simplex mechanisms, rear shutters, spiral gears, rebuilt, $330.00; Powers, $109.50. STAR CINEMA SUPPLY COMPANY, 459 W. 46th Street, New York City 19.

Regional News

(*Continued from Page* 27)

employ for 35 years, on the occasion of his retirement. He was presented with a suitably inscribed mantel clock.

William Feld, recently named district manager for Eagle-Lion, will have St. Louis, Omaha and Des Moines under his jurisdiction. He will headquarter in St. Louis.

New contracts signed by St. Louis Theatrical Brotherhood Local 6, IATSE affiliate, brings $2,137.50 in back pay to each of nine stagehands.

PHILADELPHIA

Charles O'Neill, a Clevelander, is the new 20th Century-Fox salesman. His territory covers New Jersey, Allentown and Bethlehem.

Jean Picarello, bookers' stenographer was given a set of dishes by her co-workers at RKO as a wedding present.

Stanley Arnold has been named Eagle-Lion salesman for the Harrisburg, Reading territory.

The Dave Molivers celebrated their 10th wedding anniversary this week.

A crowd waiting to get into the midnight spook show at the Stanley-Warner Warner in Atlantic City got out of hand, and caused the police riot squad to be called out. Window frames on the front of the theatre were smashed, an attempt was made to smash the box-office window, and adjoining stores reported damage.

FEATURE Booking GUIDE

TITLE INDEX

Listed in the following index are titles of features (exclusive of western series releases) with name of the distributor following the title. For data as to running time, stars, etc., refer to title under distributor company listing.

A

Title	*Company*
A Double Life	U-I
Adventures of Don Coyotes	UA
Adventures of Casanova	EL
Adventuress, The	EL
A Lady Surrenders	Univ.
Albuquerque	Para.
Alexander's Ragtime Band	20th-Fox
Alias A Gentleman	MGM
Alias Mr. Twilight	Col.
A Likely Story	RKO
Always Together	WB
A Little Spanish Town	Col.
A Man About the House	Brit.
A Miracle Can Happen	UA
Angel on My Soulder	UA
A Palooka Named Joe	Mono.
April Showers	WB
Arc of Triumph	Ent.
Arizona	Col.
Arnelo Affair	MGM
A Song Is Born	MGM
Atlantis	UA

B

Bachelor and the Bobby-Soxer	RKO
Bachelor's Daughters	UA
Backlash	20th-Fox
Bad Men of Missouri	WB
Banjo	RKO
Beast With Five Fingers	WB
Beat the Band	RKO
Beauty and the Bandit	Mono.
Bedelia	EL
Beginning or the End	MGM
Bells of San Angelo	Rep.
Berlin Express	RKO
Bells of San Fernando	SGP
Best Years of Our Lives	RKO
Beyond Tomorrow	Astor
Big Clock, The	Para.
Big Town	Para.
Big Town After Dark	Para.
Big Town Scandal	Para.
Bill and Coo	Rep.
Birds and the Bees, The	MGM
Birth of a Star	Astor
Bishop's Wife, The	RKO
Black Angel	Univ.
Black Arrow, The	Col.
Black Bart	U-I
Black Beauty	20th-Fox
Black Gold	Allied
Blackmail	Rep.
Blaze of Noon	Para.
Blind Spot	Col.
Blonde Alibi	Univ.
Blonde Savage	EL
Blondie in the Dough	Col.
Blondie's Anniversary	Col.
Blondie's Big Moment	Col.
Blondie's Holiday	Col.
Blondie's Night Out	Col.
Body and Soul	UA
Bohemian Girl	FC
Boomerang	20th-Fox
Born to Kill	RKO
Bowery Buckaroos	Mono.
Boys' Ranch	MGM
Brasher Doubloon	20th-Fox
Brief Encounter	Univ.
Broadway Limited	Favorite
Brute Force	Univ.
Brute Man	EL
Buck Privates Come Home	Univ.
Buffalo Bill Rides Again	SGP
Bulldog Drummond at ay	Col.
Bulldog Drummond Strikes Back	Col.
Burning Cross, The	SGP
Bury Me, Dead	EL
Bush Pilot	SGP

Features and western series pictures are listed alphabetically by title under name of distributor. (Consult TITLE INDEX *for distributor of pictures known only by title.) Numerals at left of titles indicate* PRODUCTION OR BLOCK NUMBER, *(SP in this column indicates Special release sold separately), those at extreme right give publication date of Advance Data: a; or Box-Office Slant: b. Asterisk following title indicates color photography with adjoining letter giving name of type of color thus: *T: Technicolor, *C: Cinecolor, *M: Magnacolor, *U: Trucolor, *V: Vitacolor. Audience Classification is indicated by letters following titles: A—Adult; F—Family. Letters and combinations thereof in parenthesis indicate type of story in accordance with following key:*

(B) Biographical	*(C) Comedy*
(D) Drama	*(Doc) Documentary*
(G) Gangster	*(M) Musical*
(H) Horror	*(W) Western*
(My) Mystery	*(Wa) War*

ALLIED ARTISTS

Prod. No.			Run Time Mins.	Rel. Date	See Issue of
	CURRENT				
1	It Happened on Fifth Avenue (C)F	Gale Storm-Don DeFore	115	4/19/47	b2/8/47
2	Black Gold *C (D)F	A. Quinn-K. deMille-E. Knox	92	9/6/47	b6/28/47
	COMING				
3	Gangster, The	Belita-B. Sullivan-J. Lorring	86	11/22/47	
5	Hunted, The	Belita-P. Foster	85		
4	Song of My Heart	Frank Sundstrom-Audrey Long	85		a4/26/47

ASTOR PICTURES

Sp.	Birth of a Star	Danny Kaye	38		New Release
	Cheers for Miss Bishop	Martha Scott-Wm. Gargan	56		Reissue
	Courageous Dr. Christian	Jean Hersholt	69		Reissue
	Flying Deuces, The	Stan Laurel-Oliver Hardy		10/10/46	Reissue
	Her Enlisted Man (CD)	Barbara Stanwyck-Robt. Young	70		Reissued
	Hollywood Bound	Betty Grable	51		Reissue
	Jimmy Steps Out	J. Stewart-P. Goddard	89		Release
	Let 'em Have It (G)	Bruce Cabot-Virginia Bruce	70		Reissued
	Little Men	Oakie-Francis-Bancroft	83		Release
	Road to Hollywood	Bing Crosby	56		Reissue
	Second Chorus	Fred Astaire-Paulette Goddard		11/18/46	Re-release
	Silver Devil (D)F	H. Gibson-Stephin Fetchit	62		Remake
	Sky Devils (C-D)	Spencer Tracy	88		Reissued
	Stairway to a Star	Cornel Wilde	60		New Release
	Swiss Family Robinson	Marshall-Best	74		Reissue
	The Noose	Brown-Drake	78		Reissue
	Thunder in the City	Edw. G. Robinson	81		Reissued
	White Stallion	Dean-Maynard	57		New Release

COLUMBIA

	CURRENT 1946-'47				
828	Alias Mr. Twilight (D)A	Michael Duane-Trudy Marshall	69	12/19/46	b12/28/46
	Arizona	J. Arthur-W. Holden-W. William			Reissue
825	Blind Spot (My)A	Chester Morris-Constance Dowling	73	2/6/47	a11/2/46
807	Blondie's Big Moment (C)F	P. Singleton-A. Lake-Louise	69	1/9/47	b12/14/46
808	Blondie's Holiday (C)F	Arthur Lake-Penny Singleton	67	4/10/47	z3/1/47
820	Bulldog Drummond at Bay (My)A	Ron Randell-Anita Louise	70	5/15/47	b4/19/47
826	Cigarette Girl (C)A	L. Brooks-J. Lloyd-J. Barton	67	2/13/47	b2/15/47
839	Corpse, Came C.O.D., The	G. Brent-J. Blondell-A. Jergens	68	5/31/47	
	Daring Young Man, The	J. E. Brown-J. Chapman			Reissue
830	Dead Reckoning (D)A	Humphrey Bogart-Lizabeth Scott	99	Feb. '47	b1/4/47
	Doctor Takes A Wife, The	Loretta Young-Ray Milland			Reissue
	Down to Earth *T (M-C)A	Rita Hayworth-Larry Parks	101		b8/2/47
812	For the Love of Rusty (C-D)F	T. Donaldson-T. Powers-A. Doran	68	5/1/47	b7/5/47
834	Framed (D)A	Glenn Ford-Janis Carter	82	April '47	b3/8/47
	Golden Boy	B. Stanwyck-A. Menjou-W. Holden			Reissue
	Good Girls Go to Paris	J /Blondell-M. Douglas-W. Connolly			Reissue
836	Guilt of Janet Ames, The (D)A	Rosalind Russell-Melvyn Douglas	83	April '47	b3/8/47
838	Gunfighters *C (W)F	Randolph Scott-Dorothy Hart	87	July '47	b6/14/47
883	Johnny O'Clock (D)A	Dick Powell-Evelyn Keyes	86	Mar. '47	b1/4/47
831	Jolson Story, The *T (D-M)F	L. Parks-E. Keyes-W. Demarest	128	Jan. '47	b9/21/46
809	King of the Wild Horses (D)F	Preston Foster-Gail Patrick	79	3/27/47	b3/29/47
	Let Us Live	M. O'Sullivan-H. Fonda-R. Bellamy			Reissue
815	Little Miss Broadway (M)F	Jean Porter-John Sheldon	70	6/19/47	b8/23/47
823	Lone Wolf in Mexico (My)A	Gerald Mohr-Eric Blore-Sheila Ryan	70	1/16/47	b12/28/46
814	Millie's Daughter (D)F	Gladys George-Paul Campbell	71	3/20/47	b2/15/47
817	Millerson Case, The (M)F	W. Baxter-N. Saunders	72	5/29/47	b5/24/47
	More Than a Secretary	J. Arthur-G. Brent-L. Stander			Reissue
832	Mr. District Attorney (My)A	Dennis O'Keefe-M. Chapman	81	Feb. '47	b12/28/46
829	Return of Monte Cristo (D)F	L. Hayward-G. Macready-U. O'Connor	91	Dec. '46	b11/23/46
	She Couldn't Take It	G. Raft-J. Bennett-W. Connolly			Reissue
	Shut My Big Mouth	J. E. Brown-A. Mara-V. Jory			Reissue
804	Singin' in the Corn (C-M)F	Judy Canova-Allen Jenkins	66	12/26/46	b11(16/46
811	Sport of Kings (D)	Gloria Henry-Paul Campbell	68	6/20/47	a7/12/47
	Texas	W. Holden-C. Trevor-G. Ford			Reissue
819	The Thirteenth Hour (My)A	Richard Dix-Karen Morley	65	3/6/47	b2/15/47
	COMING				
	A Little Spanish Town	Gene Autry-Elaine Marion			
	Black Arrow, The	L. Hayward-J. Blair-G. Macready			
	Blondie in the Dough	P. Singleton-A. Lake-L. Simms	69	10/16/47	
	Blondie's Anniversary	Penny Singleton-Arthur Lake			
	Blondie's Night Out	Penny Singleton-Arthur Lake			
	Bulldog Drummond Strikes Back (My)	Ron Randell-Gloria Henry		9/4/47	a7/26/47
	Coroner Creek	Randolph Scott-Barbara Reed			
	Crime Doctor's Gamble	Warner Baxter-Micheline Cheirel			
	Devil Ship	Richard Lane-Louise Campbell			
	Her Husband's Affairs (C)A	F. Tone-L. Ball-E. E. Horton	86		b7/26/47
	I Love Trouble (My)	F. Tone-J. Blair-J. Carter			a8/9/47
	I Surrender Dear	Jack Leonard-Michael Duane			
	It Had to Be You (C-D)	Ginger Rogers-Cornel Wilde			a7/5/47
803	Keeper of the Bees (D)	Gloria Henry-Michael Duane	68	7/10/47	a6/7/47
	Key Witness	John Beal-Trudy Marshall	67	10/9/47	a6/28/47
	Lady from Shanghai, The	Rita Hayworth-Orson Welles			a4/12/47
837	Last of the Redmen	J. Hall-M. O'Shea-E. Ankers	77	Aug. '47	
	Lone Wolf in London	Gerald Mohr-Nancy Saunders			
	Man from Colorado, The (D)	Glen Ford-Ellen Drew-Wm. Holden			a5/24/47
	Mary Lou	Robert Lowery-Joan Barton			a8/2 47

COLUMBIA (Continued)

Prod. No.			Run Time Mins.	Rel. Date	See Issue of
	COMING				
	Mating of Millie, The (D)	G. Ford-E. Keyes			
835	Pacific Adventure	Ron Randell-Muriel Steinbeck	80	July '47	
	Prince of Thieves	Jon Hall-Patricia Morrison-A. Jergens			
	Rose of Santa Rose	Hoosier Hot Shots-E. Noriaga			
	Relentless *T	R. Young-M. Champan-W. Parker			a1/11/47
	Sign of the Ram, The (D)	Susan Peters-Alexander Knox			a8/16/47
813	Son of Rusty, The (D)F	T. Donaldson-T. Powers-A. Doran	67	8/7/47	b8/16/47
	Strawberry Roan *C (W)	Gene Autry-Gloria Henry			a7/26/47
	Sweet Genevieve	Jean Porter-Jimmy Lydon	68	10/23/47	
	Swordsman, The	Larry Parks-Ellen Drew-G. Macready			a1/4/47
	The Last Round-Up	Gene Autry-Jean Heather			
	To The Ends of The Earth (D)	Dick Powell-Maylia			a7/19/47
	Two Blondes and a Redhead (C-D)	Jean Porter-Jimmy Lloyd			a6/14/47
	When A Girl's Beautiful	Adele Jergens-Marc Platt		9/25/47	
	Wreck of the Hesperus	Willard Parker-Patricia White			
	Westerns (Current)				
867	Law of the Canyon (W-M)F	Charles Starrett-Smiley Burnette	55	4/24/47	b6/28/47
866	Lone Hand Texan, The (W-M)F	Charles Starrett-Smiley Burnette	54	3/6/47	b3/1/47
852	Over the Sante Fe Trail (W-M)F	Ken Curtis-Jenifer Holt	63	2/13/47	b2/15/47
868	Prairie Raiders (W-M)F	Charles Starrett-Smiley Burnette	55	5/29/47	b7/19/47
851	Smoky River Serenade	P. Campbell-F. Terry-Hoosier Hotshots		Aug. '47	
865	South of the Chisholm Trail (W)F	Charles Starrett-Smiley Burnette	58	1/30/47	b2/1/47
853	Swing the Western Way	J. Leonard-M. Dugan-Hoosier Hot Shots	66	6/26/47	
864	West of Dodge City	Charles Starrett-Smiley Burnette	57	3/27/47	
	Westerns (Coming)				
	Buckaroo From Powder River	Charles Starrett-Smiley Burnette	55	10/14/47	
	Last Days of Boot Hill (W)	Charles Starrett-Smiley Burnette			a7/19/47
	Phantom Valley	Charles Starrett-Smiley Burnette			
870	Riders of the Lone Star	Charles Starrett-Smiley Burnette	55	8/14/47	
	Six Gun Law (W)	C. Starrett-S. Burnette			
851	Smoky River Serenade	P. Campbell-F. Terry-Hoosier Hotshots		Aug. '47	
869	Stranger from Ponca City, The (W-M)F	Charles Starett-Smiley Burnette	55	7/3/47	b9/13/47
	Whirlwind Raiders	Charles Starrett-Smiley Burnette			

EAGLE-LION

	CURRENT 1946-'47				
103	Adventures, The	Deborah Kerr-Trevor Howard	100	3/17/47	b7/13/46
101	Bedelia (D)A	Margaret Lockwood-Ian Hunter	81	2/1/47	b6/3/46
714	Brute Man, The (H)A	Tom Neal-Jane Adams	60	10/1/46	b10/26/46
733	Corsican Brothers	D. Fairbanks, Jr.-Tamiroc-Warrick	111	6/21/47	Reissue
701	Devil On Wheels, The (D)F	Noreen Nash-D. Hickman-Jan Ford	67	3/2/47	b1/25/46
	Don Ricardo Returns	Isalelita-Fred Coby		11/5/46	a9/21/46
711	Gas House Kids Go West (C)F	C. Williams-J. Shelton-A. Switzer	62	7/12/47	b7/26/47
712	Gas House Kids in Hollywood (C)F	Alfalfa Switzer-Gas House Kids	63	8/23/47	b9/6/47
	Green for Danger (My)A	Sally Gray-Trevor Howard	91		b12/14/46
704	Heartaches (My)A	H. Ryan-C. Wills	71	6/28/47	b7/5/47
734	International Lady	G. Brent-I. Massey-B. Rathbone	102	5/24/47	Reissue
102	It's a Joke Son (C)F	Kenny Delmar-Una Merkel	64	1/25/47	b1/25/47
717	Killer At Large (My)A	Anabel Shaw-Robert Lowery	63	5/31/47	b6/14/47
731	Kit Carson	D. Andrews-L. Bart-J. Hall	97	3/22/47	
	Lady Chaser	Ann Savage-Robert Lowery	60	11/25/46	
732	Last of the Mohicans	R. Scott-B. Barnes-H. Wilcoxen	94	3/22/47	Reissue
610	Lighthouse	J. Lang-D. Castle-J. Litel	64	1/10/47	a10/19/46
104	Lost Honeymoon (C)A	Franchot Tone-A. Richards-T. Conway	71	3/29/47	b3/15/47
709	Philo Vance Secret Mission	W. Wright-T. Austin-R. Ames	64	6/14/47	b4/26/47
707	Philo Vance's Gamble (My)A	Alan Curtis-Terry Austin	60	4/12/47	b4/26/47
756	Philo Vance's Secret Mission (My)F	Alan Curtis-Sheila Ryan	58	3/20/47	b9/6/47
107	Red Stallion *C (D)F	T. Donaldson-R. Paige-J. Dowell	82	8/16/47	b7/26/47
105	Repeat Performance (D)A	Joan Leslie-L. Hayward-F. Basehart	93	5/30/47	b5/24/47
	Return of Rin-Tin-Tin *V	D. Woods-B. Blake-C. Drake		2/20/47	
736	South of Pago Pago	V. McLaglen-J. Hall-F. Farmer	84	6/21/47	
703	Stepchild (D)A	B. Joyce-D. Woods	70	6/7/47	b6/14/47
715	Three on a Ticket (My)F	Hugh Beaumont-Cheryl Walker	64	4/5/47	b4/5/47
SP72	Untamed Fury (D)A	Mikel Conrad-Gaylord Pendleton	64	3/22/47	b3/29/47
	COMING				
	Adventures of Casanova	A. deCordova-L. Bremer-T. Bey			
	Blonde Savage (D)	L. Erickson-G. Sherwood			a8/2/47
579	Bury Me Dead (My)	M. Daniels-G. McClure-C. O'Donnell			a6/7/47
106	Caravan (D)A	Stewart Granger-Jean Kent	80	7/26/47	b9/13/47
	Enchanted Valley	A. Curtis-A. Gwynne			
	Headin' for Heaven	Stuart Erwin-Glenda Farrell			
	Linda Be Good (D)	E. Knox-J. Hubbard-M. Wilson			a8/16/47
	Love from a Stranger (D)	J. Hodiak-S. Sidney-A. Richards			a7/12/47
	Man From Texas (My-D)	J. Johnston-J. Craig-L. Bari			a7/19/47
	Man Wanted	Anabel Shaw-Robert Lowery			
	Northwest Stampede *C	J. Leslie-J. Craig-J. Oakie			
	Phil Vance's Peril	W. Wright-L. Balasco-R. Ames			b1/25/47
	Out of the Blue (C)A	G. Brent-V. Mayo-T. Bey	86		b8/30/47
	Prelude to Night	Z. Scott-L. Hayward-D. Lynn			
710	Railroaded	J. Ireland-S. Ryan-H. Beaumont		8/10/47	a6/21/47
	Silent Voice	Sheila Ryan-Edward Norris			a4/26/47
	The Open Secret	John Ireland-Ellen Lowe			
	T-Men	Dennis O'Keefe			
716	Too Many Winners (M-My)	Hugh Beaumont-Trudy Marshall	60	5/24/47	b6/7/47
	Westerns (Current)				
752	Border Feud (W)F	Lash LaRue-Fuzzy St. John	55	5/10/47	b5/24/47
766	Code of the Plains	Buster Crabbe-Fuzzy St. John	36	4/26/47	Reissue
761	Frontier Fighters	B. Crabbe-Fuzzy St. John	39	4/26/47	Reissue
765	Panhandle Trail	Buster Crabbe-Fuzzy St. John	40	4/26/47	Reissue
	Prairie Rustlers (W)F	Buster Crabbe-Al St. John	54	11/7/45	b8/10/46
763	Raiders of Red Rock	Buster Crabbe-Fuzzy St. John	38	4/26/47	
745	Range Beyond the Blue (W-M)F	E. Dean-R. Ates	54	3/17/47	b9/13/47
764	Shootin' Irons	Tex O'Brien-Jim Newhill	40	4/26/47	Reissue
762	Thundergap Outlaws	Tex O'Brien-Jim Newhill	40	4/26/47	Reissue
746	West to Glory	Eddie Dean-Roscoe Ates	71	4/12/47	
	Westerns (Coming)				
	Black Hills	Eddie Dean-Roscoe Ates			
	Check Your Guns	E. Dean-R. Ates-N. Gates			
757	Cheyenne Takes Over	Lash LaRue-Fuzzy St. John-J. Holt	56	10/25/47	b8/2/47
756	Fighting Vigilante	Lash LaRue-Fuzzy St. John		10/18/47	
758	Frontier Crusader	Lash LaRue-Fuzzy St. John		11/1/47	

Title	*Company*
C	
Caged Fury	Para.
Calcutta	Para.
Calender Girl	Rep.
California	Para.
Canyon Passage	Univ.
Captain from Castile	20th-Fox
Captain Caution	Favorite
Captain Fury	Favorite
Captains Courageous	MGM
Captive Heart	Univ.
Caravan	EL
Carnegie Hall	UA
Carnival in Costa Rica	20th-Fox
Case of the Baby Sitter	SGP
Cass Timberlane	MGM
Cat Creeps	Univ.
Catherine the Great	FC
Centennial Summer	20th-Fox
Cheers for Miss Bishop	Astor
Cheyenne	WB
Child of Divorce	RKO
Chisolm Trail	UA
Christopher Blake	WB
Cigarette Girl	Col.
Claudia and David	20th-Fox
Cockeyed Miracle	MGM
Code of the North	SG
Code of the West	RKO
Copacabana	UA
Coroner Creek	Col.
Corpse Came C. O. D., The	Col.
Corsican Brothers	EL
Courage of Lassie	MGM
Courageous Dr. Christian	Astor
Courtneys of Curzon Street	Brit.
Crack Up	RKO
Crime Doctor's Gamble	Col.
Criminal Court	RKO
Crimson Key, The	20th-Fox
Crossfire	RKO
Cross My Heart	Para.
Cry Wolf	WB
Cuban Pete	Univ.
Curly	UA
Cynthia	MGM
D	
Daisy Kenyon	20th-Fox
Dancing With Crime	Brit.
Danger Woman	Univ.
Dangerous Money	Mono.
Dangerous Venture	UA
Dangerous Years	20th-Fox
Daring Desperadoes	Favorite
Daring Young Man, The	Col.
Dark Delusion	MGM
Dark Horse	Univ.
Dark Passage	WB
Dark Road, The	SG
Dead Don't Dream, The	UA
Dead Reckoning	Col.
Dear Murderer	Brit.
Dear Ruth	Para.
Deep Valley	WB
Desert Fury	Para.
Desire Me	MGM
Destry Rides Again	Univ.
Desperate	RKO
Devil Ship	Col.
Devil on Wheels	EL
Devil Thumbs a Ride	RKO
Dick Tracy Meets Gruesome	RKO
Dick Tracy's Dilemma	RKO
Dick Tracy Versus Cueball	RKO
Dillinger	Mono.
Dishonored Lady	UA
Doctor Takes a Wife, The	Col.
Don Ricardo Returns	EL
Down to Earth	Col.
Dragnet	SG
Dream Girl	Para.
Driftwood	Rep.
Duel in the Sun	Selznick
Dust Be My Destiny	WB
E	
Each Dawn I Die	WB
Easy Come, Easy Go	Para.
Easy to Wed	MGM
Egg and I	Univ.
Emperor Waltz, The	Para.
Enchanted Valley	EL
End of the Rainbow	Rep.
Escape Me Never	WB
Ever the Beginning	WB
Exile, The	Univ.
Exposed	Rep.
F	
Fabulous Dorseys	UA
Fabulous Suzanne	Rep.
Fabulous Texan, The	Rep.
Faithful in My Fashion	MGM
Fall Guy	Mono.
Fangs of the Wild	Astor
Fanny By Gaslight	UA
Farmer's Daughter	RKO
Fear in the Night	Para.
Fiesta	MGM
Fighting Father Dunne	RKO
Flame, The	Rep.
Flying Deuces	Astor
Fool's Gold	UA
Forever Amber	20th-Fox
Foxes of Harrow, The	20th-Fox
Framed	Col.
Frieda	Brit.
Front Page Scancal	Mono.

Title	Company
Fun and Fancy Free	RKO
Fun on a Weekend	UA
Fugitive	RKO
G	
Gallant Bess	MGM
Gangster, The	Allied
Gas House Kids	EL
Gas House Kids in Hollywood	EL
Gay Ranchero, The	Rep.
Gas House Kids Go West	EL
Gentlemen's Agreement	20th-Fox
Ghost and Mrs. Muir	20th-Fox
Ghost Goes West	FC
Gost Goes Wild	Rep.
Ginger	Mono.
Give My Regards to Broadway	20th-Fox
Glamour Girl	Col.
God's Country	SGP
Golden Boy	Col.
Golden Earrings	Para.
Good Girls Go to Paris	Col.
Good News	MGM
Good Sam	RKO
Great Expectations	Univ.
Great Waltz	MGM
Green Dolphin Street	MGM
Green Fingers	Brit.
Green for Danger	E-L
Green Grass of Wyoming	20th-Fox
Green Years	MGM
Guilt of Janet Ames	Col.
Guilty	Mono.
Gunfighters	Col.
H	
Hard Boiled Mahoney	Mono.
Hat Box Mystery	SG
Headin' for Heaven	EL
Heartaches	EL
Heart of Arizona	SGP
Heaven Only Knows	UA
Henry the VIII	FC
Henry the Fifth	UA
Her Adventurous Night	Univ.
Her Enlisted Man	Astor
Her Husband's Affairs	Col.
Here Comes Trouble	UA
High Barbaree	MGM
High Conquest	Mono.
High School Hero	Mono.
High Tide	Mono.
High Wall, The	MGM
Hit Parade of 1947	Rep.
Hollywood Barn Dance	SG
Hollywood Bound	Astor
Homecoming	MGM
Homestretch	20th-Fox
Home Sweet Homicide	20th-Fox
Honeymoon	RKO
Hoppy's Holiday	UA
Housekeeper's Daughter	Favorite
How Green Was My Valley	20th-Fox
Hucksters, The	MGM
Hue and Cry	Brit.
Humoresque	WB
Hungry Hill	Brit.
Hunted, The	Allied
I	
I Cover Big Town	Para.
If I'm Lucky	20th-Fox
If Winter Comes	MGM
If You Knew Susie	RKO
I Know Where I'm Going	Univ.
I Love Trouble	Col.
Imagination	U.I.
Imperfect Lady	Para.
In Old Sacramento	Rep.
Indian Summer	RKO
Intermezzo	Selznick
International Lady	EL
Intrigue	UA
Invisible Wall, The	20th-Fox
I Remember Mama	RKO
I Stole a Million	Univ.
It Had to Be You	Col.
It Happened at the Inn	MGM
It Happened in Brooklyn	MGM
It Happened on Fifth Avenue	Allied
It's a Joke, Son	EL
It's a Wonderful Life	RKO
I'll Be Yours	Univ.
I've Always Loved You	Rep.
Ivy	Univ.
I Walk Alone	Para.
I Wonder Who's Kissing Her Now	20th-Fox
J	
Jewels of Brandenburg	Col.
Jiggs & Maggie in Society	Mono.
Jimmy Steps Out	Astor
Joe Palooka in the Knockout	Mono.
Johnny Belinda	WB
Johnny O'Clock	Col.
Jolson Story	Col.
Jungle Flight	Para.
K	
Keeper of the Bees	Col.
Key Witness	Col.
Kid Millions	FC
Killer at Large	EL
Killer-Dill	SGP
Killer McCoy	MGM
Kilroy Was Here	Mono.
King of the Bandits	Mono.
King of the Wild Horses	Col.
Kissing Bandit	MGM
Kiss of Death	20th-Fox
Kit Carson	EL

EAGLE-LION (Continued)

Prod. No.	Westerns (Coming)		Run Time Mins.	Rel. Date	See Issue of
754	Ghost Town Renegades (W)F	Lash LaRue-Fuzzy St. John-J. Holt	56	7/26/47	b8/2/47
	Gun Fighter	Lash LaRue-Al St. John-Mary Scott			a12/18/46
753	Pioneer Justice (W)F	Lash LaRue-Fuzzy St. John-J. Holt	55	6/28/47	b7/5/47
755	Return of the Lash	Lash LaRue-Al St. John		10/11/47	
	Shadow Valley	Eddie Dean-Roscoe Ates			
	Stage to Mesa City	Lash LaRue-Fuzzy St. John			
	Tornado Range	E. Dean-J. Holt-R. Ates			
	Westward Trail	E. Dean-R. Ates-P. Blanchard			

FAVORITE FILMS CORP.

CURRENT

Broadway Limited	Dennis O'Keefe-V. McLaglen	74	1/1/47	Reissue
Daring Desperadoes	I. Lupino-L. Carrillo-N. Martini	88	May '47	Reissue
Of Mice and Men (D)A	B. Meredith-Betty Field-L. Chaney, Jr.	105	12/1/46	Reissue
Road Show	C. Landis-J. Hubbard-A. Menjou	86	Mar. '47	Reissue
Sea Bandits	D. Morgan-Steffi Duna	70	Mar. '47	Reissue
There Goes My Heart	Frederic March-Virginia Bruce	82	Mar. '47	Reissue
Topper Takes Trip	C. Bennett-R. Young-A. Mowbray	79	Feb. '47	Reissue
Topper Returns	O'Keefe-Landis-Blondell-Young	87	Feb. '47	Reissue

FILM CLASSICS

CURRENT

Catherine the Great	D. Fairbanks, Jr.-E. Bergner	95		Reissue
Ghost Goes West	R. Donat-J. Parker	83		Reissue
Henry the VIII	C. Laughton-R. Donat-M. Oberon	97		Reissue
Lydia	M. Oberon-J. Cotten	98		Reissue
Man Who Could Work Miracles	Roland Young-Joan Gardner	82		Reissue
Murder on Diamond Row	Edmund Lowe-Ann Todd	77		Reissue
That Hamilton Woman	V. Leigh-L. Olivier	124		Reissue
Things to Come	Raymond Massey-Margaretta Scott	92		Reissue

METRO-GOLDWYN-MAYER

CURRENT

716	Beginning Or the End, The (D)F	B. Donlevy-R. Walker-G. Tearle	112	Mar. '47	b2/22/47
724	Dark Delusion (D)F	L. Barrymore-J. Craig-L. Bremer	90	June '47	b4/12/47
727	Fiesta *T (D-M)F	Esther Williams-John Carroll	101	July '48	b5/17/47
702	Gallant Bess *C (D)F	Marshall Thompson-Jim Davis	99	Jan. '47	b9/7/46
723	Great Waltz, The (M)F	L. Rainer-F. Gravet-M. Korjus	110	July '47	Reissue
721	High Barbaree (D)F	Van Johnson-June Allyson	91		b3/15/47
728	Hucksters, The (C-D)A	C. Gable-D. Kerr-A. Menjou	115	July '47	b6/28/47
	It Happened at the Inn	Fernand Ledoux-Maurice Rollin	103	April '47	b9/21/46
718	It Happened in Brooklyn (C-M)F	F. Sinatra-K. Grayson	103		b3/8/47
712	Lady in the Lake (My)A	Robert Montgomery-Audrey Totter	103	Jan. '47	b11/30/46
719	Little Mister Jim /C)F	James Craig-Frances Gifford	92	April '47	b6/8/46
725	Living in a Big Way (C-D)F	Gene Kelly-Marie MacDonald	104	June '47	b5/31/47
714	Love Laughs at Andy Hardy (C)F	M. Rooney-B. Granville-D. Ford	93	Feb.	b12/7/46
711	Mighty McGurk, The (C)F	Wallace Beery-Aline McMahon	85	Jan. '47	b11/23/46
715	My Brother Talks to Horses (C-D)F	Butch Jenkins-Peter Lawford	93	Jan. '47	b11/30/46
729	Romance of Rosy Ridge, The (D)F	V. Johnston-T. Mitchell-J. Leigh	105	Aug. '47	b7/5/47
708	Show-Off, The (C)F	R. Skelton-Marilyn Maxwell	83	Dec.	b8/17/46
801	Song of the Thin Man (My)F	William Powell-Myrna Loy	86	Sept. '47	b7/26/47
710	Till the Clouds Roll By *T (M)F	J. Garland-R. Walker-F. Sinatra	135	Jan. '47	b11/15/46
722	Undercover Maisie (C)A	Ann Sothern-Barry Nelson	90	May	b3/8/47
707	Undercurrent (D)A	K. Hepburn-A. Taylor	115	Nov.	b10/5/46
717	Yearling, The *T (D)F	G. Peck-J. Wyman-C. Jarman	128	May	b11/30/46

COMING

	Alias A Gentleman	Wallace Beery-Gladys George			
803	Arnelo Affair, The (D)A	John Hodiak-Frances Gifford	87	Sept.	b2/15/47
	Birds an dthe Bees, The *T	J. MacDonald-J. Iturbi-J. Powell			a3/1/47
	Boom Town	C. Gable-S. Tracy	120	Feb. '47	Reissue
	Captains Courageous	Spencer Tracy-Mickey Rooney			Reissue
	Cass Timberland (D)	Spencer Tracy-Lana Turner			a9/6/47
726	Cynthia (C-D)F	E. Taylor-G. Murphy-M. Astor	98	July '47	b5/17/47
	Desire Me	G. Garson-Richard Hart			a9/7/46
	Good News (C-D)	J. Allyson-P. Lawford-J. McCracken			a8/30/47
	Green Dolphin Street	Lana Turner-Van Heflin			a2/1/47
	High Wall, The	R. Taylor-A. Totter-H. Marshall			
	Homecoming	C. Gable-L. Turner-A. Baxter			
	If Winter Comes (D)	W. Pidgeon-D. Kerr-A. Lansbury			a9/13/47
	Killer McCoy	M. Rooney-E. Taylor-B. Donlevy			
	Kissing Bandit *T	F. Sinatra-K. Grayson			a8/23/47
	Luxury Liner	G. Brent-F. Gifford-J. Powell			
805	Merton of the Movies (C)F	Red Skelton-Virginia O'Brien	82	Oct.	b7/18/47
	On an Island With You *T (C-M)	E. Williams-P. Lawford			a8/23/47
	Piccadilly Incident (D)A	Anne Neagle-Michael Wilding	100		b8/31/46
	Pirate, The *T	J. Garland-G. Kelly-W. Slezak			a7/5/47
804	Song of Love (DM)A	K. Hepburn-P. Henreid-R. Walker	119	Oct.	b7/26/47
	Stormy Waters (D)A	J. Gabin-M. Morgan	77		b8/9/47
	Summer Holiday *T	Mickey Rooney-Gloria DeHaven			a9/7/46
	Tenth Avenue Angel	M. O'Brien-G. Murphy-P. Thaxter			a9/21/46
	The Kissing Bandit *T	Frank Sinatra-Kathryn Grayson			
	This Time For Keeps *T	E. Williams-L. Melchior			a9/7/46
802	Unfinished Dance, The *T (D)F	Margaret O'Brien-Cyd Charisse	101	Sept.	b8/2/47
	Virtuous	V. Johnson-J. Allyson			

MONOGRAM

CURRENT 1946-'47

613	Fall Guy (My)A	Cliff Penn-Teala Loring	64	3/15/47	b3/8/47
609	Ginger	Frank Albertson-Barbara Reed	67	1/4/47	a9/28/46
614	Guilty, The (My)A	Bonita Granville-Don Castle	71	3/22/47	b3/22/47
616	Hard Boiled Mahoney	L. Gorcey-Bowery Boys	63	5/10/47	a3/22/47
620	High Conquest (D)A	A. Lee-G. Roland-W. Douglas	83	6/21/47	b3/15/47
617	Queen of the Yukon	Charles Bickford-Irene Rich	73	6/31/47	Reissue
610	Riding the California Trail	Gilbert Roland-Teala Loring	61	1/11/47	a10/26/46
618	Sarge Goes to College (C)F	A. Hale, Jr.-F. Stewart-J. Preisser	63	5/17/47	b5/10/47
611	Vacation Days (D-M)F	F. Stewart-J. Preisser	66	1/25/47	b4/5/47

MONOGRAM (Continued)

Prod. No.			Run Time Mins.	Rel. Date	See Issue of
	CURRENT 1946-'47				
615	Violence (D)A	Nancy Coleman-M. O'Shea	72	4/12/47	b4/12/47
619	Wolf Call	John Carroll-Movita	62	6/7/47	Reissue
	COMING				
	A Palooka Named Joe	L. Errol-J. Kirkwood-E. Knox			
625	Bowery Buckaroos	Leo Gorcey-Bowery Boys-Julie Briggs	66	10/11/47	
402	Dillinger	Lawrence Tierney-Anne Jeffreys	70	7/5/47	Reissue
701	High Tide (D)A	Lee Tracy-D. Castle-A. Shaw	70	9/13/47	b8/9/47
	Jiggs & Maggie in Society	Joe Yule-Rennie Riano-Lee Bonnell			
702	Joe Palooka in the Knockout (D)F	Joe Kirkwood, Jr.-Elyse Knox	72	9/20/47	b8/30/47
621	Kilroy Was Here (C)F	J. Cooper-J. Coogan-W. McKay	68	7/19/47	b7/5/47
624	King of the Bandits	G. Roland-C. Martin-A. Greene	66	10/4/47	
703	Louisiana (C-D)F	Jimmie Davis-Margaret Lindsay	85	11/15/47	b8/9/47
803	Mutiny in the Big House	Charles Bickford-Barton McLane	89	7/5/47	Reissue
622	News Hounds (C)F	Leo Gorcey-H. Ball-B. Jordan	68	9/13/47	b6/21/47
	Old Gray Mayor, The	Freddie Stewart-June Preisser			
	Panhandle	R. Cameron-C. Downs-A. Gwynne			
	Quest of Willie Hunter, The	Don Castle-Audrey Long			
626	Red Hornet, The	Roland Winter-Mantan Moreland			
623	Robin Hood of Monterey (D)F	Gilbert Roland-Evelyn Brent	56	9/6/47	b8/16/47
	Rocky	Roddy McDowall-Gale Sherwood		11/22/47	
666	Thunderbolt *T	Documentary	44	7/26/47	
	Westerns (Current)				
677	Code of the Saddle	J. M. Brown-R. Hatton	53	6/25/47	
671	Land of the Lawless (W)F	J. M. Brown-R. Hatton-J. Harrison	59	4/15/47	b5/31/47
672	Law Comes to Gunsight, The	J. M. Brown-R. Hatton	56	5/24/47	
564	Raiders of the South (W-M)F	J. M. Brown-Raymond Hatton	85	1/18/47	b2/22/47
683	Rainbow Over the Rockies (W-M)F	J. Wakely-"Lasses" White	56	2/6/47	b3/1/47
684	Six Gun Serenade	Jimmy Wakely-"Lasses" White	55	4/5/47	
682	Song of the Wasteland	J. Wakely-"Lasses" White	58	6/31/47	
676	Trailing Danger	J. M. Brown-R. Hatton	58	3/29/47	
675	Valley of Fear (W)F	J. M. Brown-R. Hatton	57	2/15/47	b4/19/47
	Westerns (Coming)				
673	Flashing Guns	J. Brown-R. Hatton	59	9/20/47	
	Man From Powder River, The	J. M. Brown-R. Hatton-C. McIntyre			
678	Prairie Express	J. M. Brown-R. Hatton-V. Belmont	55	9/27/47	
685	Ridin' Down the Trail	J. Wakely-D. Taylor-B. Jones	53	9/27/47	

PARAMOUNT

Prod. No.			Run Time Mins.	Rel. Date	See Issue of
	CURRENT 1946-'47				
4622	Big Town	Philip Reed-Hillary Brooke	60	5/23/47	a2/9/47
4611	Blaze of Nnoon (D)A	A. Baxter-W. Holden-S. Tufts	90	5/2/47	b3/8/47
4612	Calcutta (My)A	A. Ladd-G. Russell-W. Bendix	83	6/10/47	b3/19/47
4606	California *T (WD)	Ray Milland-B. Stanwyck	93	2/21/47	b12/21/47
4603	Cross My Heart (C-M)F	Betty Hutton-Sonny Tufts	83	1/10/47	b11/23/46
4623	Danger Street (My)A	J. Withers-R. Lowery	66	6/20/47	b3/1/47
4616	Dear Ruth (C)A	J. Caulfield-W. Holden-E. Arnold	95	7/18/47	b5/31/47
4607	Easy Come, Easy Go (C)F	D. Lynn-S. Tufts-Virginia Field	78	3/7/47	b2/8/47
4621	Fear in The Night (D)A	DeForest Kelley-Kay Scott	72	4/18/47	b2/22/47
4610	Imperfect Lady (D)A	R. Milland-T. Wright-V. Field	97	4/25/47	b3/15/47
4605	Ladies Man (C-M)F	Eddie Bracken-Virginia Field	90	2/7/47	b1/11/47
4609	My Favorite Brunette (C)F	B. Hope-D. Lamour	87	4/4/47	b2/22/47
4604	Perfect Marriage, The (C-D)A	L. Young-D. Niven-V. Field	87	1/24/47	b11/23/47
4615	Perils of Pauline *T (C-S)F	B. Hutton-J. Lund	92	7/4/47	b5/31/47
4620	Seven Were Saved	Richard Denning-Catharine Craig	73	3/28/47	a5/25/47
4608	Suddenly It's Spring (C)A	F. MacMurray-P. Goddard	87	3/21/47	b2/15/47
4614	Trouble With Women, The (C)A	T. Wright-B. Donlevy-R. Milland	80	6/27/47	b5/24/47
4613	Welcome Stranger (CD)F	Bing Crosby-Barry Fitzgerald	107		b5/3/47
	COMING				
4702	Adventure Island *C (D)A	R. Calhoun-R. Fleming-P. Kelly	67	10/10/47	b8/9/47
	Albuquerque	Randolph Scott-Barbara Britton			a3/15/47
	Big Clock, The (M)	R. Milland-M. O'Sullivan-C. Laughton			a5/17/47
	Big Town After Dark (D)	Philip Reed-Hillary Brooke			a9/6/47
	Big Town Scandal	Philip Reed-Hillary Brooke			
	Caged Fury	R. Denning-S. Ryan-B. Crabbe			
4607	Desert Fury *T (D)F	Lizabeth Scott-John Hodiak	98	8/15/47	b8/2/47
	Dream Girl (C-D)	B. Hutton-M. Carey-V. Field			a6/7/47
	Emperor Waltz, The *T	Bing Crosby-Joan Fontaine			a7/13/46
4703	Golden Earrings (D)A	Marlene Dietrich-Ray Milland	95	10/31/47	b8/30/47
4624	I Cover Big Town (My)A	P. Reed-H. Brooke	63	7/25/47	b3/1/47
	I Walk Alone	B. Lancaster-Kirk Douglas			a3/1/47
625	Jungle Flight (D)F	Robert Lowery-Ann Savage	67	8/22/47	b3/1/47
	Long Gray Line	A. Ladd-D. Reed-A. Murphy			
	My Own True Love (D)	Phyllis Calvert-M. Douglas			a8/16/47
	Night Has a Thousand Eyes, The (D)	E. G. Robinson-J. Lund			a8/9/47
	Paleface, The *T	Bob Hope-Jane Russell			b9/13/47
	Road to Rio	B. Crosby-B. Hope-D. Lamour			a2/1/47
	Saigon	Alan Ladd-Veronica Lake-Douglas Dick			a1/4/47
	Shaggy *C (D)	B. Joyce-G. Nokes-R. Shayne			a9/6/47
	So Evil My Love	R. Milland-A. Todd-G. Fitzgerald			
	Unconquered *T	Gary Cooper-Paulette Goddard			a9/28/46
4618	Variety Girl (C-M)F	Mary Hatcher-DeForest Kelley	93	8/29/47	b7/19/47
	Where There's Life	B. Hope-S. Hasso-W. Bendix	75	11/21/47	a5/25/46
	Whispering Smith *T	A. Ladd-R. Preston-B. Marshall			a6/14/47
4701	Wild Harvest (D)A	A. Ladd-D. Lamour-R. Preston	92	9/26/47	b8/9/47

RKO-RADIO

Prod. No.			Trade Shown		
	CURRENT 1946-'47				
724	A Likely Story (C)F	Bill Williams-Barbara Hale	88	May	b4/19/47
801	Bachelor and the Bobby-Soxer (C)F	G. Grant-M. Loy-S. Temple	95	July	b6/7/47
725	Banjo (C-D)F	S. Moffet-J. White-W. Reed	67	May	b4/19/47
718	Beat the Band (M)F	Frances Langford-Gene Krupa	67	Feb.	b3/1/47
751	Best Years of Our Lives, The (D)A	D. Andrews-M. Loy-F. March	172	Dec.	b11/23/46
722	Born to Kill (D)A	C. Trevor-L. Tierney-W. Slezak	91	April	b4/19/47
708	Child of Divorce (D)A	Sharyn Moffett-Regis Toomey	62	Oct.	b10/19/46
720	Code of the West (W)F	J. Warren-J. Laurenz	57	Feb.	b2/22/47
627	Crack-Up (D)A	P. O'Brien-C. Trevor-H. Marshall	93	June	b6/15/46
709	Criminal Court (My)A	T. Conway-M. O'Driscoll	62	Aug.	b8/10/46
802	Crossfire (D)A	R. Young-R. Mitchum-G. Grahame	85	Aug.	b6/28/47
728	Desperate (G)A	Steve Brodie-Audrey Long	73	May	b5/17/47
719	Devil Thumbs a Ride, The (D)A	Lawrence Tierney-N. Leslie	62	Feb.	b3/1/47

Title	*Company*
L	
Ladies Man	Para.
Lady from Shanghai, The	Col.
Lady in the Lake	MGM
Lady Chaser	EL
Last of the Mohicans	EL
Last of the Redmen	Col.
Late George Apley	20th-Fox
Laughing Lady	Brit.
Law of the Mounties	SG
Let 'Em Have It	Astor
Letter From an Unknown Woman	U-I
Let Us Live	Col.
Les Miserables	20th-Fox
Life With Father	WB
Lighthouse	EL
Linda Be Good	EL
Little Men	Astor
Little Miss Broadway	Col.
Little Mister Jim	MGM
Living in a Big Way	MGM
Locket, The	RKO
Lone Wolf in London	Col.
Lone Wolf in Mexico	Col.
Long Gray Line	Para.
Long Night	RKO
Lost Honeymoon	EL
Lost Moment's, The	Univ.
Louisiana	Mono.
Love and Learn	WB
Love from a Stranger	EL
Love Laughs at Andy Hardy	MGM
Love of Joanna Godden, The	Brit.
Lured	UA
Luxury Liner	MGM
Lydia	FC
M	
Macbeth	Rep.
Macomber Affair	UA
Mad Wednesday	UA
Magic Bow	Univ.
Magic Town	RKO
Magnificent Obsession	Univ.
Magnificent Rogue	Rep.
Main Street Kid	Rep.
Man About Town	RKO
Man from Colorado, The	Col.
Man from Texas	EL
Man Wanted	EL
Man Who Could Work Miracles	FC
Man Within, The	Brit.
Marauders, The	UA
Marked Woman	WB
Mary Lou	Col.
Mating of Millie	Col.
Meet Me at Dawn	20th-Fox
Memory of Love	RKO
Men of Two Worlds	Brit.
Merton of the Movies	MGM
Michigan Kid	Univ.
Mighty McGurk, The	MGM
Millerson Case, The	Col.
Millie's Daughter	Col.
Miracle of the Bells	RKO
Miracle on 34th St.	20th-Fox
Mr. Ace	UA
Mr. Blandings Builds His Dream House	SRO
Mr. District Attorney	Col.
Mr. Hex	Mono.
Monsieur Verdoux	UA
More Than a Secretary	Col.
Mortal Coils	U-I
Moss Rose	20th-Fox
Mother Wore Tights	20th-Fox
Mourning Becomes Electra	RKO
Murder on Diamond Row	FC
Mutiny in the Big House	Mono.
My Brother Talks to Horses	MGM
My Dog Shep	SGP
My Favorite Brunette	Para.
My Heart Goes Crazy	Univ.
My Own True Love	Para.
My Wild Irish Rose	WB
N	
Naked City	Univ.
New Mexico	UA
New Orleans	UA
Newshounds	Mono.
Nicholas Nickelby	Brit.
Nightmare Alley	20th-Fox
Night Has a Thousand Eyes	Para.
Night Unto Night	WB
Nora Prentiss	WB
Northwest Outpost	Rep.
Northwest Stampede	E-I
Notorious	RKO
Notorious Gentleman	Univ.
Notorious Lone Wolf	Col.
O	
Odd Man Out	Univ.
Of Mice and Men	Favorite
Oh Say Can You Sing	Univ.
Old Gray Mayor	Mono.
On an Island With You	MGM
One Hundred Men And A Girl	Univ.
One Million B.C.	Favorite
One Romantic Night	Astor
On the Old Spanish Trail	Rep.
Other Love	UA
Out of the Blue	EL
Out of the Past	RKO
P	
Pacific Adventure	Colo.
Pale Face	Para.
Panhandle	Mono.
Paradine Case	Selznick
Perfect Marriage	Para.

Title	*Company*
Perils of Pauline	Para.
Phantom Valley	Col.
Philo Vance's Gamble	EL
Philo Vance Returns	EL
Philo Vance's Peril	EL
Philo Vance's Secret Mission	EL
Piccadilly Incident	MGM
Pirates, The	MGM
Pirates of Monterey	Univ.
Portrait of Jennie	SRO
Possessed	WB
Prairie, The	SG
Prelude to Night	EL
Pretender, The	Rep.
Prince of Thieves	Col.
Prison Story	RKO
Private Affairs of Bel Ami	UA
Pursued	WB

Q

Queen of the Amazons	SGP
Queen of the Yukon	Mono.
Queen Necklace, The	Misc.
Quest of Willie Hunter, The	Mono.

R

Race Street	RKO
Rachel	RKO
Rage in Heaven	MGM
Railroaded	EL
Ramrod	UA
Razor's Edge	20th-Fox
Red Hornet, The	Mono.
Red House	UA
Red Pony, The	Rep.
Red Stallion	EL
Relentless	Col.
Renegade Girl	SGP
Repeat Performance	EL
Return of Rin-Tin-Tin	EL
Return of the Badmen	RKO
Ride the Pink Horse	Univ.
Riding the California Trail	Mono.
Riff-Raff	RKO
River Lady	U-I
Road to Rio	Para.
Road Show	Favorite
Road to Hollywood	Astor
Robin Hood of Monterey	Mono.
Rocky	Mono.
Romance in High C	WB
Romance of Rosy Ridge, The	MGM
Root of All Evil	Brit.
Rose of Santa Rose	Colo.
Roses Are Red	20th-Fox
Roughshod	RKO
Rupert of Hentzau	SRO
Runaround	Univ.

S

Saigon	Para.
San Demetrio, London	20th-Fox
San Quentin	RKO
Sarge Goes to College	Mono.
Scared to Death	SGP
Scarface	Astor
Scarlet Pimpernel, The	FC
School for Danger	Misc.
School for Secrets	Brit.
Sea Bandits	Favorite
Sea Hawk, The	WB
Sea Wolf, The	WB
Searching Wind	Para.
Second Chance	20th-Fox
Second Chorus	Astor
Secret Beyond the Door, The	U-I
Secret Life of Walter Mitty	RKO
Senator Was Indiscreet	U-I
Seven Keys to Baldpate	RKO
Seven Were Saved	Para.
Shadows Over Chinatown	Mono.
Shaggy	Para.
She Couldn't Take It	Col.
Shocking Miss Pilgrim	20th-Fox
Show-Off	MGM
Shoot to Kill	Screen Guild
Shut My Big Mouth	Col.
Silent Voice	EL
Silver Devil	Astor
Silver River	WB
Sinbad the Sailor	RKO
Singapore	Univ.
Sign of the Ram, The	Col.
Sky Devils	Astor
Slave Girl	Univ.
Sleep, My Love	UA
Slippy McGee	Rep.
Smash-Up	Univ.
Snake Pit, The	20th-Fox
So Evil My Love	Para.
Something in the Wind	Univ.
Son of Rusty	Col.
Song of Love	MGM
Song of My Heart	Allied
Song of Scheherazade	Univ.
Song of the Thin Man	MGM
South of Pago Pago	EL
So Well Remembered	RKO
Spoilers of the North	Rep.
Sport of Kings	Col.
Springtime in the Sierras	Rep.
Stairway to Heaven	Univ.
Stallion Road	WB
Station West	RKO
Step-Child	EL
Stork Bites Man	UA

RKO-RADIO (Continued)

Prod. No.	CURRENT 1946-'47		Run Time Mins.	Trade Shown	See Issue of
729	Dick Tracy's Dilemma (M)A	Ralph Byrd-Kay Christopher	60	June	b5/17/47
714	Dick Tracy vs. Cueball (D)F	Morgan Conway-Anne Jeffreys	62	Dec.	b11/9/46
716	Farmer's Daughter, The (C-D)A	L. Young-J. Cotten-E. Barrymore	97	Feb.	b2/22/47
721	Honeymoon (C)F	S. Temple-F. Tone-G. Madison	74	June	b5/19/47
781	It's a Wonderful Life (D)	J. Stewart-D. Reed-L. Barrymore	128	Dec.	b12/21/46
861	Long Night, The (D)A	Henry Fonda-Barbara Bel Geddes	96	May	b5/31/47
712	Notorious (My-D)A	Cary Grant-Ingrid Bergman	101	July	b7/27/46
803	Riff-Raff (My)A	Pat O'Brien-Anne Jeffries	80	June	b6/7/47
712	San Quentin (D)A	L. Tierney-M. Carr-B. MacLane	66	Dec.	b12/7/46
851	Secret Life of Walter Mitty *T (C)F	D. Kaye-V. Mayo-F. Bainter	105	July	b7/19/47
804	Seven Keys to Baldpate (M)A	Phillip Terry-Jacqueline White	68	June	b6/7/47
762	Sinbad the Sailor T (F)F	D. Fairbanks, Jr.-M. O'Hara	117	Jan.	b1/18/47
723	Tarzan and the Huntress (D)F	J. Weismuller-B. Joyce	70	April	a3/22/47
726	They Won't Believe Me (D)A	Robert Young-Susan Hayward	95	May	b5/17/47
730	Thunder Mountain (W)F	T. Holt-R. Martin-M. Hyer	60	May	b5/17/47
717	Trail Street (W)F	R. Scott-R. Ryan-A. Jeffreys	83	Mar.	b2/1/47
805	Under the Tonto Rim	T. Holt-N. Leslie-R. Martin	61	June	b6/7/47
727	Woman on the Beach, The (D)A	J. Bennett-R. Ryan-C. Bickford	71	June	b5/17/47

COMING

	A Song Is Born *T	Danny Kaye-Virginia Mayo			
	Berlin Express	M. Oberon-R. Ryan-P. Lukas			
Sp.	Bishop's Wife, The (D)	G. Grant-T. Wright-D. Niven			a7/5/47
	Dick Tracy Meets Gruesome (My)	R. Byrd-B. Karloff-A. Gwynne			a8/2/47
	Fighting Father Dunne (D)	P. O'Brien-M. Dell-D. Hickman			a8/30/47
891	Fun and Fancy Free *T (F)F	E. Bergen-D. Shore	72	Aug. '47	b8/23/47
	Fugitive, The (D)	Henry Fonda-Dolores Del Rio			a7/26/47
	Good Sam	G. Cooper-A. Sheridan-E. Lowe			
	If You Knew Susie (C)	Eddie Cantor-J. Davis-A. Joslyn			a7/19/47
	Indian Summer (D)	A. Knox-A. Sothern-G. Tobias			a7/5/47
	I Remember Mama (C-D)	I. Dunne-B. Bel Geddes-O. Homolka			a8/30/47
862	Magic Town (C-D)F	James Stewart-Jane Wyman	103	Aug. '47	b8/23/47
	Man About Town	Maurice Chevalier			
	Memory of Love	D. Andrews-M. Oberon-E. Barrymore			
	Miracle of the Bells	F. MacMurray-F. Sinatra-Valli			
Sp.	Mourning Becomes Electra (D)	R. Russell-K. Paxinou-R. Massey			a9/13/47
	Out of the Past	Robert Mitchum-Jane Greer			a2/1/47
	Race Street	G. Raft-M. Maxwell-W. Bendix			
	Rachel	L. Young-W. Holden-R. Mitchum			
	Return of the Badmen	Randolph Scott-Jacqueline White			
	Roughshod (D)	R. Sterling-C. Jarman-G. Grahame			a9/6/47
	So Well Remembered	M. Scott-J. Mills			
	Station West	D. Powell-J. Greer-A. Moorehead			
	Tarzan and the Mermaids	J. Weismuller-B. Joyce			
	Tycoon *T	John Wayne-Laraine Day			a7/12/47
	Under Arizona Skies	T. Holt-N. Leslie-R. Martin			
	War Party	Shirley Temple-John Agar			
	Wild Horse Mesa	Tim Holt-Nan Leslie			
	Your Red Wagon	C. O'Donnell-F. Granger-H. deSilva			

REPUBLIC

Prod. No.	CURRENT 1946-'47				
642	Bells of San Angelo *U (W)	Roy Rogers-Dale Evans-"Gabby" Hayes	78	5/15/47	b5/24/47
607	Calendar Girl (M)F	J. Frazee-M. Marshall	88	1/31/47	b2/8/47
604	Fabulous Suzanne (C)	Barbara Britton- Rudy Vallee	71	12/15/46	b12/21/46
605	Ghost Goes Wild, The (C)F	James Ellison-Anne Gwynne	66	3/8/47	b4/5/47
610	Hit Parade of 1947 (M)	E. Albert-C. Moore-J. Edwards	90	3/22/47	b5/3/47
606	Magnificent Rogue, The (C-D)A	L. Robert-W. Douglas	74	2/15/47	b11/23/46
615	Northwest Outpost (O)F	Nelson Eddy-Ilona Massey	91	6/25/47	b5/10/47
612	Spoilers of the North (D)A	Paul Kelly-Evelyn Ankers	66	4/24/47	b5/10/47
609	That's My Gal *U (M)A	L. Roberts-D. Barry	66	6/15/47	b5/31/47
613	That's My Man (D)A	D. Ameche-C. McLeod	99	6/1/47	b5/12/47
616	Web of Danger (D)F	A. Mara-B. Kennedy	58	6/10/47	b6/21/47
614	Winter Wonderland (C-R)A	L. Roberts-C. Drake	71	5/17/47	b5/31/47
618	Wyoming (W)F	W. Elliott-V. Ralston	84	8/1/47	b7/26/47
611	Yankee Fakir (C)F	D. Frawley-J. Woodbury-C. Bevans	71	4/1/47	b4/12/47

COMING

	Bill and Coo	George Burton's Birds			
617	Blackmail (My)F	W. Marshall-A. Mara-S. Bachelor	67	7/24/47	b8/9/47
621	Driftwood	Wood-Brennan-Warrick-Jagger	90	9/15/47	
	End of the Rainbow	Marsha Hunt-Wm. Lundigan			
629	Exposed	Adele Mara-Robert Scott	59	9/8/47	
	Fabulous Texan, The (W)	W. Elliott-J. Carrol-C. McLeod			a8/16/47
	Flame, The	John Carroll-Vera Ralston			
	Gay Ranchero, The *U	R. Rogers-T. Guizar-A. Devine			
	In Old Los Angeles	W. Elliott-I. Massey-J. Carroll			
	Macbeth (D)	Orson Welles-J. Nolan			a8/23/47
	Main Street Kid	Al Pearce-Janet Martin-Adele Mara			
	On the Old Spanish Trail *U	R. Rogers-T. Guizar-J. Frazee			
620	Pretender, The (D)A	A. Dekker-L. Stirling-C. Drake	69	8/16/47	b8/30/47
	Red Pony, The *T	M. Loy-R. Mitchum-L. Calhern			
	Slippy McGee	D. Barry-D. Evans-T. Brown			
646	Springtime in the Sierras *U (W)F	R. Rogers-J. Frazee-A. Devine	75	7/15/47	b7/26/47
619	The Trespasser (My)A	J. Martin-W. Douglas	71	7/3/47	b7/12/47

Westerns (Current)

664	Homesteaders of Paradise Valley (W)F	Allan Lane-Bobby Blake	59	4/1/47	b4/12/47
5504	Last Frontier Uprising *U (W-M)F	Monte Hale-Adrian Booth	67	2/1/47	b4/12/47
665	Oregon Trail Scouts (W)F	Allan Lane-Bobby Blake	58	5/15/47	b5/24/47
684	Saddle Pals (W)F	G. Autry-L. Roberts	72	6/15/47	b6/21/47
682	Trail to San Antone (W)F	Gene Autry-Peggy Stewart	57	4/1/47	b4/18/47
683	Twilight on the Rio Grande (W)F	G. Autry-S. Holloway-Cass County Boys	71	4/1/47	b4/19/47
663	Vigilantes of Boomtown (W)F	Allan Lane-Bobby Blake	56	2/15/47	b2/15/47

EPUBLIC (Continued)

Prod. No.	Westerns (Coming)		Run Time Mins.	Rel. Date	See Issue of
151	Along the Oregon Trail *U (W)F	Monte Hale-Adrian Booth	64	8/30/47	b9/6/47
	Bandits of Dark Canyon	Allen "Rocky" Lane-Bob Steele			
107	Marshal of Cripple Creek (W)F	Allan Lane-Bobby Blake	58	8/15/47	b8/23/47
185	Robin Hood of Texas (W-M)F	Gene Autry-Lynn Roberts-Adele Mara	71	7/15/47	b9/13/47
166	Rustlers of Devil's Canyon (W)F	Allan Lane-Bobby Blake	58	7/1/47	b7/12/47
	Under Colorado Skies *U	M. Hale-A. Booth			
151	Wild Frontier, The	Allan "Rocky" Lane-Jack Holt	59	10/1/47	

CREEN GUILD PRODUCTIONS — CURRENT

C12	Bar 20 Justice	Wm. Boyd-R. Hayden-G. Hayes	65	7/19/47	Reissue
514	Bells of San Fernando (D)F	Donald Woods-Gloria Warren	69	4/5/47	b4/5/47
513	Buffalo Bill Rides Again (W)F	Richard Arlen-Jennifer Holt	66	4/19/47	b4/5/47
516	Bush Pilot	R. Hudson-J. LaRue-A. Willis	60	6/7/47	
C10	Cassiday of Bar 20	Wm. Boyd-H. Clark-R. Hayden	59	5/10/47	Reissue
C11	Heart of Arizona	Wm. Boyd-G. Hayes-R. Hayden	68	6/14/47	Reissue
701	Hollywood Barn Dance (C-D)F	E. Tubb-L. Talbott-H. Boyce	72	6/21/47	b6/7/47
509	My Dog Shep	Flame (dog)-Tom Neal	60	12/1/46	
510	North of the Border	R. Hayden-I. Cooper	46	10/1/46	a8/24/46
IC09	Partners of the Plains	Wm. Boyd-H. Clark-R. Hayden	71	4/26/47	Reissue
611	Queen of the Amazons (D)A	Patricia Morison-Robert Lowery	62	1/15/47	b3/29/47
612	Renegade Girl (D)F	Alan Curtis-Ann Savage-Jack Holt	65	12/25/46	b3/29/47
IC07	Rustlers Valley	Wm. Boyd-G. Hayes-R. Hayden	60	3/15/47	Reissue
608	Scared to Death *C	B. Lugosi-J. Compton	65	5/3/47	
615	Shoot to Kill (D)A	R. Wade-E. MacDonald-S. Walters	60	5/17/47	b4/19/47
IC08	Texas Trail	Wm. Boyd-R. Hayden-G. Hayes	59	4/12/47	Reissue

COMING

	Burning Cross, The (D)A	H. Daniels-V. Patton	77		b8/2/47
4618	Case of the Baby Sitter, The	Tom Neal-A. Jenkins-P. Blake	40	7/26/47	
	Code of the North	R. Hayden-J. Holt			
	Dark Road, The (D)	John Shelton-Ann Doran			a8/30/47
4703	Dragnet (My)A	M. Brian-H. Wilcoxon	71	8/16/47	b7/12/47
4617	Hat Box Mystery, The (My)	T. Neal-A. Jenkins-V. Sale	40	7/12/47	a7/5/47
4701	Hollywood Barn Dance (C-D)F	E. Tubb-L. Talbott-H. Boyce	65	6/21/47	b6/7/47
4702	Killer Dill (C-D)A	S. Erwin-A. Gwynne-F. Albertson	71	8/2/47	b5/17/47
	Law of the Mounties	Russell Hayden-Jennifer Holt			
	Prairie, The	Alan Baxter-Lenore Aubert			

SELZNICK RELEASING ORGANIZATION — CURRENT

	Duel in the Sun *T (WD)A	J. Jones-G. Peck-J. Cotten	135	4/17/47	b1/4/47

COMING

	Intermezzo	I. Bergman-L. Howard			Reissue
	Mr. Blandings Builds His Dream House	C. Grant-M. Loy-M. Douglas			
	Paradine Case, The	G. Peck-A. Todd-C. Laughton			
	Portrait of Jennie	J. Jones-J. Cotten			
	Rupert of Hentzau	Louis Jourdan-Valli			
	Tender is the Night	J. Jones-A. Kjellin			

20TH-FOX — CURRENT 1947-'48

709	Alexander's Ragtime Band	T. Power-A. Faye-D. Ameche	106	Mar.	Re-release
711	Backlash (My)A	R. Davis-J. Rogers-L. Blake	66	Mar.	b3/22/47
706	Boomerang (D)A	Dana Andrews-Jane Wyatt	88	Feb.	b1/25/47
707	Brasher Doubloon, The (My)A	G. Montgomery-Nancy Guild	72	Feb.	b2/8/47
710	Carnival in Costa Rica *T (M)F	D. Haymes-C. Holm-C. Romero	96	April	b3/29/47
715	Ghost and Mrs. Muir, The (D)A	G. Tierney-R. Harrison-G. Sanders	104	May	b5/24/47
713	Homestretch, The *T (D)A	Maureen O'Hara-Cornel Wilde	99	May	b4/26/47
723	I Wonder Who's Kissing Her Now *T (M)F	June Haver-Mark Stevens	104	Aug.	b6/14/47
716	Jewels of Brandenburg (D)A	Richard Travis-Micheline Cheirel	64	May	b4/12/47
725	Kiss of Death (D)A	Victor Mature-Brian Donlevy	98	Sept. '47	b8/16/47
712	Late George Apley, The (D)A	Ronald Colman-Peggy Cummins	98	April	b2/3/47
704	Les Miserables	Fredric March-Chas. Laughton	109	Jan.	Re-release
718	Miracle on 34th St. (C)F	J. Payne-M. O'Hara	96	June	b5/10/47
717	Moss Rose (M-D)A	V. Mature-P. Cummings-E. Barrymore	82	June	b5/24/47
701	Razor's Edge, The (D)A	T. Power-G. Tierney-J. Payne	146	Jan.	b11/23/46
714	San Demetrio, London (D)A	W. Fitzgerald-A. Young-R. Michael	76	April	b4/5/47
703	Shocking Miss Pilgrim *T	Betty Grable-Dick Haymes	85	Jan.	b1/4/47
705	Stanley & Livingstone	Spencer Tracy-Richard Greene	101	Jan.	Re-release
708	Strange Journey (D)F	Paul Kelly-Osa Massen	67	Feb.	b9/14/46
702	13 Rue Madeleine (D)	James Cagney-Annabella	95	Jan.	b12/21/46
719	Western Union	Robert Young-Randolph Scott	95	June	Re-release

COMING

	Captain from Castile *T	T. Power-J. Peters-C. Romero			a7/26/47
722	Crimson Key, The (My)F	Kent Taylor-Doris Dowling	76	July	b7/5/47
	Daisy Kenyon (D)	J. Crawford-D. Andrews-H. Fonda			a8/2/47
	Dangerous Years	William Halop-Ann E. Todd			
	Forever Amber *T	L. Darnell-C. Wilde-G. Sanders			
729	Foxes of Harrow, The	R. Harrison-M. O'Hara-R. Haydn		Oct. '47	
	Gentleman's Agreement (D)	G. Peck-D. McGuire-J. Garfield			a7/26/47
	Give My Regards to Broadway *T	N. Guild-D. Daily-C. Winninger			a5/17/47
	Green Grass of Wyoming *T (C-D)	P. Cummins-R. Arthur-C. Coburn			a7/19/47
727	How Green Was My Valley	W. Pidgeon-M. O'Hara	118	Sept.	Reissue
	Invisible Wall, The	Don Castle-Virginia Christine			
721	Meet Me At Dawn (C-D)F	William Eythe-Hazel Court	99	July	
724	Mother Wore Tights *T (M)F	B. Grable-D. Dailey	106	Sept. '47	b8/23/47
730	Nightmare Alley (D)	T. Power-J. Blondell-Helen Walker		Oct. '47	a8/9/47
	Roses Are Red	Don Castle-Peggy Knudsen			
726	Second Chance (D)A	K. Taylor-Louise Currie-D. Hoey	62	Sept. '47	b7/26/47
	Snake Pit, The	O. deHavilland-L. Genn-M. Stevens			
	Summer Lightning *T	J. Haver-L. McCallister-A. Revere			a5/17/47
728	Swamp Water	W. Brennan-W. Huston	90	Sept.	Reissue
	Tender Years, The	Joe E. Brown-R. Ryan-J. Hutchinson			
720	Thunder in the Valley *T (D)F	P. A. Garner-L. McCallister	103		b6/7/47

Title	Company
Strange Gamble	UA
Strange Journey	20th-Fox
Stranger, The	RKO
Strawberry Roan	Col.
Suddenly It's Spring	Para.
Summer Holiday	MGM
Summer Lightning	20th-Fox
Swamp Water	20th-Fox
Swell Guy	Univ.
Sweet Genevieve	Col.
Swiss Family Robinson	Astor
Swordsman	Col.

T

Take My Life	Brit.
Tap Roots	Univ.
Tarzan and the Huntress	RKO
Tarzan and the Mermaids	RKO
Tawny Pipit, The	UI
Temptation Harbour	Brit.
Tender is the Night	SRO
Tender Years, The	20th-Fox
Tenth Avenue Angel	MGM
Texas	Col.
Texas Trail	SGP
That Hagen Girl	WB
That Hamilton Woman	FC
That's My Gal	Rep.
That's My Man	Rep.
That Way with Women	WB
The Brothers	Brit.
The Kissing Bandit	MGM
The Last Round-Up	Col.
The Man I Love	WB
The Open Secret	EL
The Time, the Place & the Girl	WB
There Goes My Heart	Favorite
They Made Me a Killer	Para.
They Won't Believe Me	RKO
Thieves' Holiday	UA
Things to Come	FC
13 Rue Madeleine	20th-Fox
Thirteenth Hour	Col.
This Happy Breed	Univ.
This Time for Keeps	MGM
Three on a Ticket	EL
Thunderbolt	Mono.
Thunder in the City	Astor
Thunder in the Valley	20th-Fox
Thunder Mountain	RKO
Till the Clouds Roll By	MGM
Time of Your Life	UA
Time Out of Mind	Univ.
T-Men	E-L
Tom Brown's Schooldays	Astor
Too Many Winners	PRC
Topper Returns	Favorite
Topper Takes a Trip	Favorite
To the Ends of the Earth	Col.
To the Victor	WB
Trail Street	RKO
Treasure of the Sierra Madre	WB
Trespasser, The	Rep.
Trouble With Women	Para.
Two Blondes and a Redhead	Col.
Two Guys From Texas	WB
Two Mrs. Carrols	WB
Tycoon	RKO

U

Unconquered	Para.
Undercover Maisie	MGM
Undercurrent	MGM
Under Arizona Skies	RKO
Under the Tonto Rim	RKO
Unexpected Guest	UA
Unfaithful	WB
Unfinished Dance	MGM
Unsuspected, The	WB
Untamed Fury	EL

V

Vacation Days	Mono
Variety Girl	Para.
Vendetta	UA
Verdict	WB
Violence	Mono.
Virtuous	MGM
Voice of the Turtle	WB

W

Wallflower	WB
War Party	RKO
Web, The	Univ.
Web of Danger	Rep.
Welcome Stranger	Para.
Welldigger's Daughter	Misc.
Western Union	20th-Fox
When a Girl's Beautiful	Col.
Where There's Life	Para.
While the Sun Shines	Brit.
Whiplash	WB
Whispering Smith	Para.
White Cradle Inn	Brit.
Who Killed Doc Robin	UA
Wicked Lady	Univ.
Wild Harvest	Para.

Title	Company
Wild West	EL
Winter Meeting	WB
Winter Wonderland	Rep.
Wistful Widow of Wagon Gap	U-I
Wolf Call	Mono.
Woman in White	WB
Woman on the Beach	RKO
Wreck of the Hesperus	Col.
Wyoming	Rep.

Y

Yankee Fakir	Rep.
Yearling, The	MGM
Years Between	Univ.
You Can't Cheat an Honest Man	Univ.
Your Red Wagon	RKO

TITLE CHANGES

"Outlaws of Ghost Town" (Rep.) now
BANDITS OF DARK CANYON

"Legend of Black Bart, The" (U-I) now
BLACK BART

"Stampede" (UA) now
CHISOLM TRAIL

NEW PICTURES STARTED LAST WEEK

COLUMBIA

Blondie's Night Out—Principals: Penny Singleton, Arthur Lake, Larry Simms. Director, Abby Berlin.

EAGLE LION

Westward Trail—Principals: Eddie Dean, Roscoe Ates, Phyllis Blanchard. Director, Ray Taylor.

MONOGRAM

Jiggs & Maggie in Society—Principals: Joe Yule, Renie Riano, Lee Bonnell, Dale Carnegie. Director, Eddie Cline.

Panhandle—Principals: Rod Cameron, Cathy Downs, Anne Gwynne. Director, Lesley Selander.

PARAMOUNT

Long Gray Line—Principals: Alan Ladd, Donna Reed, Audie Murphy. Director, John Farrow.

REPUBLIC

Main Street Kid—Principals: Al Pearce, Janet Martin, Adele Mara. Director, R. G. Springsteen.

SCREEN GUILD

Law of the Mounties—Principals: Russel Hayden, Jennifer Holt. Director, Howard Bretherton.

ADVANCE DATA
On Forthcoming Product

DANGEROUS YEARS (20th-Fox) *Drama. Principals:* William Halop, Ann E. Todd, Jerome Cowan. *Director,* Arthur Pierson. *Plot:* A newcomer to a small town organizes the teen-ager boys into a gang. During a holdup, he kills a man. At his trial, testimony reveals that he spent his childhood in an orphanage. He is visited by a woman who asks his permission to tell the Court that he is really the son of the District Attorney. She dies of a heart attack before she can speeak out in Court and he is sentenced to life imprisonment, although his crime is the responsibility of parents and society.

MEMORY OF LOVE (RKO) *Drama. Principals:* Dana Andrews, Merle Oberon, Ethel Barrymore. *Director,* John Cromwell. *Plot:* A smart society woman loves a poor but proud pianist who is blind. Because her wealth and position are a barrier between them, she pretends to be a poor piano student, blind like him. Inspired by her, he finishes his concerto; financed by her, a successful operation is performed on his eyes. Then he forgets her in his new-found triumphs and she has to forsake her role as his blind sweetheart, to regain his love. He realizes that he has loved the same girl all the time.

UNITED ARTISTS

Prod. No.	CURRENT 1946-'47		Run Time Mins.	Rel. Date	See Issue of
	Adventures of Don Coyote *C (W)F	F. Rafferty-M. Cramer	66	5/9/47	b5/3/47
	Carnegie Hall (D-M)A	M. Hunt-W. Prince-M. O'Driscoll	134	8/8/47	b3/1/47
	Copacabana (M-C)F	C. Miranda-A. Russell-G. Marx	92	5/30/47	b5/24/47
	Dangerous Venture (W)F	A. Clyde-W. Boyd-B. Alexander	59	5/23/47	a2/22/47
	Dishonored Lady (D)A	H. Lamarr-D. O'Keefe-J. Loder	89	5/19/47	b4/26/47
	Fabulous Dorseys, The (M)F	T. Dorsey-J. Dorsey-J. Blair	87	2/21/47	b3/1/47
	Fool's Gold (W)F	William Boyd-Andy Clyde	65	1/31/47	b10/12/46
	Fun on a Weekend (C)A	Priscilla Lane-Eddie Bracken	93	5/15/47	b4/12/47
	Lured (My)A	G. Sanders-L. Ball	102	Sept. '47	b7/19/47
	Macomber Affair, The (D)A	Gregory Peck-Joan Bennett	90	3/21/47	b1/25/47
	New Orleans (D-M)A	A. deCordova-D. Patrick	90	4/16/47	b5/3/47
	Other Love, The (D)A	B. Stanwyck-David Niven	96	7/11/47	b4/5/47
	Private Affairs of Bel Ami, The (D)A	George Sanders-Angela Lansbury	98	3/7/47	b3/1/47
	Ramrod (W-D)A	J. McCrea-V. Lake-D. DeFore	94	5/2/47	b3/1/47
	Red House, The (My)A	Ed. G. Robinson-L. McCallister	98	2/7/47	b2/8/47
	Stork Bites Man (C)A	Jackie Cooper-Gene Roberts	67	6/21/47	b8/16/47
	Unexpected Guest, The (W)F	Wm. Boyd-Andy Clyde	60	3/28/47	b12/14/46

COMING

A Miracle Can Happen	James Stewart-Henry Fonda			
Arch of Triumph (D)	I. Bergman-C. Boyer			a5/3/47
Atlantis	Maria Montez-Jean Pierre Aumont			a4/5/47
Body and Soul (D)A	John Garfield-Lilli Palmer	105	8/22/47	b8/16/47
Chisolm Trail	John Wayne-Walter Brennan			
Christmas Eve	G. Raft-G. Brent-R. Scott-J. Blondell	90		a3/29/47
Comedy Carnival *C (C)F	Rofferty-Olsen-Abel-Grahame	112	8/29/47	b8/30/47
Dead Don't Dream, The (W)	W. Boyd-A. Clyde			
Fanny By Gaslight	James Mason-Phyllis Calvert			
Heaven Only Knows (F-D)A	Robert Cumimngs-Brian Donlevy	96		b8/2/47
Henry the Fifth (D)F *T	L. Olivier-R. Asherson	134		b4/27/46
Here Comes Trouble	William Tracy-Patti Morgan			a8/24/46
Hoppy's Holiday (W)F	W. Boyd-Mary Ware	60	7/18/47	b5/10/47
Intrigue	G. Raft-J. Havoc-D. Seymour			
Mad Wedesday (D)F	H. Lloyd-R. Washburn-J. Conlin	89	Oct. '47	b2/22/47
Marauders, The (W)F	W. Boyd-R. Brooks-A. Clyde	63		b7/19/47
Monsieur Verdoux (C-D)A	Charles Chaplin-Martha Raye	123	Oct. '47	b4/19/47
Sleep, My Love	C. Colbert-R. Cummings-D. Ameche			
Strange Gamble	W. Boyd-A. Clyde-R. Brooks			
Time of Your Life	J. Cagney-Wm. Bendix-J. Cagney			
Vendetta (D)	Hillary Brooke-Faith Domergue			a5/10/47
Without Honor	William Boyd-Andy Clyde			
Who Killed Doc Robin?	E. Janssen-L. Olsen-D. Belding			a5/31/47

UNIVERSAL-INTERNATIONAL

CURRENT

	Black Narcissus *T (D)F	Deborah Kerr-David Farrar	100		b5/3/47
	Brief Encounter (D)A	Celia Johnson-Trevor Howard	86		b5/3/47
620	Brute Force (D)A	B. Lancaster-H. Cronyn-C. Bickford	98	Aug. '47	b6/21/47
612	Buck Privates Come Home (C)F	Bud Abbott-Lou Costello	77	April	b3/15/47
	Captive Heart, The (D)A	Michael Redgrave-Mervyn Johns	87		b4/13/47
2791	Destry Rides Again	M. Dietrich-J. Stewart	94	Mar.	Reissue
613	Egg and I, The (C)F	Claudette Colbert-Fred MacMurray	108		b3/23/47
	Freida (D)A	David Farrar-Mai Zetterling	98	Sept. '47	b6/28/47
619	Great Expectations (D)F	J. Mills-Valerie Hobson	116	July	b12/21/46
	I Know Where I'm Going (D)F	W. Hiller-R. Livesy-P. Brown	91		b1/5/46
607	I'll Be Yours (C-M)F	D. Durbin-T. Drake-W. Bendix	93	Jan.	b1/25/47
2794	I Stole a Million	G. Raft-C. Trevor-D. Foran	78	April	Reissue
616	Ivy (D)A	Joan Fontaine-Paric Knowles	99	June	b6/14/47
2795	Magnificent Obsession	Irene Dunne-Robert Taylor	101	May	Reissue
610	Michigan Kid *C (W)F	John Hall-Rita Johnson	69	Mar.	b2/15/47
1066	Notorious Gentleman, The (D)A	Rex Harrison-Lilli Palmer	106	Nov.	b2/16/46
617	Odd Man Out (D)A	James Mason-Robert Newton	116	June	b2/14/47
2796	One Hundred Men and a Girl	Deanna Durbin-L. Stokowski	84	May	Reissue
622	Singapore (D)A	F. MacMurray-A. Gardner-P. Dorn	84	Sept.	b8/16/47
608	Song of Scheherazade *T (M)F	Y. DeCarlo-B. Donlevy-J. P. Aumont	106	Mar.	b2/1/47
623	Slave Girl *T (C-R)A	Yvonne deCarlo-George Brent	80	Aug.	b7/19/47
621	Something in the Wind (M)A	D. Durbin-J. Dall-D. O'Connor	89	Sept. '47	b7/26/47
609	Smash-Up, The Story of a Woman (D)A	S. Hayward-L. Bowman-E. Albert	102	Mar.	b2/8/47
611	Stairway to Heaven *T (D)A	David Niven-R. Massey	103	Mar.	b11/16/46
606	Swell Guy (D)A	Sonny Tufts-Ann Blyth	86	Jan.	b12/14/46
	This Happy Breed *T (D)A	Robert Newton-Celia Johnson	110		b4/19/47
614	Time Out of Mind (D)A	P. Calvert-R. Hutton-E. Raines	88	May	b3/22/47
2793	You Can't Cheat an Honest Man	W. C. Fields-Edgar Bergen	73	April	Reissue
615	Web, The (M)	V. Prince-E. Raines	87	June	b5/24/47
2792	When the Daltons Rode	R. Scott-K. Francis-B. Donlevy	81	Mar.	Reissue
605	Wicked Lady, The (D)A	M. Lockwood-J. Mason-P. Roc	98	Jan.	b1/12/47

COMING

A Double Life	Ronald Colman-Signo Hasse			
A Lady Surrenders (D)A	Margaret Lockwood-Stewart Granger	113		b10/12/46
Black Bart *T	Y. DeCarlo-D. Duryea			a8/2/47
Exile, The	D. Fairbanks, Jr.-M. Montez-P. Croset			a6/28/47
Imagination (D)	R. Colman-S. Hasso-E. O'Brien			a8/16/47
Letter From an Unknown Woman	Joan Fontaine-Louis Jourdan			
Lost Moment, The	S. Hayward-R. Cummings-J. Loring			
Magic Bow, The (D-M)F	Stewart Granger-Phyllis Calvert	106		b9/28/46
Mortal Coils (D)	C. Boyer-A. Blyth-J. Tandy			a9/6/47
My Heart Goes Crazy *T (M)F	Sid Field-Greta Gynt	120		b9/7/46
Naked City, The (My)	B. Fitzgerald-D. Hart			
Oh Say Can You Sing	Sheila Ryan-Fred Brady			a5/25/46
Pirates of Monterey *T	Maria Montez-Rod Cameron-P. Reed			a5/25/46
Ride the Pink Horse (D)A	R. Montgomery-W. Hendrix	101		b9/13/47
River Lady *T	Y. DeCarlo-D. Duryea			a9/13/47
Secret Beyond the Door (D)	J. Bennett-M. Redgrave-A. Revere			a5/17/47
Senator Was Indiscreet, The (D)	W. Powell-E. Raines			a8/9/47
Tap Roots	Van Heflin-Susan Hayward			
Tawny Pipit, The (D)A	Bernard Miles-Rosamund John	81		b9/6/47
Wistful Widow of Wagon Gap (C)	B. Abbott-L. Costello-M. Main			a7/12/47
Years Between, The (D)A	M. Redgrave-V. Hobson-F. Robson	87		b9/13/47

WARNER BROS.

CURRENT 1946-'47

613	Beast With Five Fingers, The (H)	Robert Alda-Andrea King	88	2/8/47		b12/21/46
622	Cheyenne (W-D)F 2	Dennis Morgan-Jane Wyman	100	6/14/47		b4/26/47
625	Cry Wolf (My)A	Errol Flynn-Barbara Stanwyck	83	7/6/47		b7/5/47
703	Dark Passage (D)A	H. Bogart-L. Bacall-B. Bennett	106	9/27/47		b9/6/47
701	Deep Valley	Dane Clark-Ida Lupino-Wayne Morris	105	9/1/47		a4/5/47
627	Dust Be My Destiny	J. Garfield-A. Hale-P. Lane	88	8/7/47		Reissue
612	Humoresque (D)A	J. Crawford-J. Garfield-O. Levant	126	1/25/47		b12/23/46
620	Love and Learn (C-M)A	J. Carson-R. Hutton-M. Vickers-J. Paige	83	5/3/47		b3/29/47
626	Marked Woman	B. Davis-H. Bogart	96	8/7/47		Reissue
614	Nora Prentiss (D)A	A. Sheridan-K. Smith-R. Alda	113	2/22/47		b2/8/47
624	Possessed (D)A	J. Crawford-Van Heflin-R. Massey	108	7/28/47		b5/31/47
615	Pursued	Teresa Wright-Robert Mitchum	101	3/2/47		
616	The Sea Hawk	Errol Flynn-Claude Rains	109	4/26/47		Reissue
619	The Sea Wolf	E. G. Robinson-I. Lupino-J. Garfield	87	4/25/47		Reissue
617	Stallion Road (D)A	R. Reagan-A. Smith-Z. Scott	97	4/12/47		b3/2/47
616	That Way With Women (C)F	S. Greenstreet-M. Vickers-D. Clark	85	3/29/47		b2/15/47
611	The Man I Love (D)A	Ida Lupino-Robert Alda	97	1/11/47		b12/28/46
621	Two Mrs. Carrolls, The (D)A	H. Bogart-B. Stanwyck-A. Smith	99	5/24/47		b4/5/47
723	Unfaithful, The (D)A	A. Sheridan-Z. Scott-L. Ayers	110	7/5/47		b5/31/47

COMING

	Always Together	J. Reynolds-R. Hutton				
	April Showers	J. Carson-A. Sothern				
704	Bad Men of Missouri	D. Morgan-J. Wyman-W. Morris	71	10/4/47		Reissue
	Christopher Blake	A. Smith-R. Douglas				
705	Each Dawn I Die	J. Cagney-G. Raft	84	10/4/47		Reissue
	Escape Me Never	E. Flynn-I. Lupino-G. Young				a3/8/46
	Ever the Beginning	L. Palmer-S. Wanamaker-A. Tamiroff				
	Johnny Belinda	J. Wyman-L. Ayres-C. Bickford				
702	Life With Father *T (C-D)F	I. Dunne-W. Powell-E. Taylor	118	9/13/47		b8/16/47
	My Wild Irish Rose *T	D. Morgan-A. King-A. Dahl				
	Night Unto Night (D)	Ronald Reagan-Viveca Lindfors				a5/10/47
	Romance in High C *T	Jack Carson-Doris Day-Janis Paige				
	Silver River	E. Flynn-A. Sheridan-T. Mitchell				
	That Hagen Girl	S. Temple-R. Reagan-R. Calhoun				
	To the Victor	Dennis Morgan-Viveca Lindfors				
	Treasure of the Sierra Madre	H. Bogart-W. Huston-T. Holt				
	Two Guys From Texas *T	J. Carson-D. Morgan-D. Malone				
706	Unsuspected, The (D)	C. Rains-J. Caulfield-A. Totter	103	10/11/47		a6/14/47
	Voice of the Turtle, The (C-D)	R. Reagan-E. Parker-E. Arden				a7/5/47
	Wallflower (C-D)	Robert Hutton-Joyce Reynolds				a7/12/47
	Whiplash	D. Clark-A. Smith-S. Z. Sakall				
	Winter Meeting	Bette Davis				
	Woman in White, The	A. Smith-E. Parker-S. Greenstreet				a4/26/47

BRITISH PRODUCT (U. S. Distribution Not Set)

A Man About the House (D)A	Margaret Johnson-Dulcie Gray	97	Lon. Films		b6/28/47
Captain Boycott (D)F	Stewart Granger-Kathleen Ryan	93	Rank		b9/6/47
Courtneys of Curzon St. (D-M)	Anna Neagle-Michael Wilding	120	London		b4/19/47
Dancing With Crime (D)A	Richard Attenborough-Shelia Sim	82	Para.		b6/28/47
Dear Murderer (D)A	E. Portman-G. Gynt-D. Price	94	Rank		b6/7/47
Green Fingers (D)A	Robert Beaty-Carol Raye	85	TBPC		b10/26/46
Holiday Camp (D)A	F. Robson-D. Price-J. Warner	97	Rank		b8/16/47
Hue and Cry (D)F	Alastair Sim-Valerie White	82	Rank		b2/22/47
Hungry Hill (D)A	Margaret Lockwood-Dennis Price	109	Rank		b1/18/47
Jassy *T (D)A	M. Lockwood-P. Roc-D. Price	102	Rank		b8/23/47
Laughing Lady *T (M)F	Anne Zeigler-Webster Booth	90	ABPC		b10/26/46
Loves of Joanna Godden, The (D)A	G. Withers-J. Macallum	85	Rank		b6/21/47
Man Within, The *T (D)A	Michael Redgrave-Jean Kent	85	Rank		b4/12/47
Master of Bankdam (D)	Anne Crawford-Dennis Price	105	Rank		b9/6/47
Nicholas Nickelby (D)F	Cedric Hardwicke-Sally Howes	105	Rank		b3/22/47
October Man (D)A	John Mills-Joan Greenwood	95	Rank		b9/6/47
Root of All Evil (D)A	Phyllis Calvert-Michael Rennie	110	Rank		b2/22/47
School for Secrets (D)F	Ralph Richardson-Pamela Matthews	108	Rank		b11/16/46
Smugglers, The (D)A	Patricia Roc-Will Fyffe-M. Reed	98	Rank		b5/24/47
Take My Life (D)F	Hugh Williams-Greta Gynt	79	Rank		b5/17/47
Temptation Harbour (D)A	Robert Newton-Simone Simon	110	ABPC		b3/29/47
Upturned Glass, The (D)A	J. Mason-Rosamond John	86	Univ. Int.		b6/28/47
While the Sun Shines (C)A	Barbara White-Ronald Howard	89	ABPC		b2/8/47
White Cradle Inn (D)F	M. Carroll-I. Hunter-M. Rennie	83	London		b3/29/47

MISCELLANEOUS

Angel and Sinner (D)A	Micheline Preslie-Louis Salou	86	A.F.E.		b3/1/47
Anything for a Song (M-C)A	F. Tagliavini-C. Campanini	76	Superfilm		b8/9/47
A Yank in Rome (D)F	Valentina Cortese-Leo Dale	97	Film Rights		b3/22/47
Barber of Seville (Opera)	F. Tagliavini-T. Gobbi	110	Excelsior		b4/19/47
Before Him All Rome Trembled (D-M)A	Anna Magnani-Gina Sinimberghi	105	Superfilm		b3/1/47
Broken Love (D)A	B. Gigli-E. Grammatica	92	Ital.		b8/2/47
Bellman, The (D)A	Lucien Coedel-Fernand Ledoux	95	Mage		b4/5/47
Carmen (D)A	Viviane Romance-Jean Marais	101	Superfilm		b12/7/46
Citizen Saint (B)F	J. Prouty-L. MacMartin	65	Elliott		b5/3/47
Clandestine (D)A	Constant Remy-Suzy Carrier	89	W. Hem.		b1/18/47
Colonel Chabert (D)A	Raimu-M. Bell	93	Siritzky		b6/21/47
Devil's Envoys, The (F)A	Arletty-Jules Berry-Marie Dea	120	Superfilm		b9/6/47
Francis the First (C)A	Ferandel-Mona Boya	90	Vog Films		b1/25/47
Genius & the Nightingale, The (D)F	M. Cebotari-R. Brazzi	100	Superfilm		b8/2/47
Girl and the Devil, The (D)A	Gunn Wallgren-Strig Jarrell	87	Scandia		b5/7/47
Great Dawn, The (D-M)A	Pierino Gamba-Renee Faure	83	Superfilm		b8/9/47
Green Cockatoo, The (G)A	J. Mills-R. Ray-R. Newton	65	Devonshire		b8/2/47
Ivan the Terrible (D)A	N. Cherkassov-L. Tselikovskaya	96	Artkino		b3/15/47
King's Jester, The (D-M)A	M. Simon-R. Brazzi	94	Superfilm		b6/21/47
Laugh, Pagliacci (D-M)F	Alida Valli-Beniamino Gigli	82	Continental		b5/10/47
Miracle of Monte Cassino (R-B)F	Fosco Giachetti-Nino Pavese	90	Simpex		b5/31/47
Murderer Lives at 21, The (My)A	P. Fresnay-S. Delair-J. Tissier	83	Mage		b8/30/47
On Parade	G. Davis-F. Blanchard-T. Harmon				
Queen for a Night (O)A	Gurlie Lemon Bernhard-G. Bjoerling	89	Saga Films		b1/4/47
Queen's Necklace, The (D)A	Viviane Romance-Marion Dorian	105	Siritzky		b5/10/47
Roosevelt Story, The (Doc)F	Documentary	80	Tola		b7/5/47
St. Francis of Assisi (D)F	Jos Luis Jimenez-Alicia DePhillips	119	Simpex		b4/5/47
School for Danger (Doc)F	Capt. H. Ree-J. Nearne	60	Eng. Films		b2/22/47
Sepia Cinderella (C-M)A	B. Daniels-S. Guyse-Tondaleyo	58	Herald		b7/26/47
Shoe-Shine (D)A	R. Smordoni-F. Interlenghi	93	Lopert		b8/30/47
Shop Girls of Paris (D)A	M. Simon-A. Prejean	90	Mage		b6/21/47
Swing, Cowboy, Swing (W-M)F	C. Shrun-D. Weston-A. Lee	57	Westernair		b9/7/46
They Made Me a Fugitive (D)A	Sally Gray-Trevor Howard		Alliance		b7/12/47
Thunder in the Hills (D)A	J. Prucha-J. Kacer-V. Nasova	78	Gen. Film		b5/10/47
Torment (D)A	Alf Kjellin-Mai Jetterling	95	Oxford		b4/19/47
Two Anonymous Letters (D)A	C. Calamai-A. Checchi	83	Film Rights		b5/3/47
Vow, The (D)A	M. Gelovani	103	Artkino		b6/21/47
Welldigger's Daughter, The (C)A	Raimu-Fernandel	122	Siritzky		b10/5/46

ADVANCE DATA

(Continued from Preceding Page)

TAP ROOTS (U-I) *Drama. Principals:* Van Heflin, Susan Hayward, Boris Karloff. *Director,* George Marshall. *Plot:* This is the story of opposing forces in Mississippi just prior to the Civil War. One family, hating slavery, declare that they will fight the State if Mississippi secedes from the Union. They are aided by a newspaperman who loves the daughter of the rebels although she is engaged to a Captain of the Confederacy. In the final showdown, the survivors are determined to build again.

THE BLACK ARROW (Col.) *Drama. Principals:* Louis Hayward, Janet Blair. *Director,* Gordon Douglas. *Plot:* The War of the Roses ends in victory for the House of York and persecution of the defeated forces of the House of Lancaster. A young Yorkist returns from the war to find his uncle in charge of their castle, and his father slain by their neighbor, a Lancastrian. He feels there is more to his father's murder than meets the eye, and sets out to uncover the conspiracy, winning his lady love as well.

NATIONAL REVIEWING COMMITTEES' CLASSIFICATIONS

IVY (U-I)
MATURE—National Board of Review.
CLASS A—SEC. II—National Legion of Decency.
ADULT—General Federation of Women's Clubs.

KISS OF DEATH (20th-Fox)
MATURE—National Board of Review.
CLASS A—SEC. II—National Legion of Decency.

SOMETHING IN THE WIND (U-I)
FAMILY—National Board of Review.
CLASS A—SEC. II—National Legion of Decency.
MATURE FAMILY—General Federation of Women's Clubs.

The authorities quoted in this column are as follows:

GENERAL FEDERATION OF WOMEN'S CLUBS. The motion picture committee is headed by Mrs. Arretus F. Burt, chairman, of St. Louis. Two reviewing committees are maintained—Mrs. Mary Lilly, New York, Eastern Committee chairman; Mrs. John Sterns Thayer, Los Angeles, Western Committee chairman. Designations used; FAMILY—8 years and up; MATURE FAMILY—14 years and up; ADULTS—Senior High School Students and Adults; **—indicates picture is rated as "Exceptional."

NATIONAL BOARD OF REVIEW: Founded in 1909 "to represent the interest of the motion picture public." The reviewing committee consists of some 300 men and women of all ages, "representing a cross-section of public taste." Designations used: FAMILY—14 years of age and up (recommendations for age groups under 14 are by Schools M. P. Committee of the National Board); MATURE—18 years old up; *—indicates picture "especially worth seeing."

NATIONAL LEGION OF DECENCY: Committee of International Federation of Catholic Alumnae reviews pictures and publishes its classifications for guidance of members of the Legion—composed of those members of the Catholic Church who join the Legion. Designations used: Class A—Section I—Unobjectionable for General Patronage; Class A—Section II—Unobjectionable for Adults; Class B—Objectionable in Part; Class C—Condemned.

SHORT Booking GUIDE

Short subjects are listed by series under headings of companies distributing them. Numerals in parenthesis following series title indicate number of releases in that group announced for, or sold for, the season. Numerals at left of titles is production or release number. Films reviewed are indicated by reviewers' ratings following titles. Third column gives running time of the subject and final column refers to date on which review of the subject was published.

1946-1947 RELEASES

COLUMBIA

ALL-STAR COMEDIES (10)

8431	Society Mugs	Fair	16	12/28/46
8432	So's Your Antenna	Juvenile	17	11/18/46
8433	Slappily Married	Nonsense	16½	12/ 7/46
8434	Moron Than Off	Fair	18	2/ 8/47
8435	Andy Plays Hookey	Fair	18	3/15/47
8436	Meet Mr. Mischief	Good	17½	5/10/47
8437	Scooper Dooper	Funny	18	5/10/47
8438	The Good Bad Egg		17	
8439	Bride and Gloom		16	
8440	Two Jills and a Jack		18	

ASSORTED 2-REEL COMEDIES (7)

8421	Pardon My Terror		16½	
8422	Honeymoon Blues	Dull	17	11/16/46
8423	Reno-vated		17	
8424	Hot Heir	Funny	18	4/ 5/47
8425	Cupid Goes Nuts			
8426	Nervous Shakedown		15½	
8427	Training for Trouble	Fair	15½	

THREE STOOGES COMEDIES (7)

8401	G. I. Wanna Home		15½	
8402	Rhythm and Weep	Fair	17½	11/ 2/46
8403	Three Little Pirates	Funny	18	3/15/47
8404	Half-Wit's Holiday	Funny	17½	3/29/47
8405	Fright Night	Funny	17	5/10/47
8406	Out West	Funny	17½	5/10/47
8407	Hold That Lion	Hilarious	16½	

COLOR RHAPSODIES—Technicolor (5)

8501	Loco Lobo	Cute	6	12/ 6/46
8502	Cockatoos for Two		6	
8503	Big House Blues		7	
8504	Mother Huba-Huba-Hubbard		6	
			6	
8505	Up'n Atom	Hilarious	6	

COLOR PHANTASIES (5)

8701	Fowl Brawl	Funny	6	4/ 5/47
8702	The Uncultured Vulture	Funny	5½	5/10/47
8703	Wacky Quacky	Good	6	8/ 2/47
8704	Leave Us Chase It		6½	
8705	Tooth or Consequences	Funny	6½	

COMMUNITY SINGS (10)

8651	No. 1 (Leibert) The Gypsy		9½	
8652	No. 2 (Bakers) It's a Pity to Say Goodnight	Entertaining	10	11/ 2/46
8653	No. 3 (Leibert) Surrender	Good	9½	11/16/46
8654	No. 4 (Baker) Pretending		9½	
8655	No. 5 (Liebert) Rumors Are Flying	Singable	10	3/15/47
8656	No. 6 (Baker) Ole Buttermilk Sky	Good	10	5/10/47
8657	No. 7 (Leibert) The Coffee Song & Open the Door Richard	Good	9½	5/10/47
8658	No. 8 (Baker) I'll Close My Eyes		10½	
8659	No. 9 (Leibert) For Sentimental Reasons		10½	
8660	No. 10 Managua, Nicaragua	Good	10	

THRILLS OF MUSIC (8)

8951	Jerry Wald & Orch.		10	
8952	Machinto & Orch.	Good	10½	11/16/46
8953	Les Elgart & Orch.	Fair	10	1/25/47
8954	Ray McKinley & Orch.		9½	
8955	Shorty Sherock & Orch.	Good	8½	5/ 3/47
8956	Buddy Morrow & Orch.		9½	
8957	George Towne & Orch.		10	
8958	Ray Anthony & Orch.		10½	

SCREEN SNAPSHOTS (12)

8851	No. 1 (Radio Characters)		10	
8852	No. 2 (Looking Down on Hollywood	Good	10	11/16/46
8853	No. 3 (Rodeo)	Very Good	10	2/ 8/47
8854	No. 4 (Skoisky Party)		9½	
8855	No. 5 (Movie Columnists)	Interesting	9	3/15/47
8856	No. 6 (Behind the Mike)	Fair	9	3/29/47
8857	No. 7 (Holiday in Las Vegas)		10	
8858	No. 8 My Pal Ringeye (Smiley Burnette)		10	
8859	Famous Hollywood Mothers		10	
8860	So This Is 'Ollywood		9	

SPORTS REELS (12)

8801	Army Football Champions	Excellent	11	11/ 2/46
8802	Ten Pin Magic	Fair	10	11/16/46
8803	Hi-Li	Interesting	9½	12/28/46
8804	Best in Show (Dogs)		9	
8805	Polo	Interesting	9	5/10/47
8806	Cue Tricks		9	
8807	Tennis Wizards		9	
8808	Goofy Golf	Good	9	8/23/47
8809	Grappling Groaners		9	
8810	Volley-Oop	Interesting	8	

SERIALS

8120	Son of the Guardsmen	15 Chaps.	26	10/26/46
8140	Jack Armstrong	15 Chap.	20-25	3/ 1/47
8160	The Vigilante	Exploitable	20-25	7/10/47

METRO-GOLDWYN-MAYER

MGM TECHNICOLOR CARTOONS (16)

W-831	Henpecked Hoboes		7	
W-834	Hound Hunters		7	
W-836	Red Hot Rangers		8	5/31/47
W-839	Uncle Tom's Cabana	Fantastic	8	

TOM & JERRY (Technicolor) CARTOONS

W-832	Cat Fishin'		8	
W-833	Part Time Pal		8	
W-835	Cat Concerto	Excellent	7	5/10/47
W-837	Dr. Jekyll & Mr. Mouse		7	
W-838	Salt Water Tabby	Hilarious	7	
W-840	Mouse in the House	Wonderful	8	

PETE SMITH SPECIALTIES (10)

S-851	Football Thrills of 1945		10	
S-852	Sure Cures	Excellent	10	10/ 5/46
S-853	I Love My Husband But		9	
S-854	Playing By Ear		10	
S-855	Athletiquiz		9	
S-856	Diamond Demon	Amazing	10	3/ 1/46
S-857	Early Sports Quiz		9	
S-858	I Love My Wife But		9	
S-859	Neighbor Pests		9	
S-860	Pet Peeves		9	

TWO REEL SPECIALS (4)

A-801	Luckiest Guy in the World		21	

PASSING PARADE (6)

K-871	A Really Important Person		10	
K-872	Tennis in Rhythm		10	
K-873	Amazing Mr. Nordill	Interesting	10	

TRAVELTALKS

T-811	Glimpses of California		9	
T-812	Calling on Costa Rica		10	
T-813	Around the World in California		9	5/17/47
T-814	On the Shores of Nova Scotia		8	
T-815	Glimpses of New Scotland		9	

MGM SPECIALS

A-802	Give Us The Earth		21	

PARAMOUNT

NOVELTOONS—Technicolor (65)

P6-1	Spree for All	Goood Start	7	10/26/46
P6-2	The Stupidstitious Cat	Funny	7	5/10/47
P6-3	The Enchanted Square	Very Good	10	5/10/47
P6-4	Madhattan Island	Excellet	9	
P6-5	Much Ado About Mutton	Good	8	
P6-6	The Wee Men	Wonderful	10	
P6-7	The Mild West		7	
P6-8	Naughty But Mice		7	

PACEMAKERS (6)

K6-1	Brooklyn I Love You	Superb	10	10/26/46
K6-2	Love in Tune	Different	9½	11/16/46
K6-3	Radio, Take It Away	Swell Satire	11	3/ 1/47
K6-4	Try and Catch Me		9	
K6-5	Brains Can Be Beautiful	Interesting	10	7/ 9/47
K6-6	Everybody Talks About It		10	

POPULAR SCIENCE—Magnacolor (6)

J6-1	No. 1	Average	11	11/16/46
J6-2	The Sponge Divers	Fair	11	1/25/46
J6-3	Air-Borne Pastures	Good	11	2/ 8/47
J6-4	Marine Miracles	Fascinating	10	5/ 3/47
J6-5	Moon Rockets	Excellent	10	7/ 9/47
J6-6	20th Century Vikings	Interesting	11	

SPORTLIGHTS (10)

R6-1	Race Horses Are Born	Good	9	10/26/46
R6-2	Dive-Hi Champs	Good	10	11/16/46
R6-3	Queens of the Court	Very Good	10	1/25/46
R6-4	Like Father-Like Son	Interesting	10	1/25/46
R6-5	Jumping Jacks	Excellent	9½	3/15/47
R6-6	Selling the Sun	Excellent	10	2/ 8/47
R6-7	Under White Sails		9	
R6-8	Iced Lightning	Good	10	5/10/47
R6-9	Making the Varsity	Interesting	10	7/26/47
R6-10	Diamond Gals	Excellent	10	

UNUSUAL OCCUPATIONS—Magnacolor (6)

L6-1	No. 1	Average	10	11/16/46
L6-2	Swedish Glass Makers	Interesting	10	2/ 5/47
L6-3	I. Hobbies		11	
L6-4	Stunt Girl	Good	11	7/19/47
L6-5	Arctic Artisan	Interesting	11	
L6-6	Film Tot Fairyland		11	

SPEAKING OF ANIMALS (6)

Y6-1	Stork Crazy	Very Good	10	1/25/47
Y6-2	Pooch Parade	Good	10	1/25/47
Y6-3	Country Life		8	
Y6-4	They're Not So Dumb		8	
Y6-5	In Love	Very Funny	10	7/26/47
Y6-6	As Our Friends	Hilarious	10	

MUSICAL PARADES (6)

FF6-1	Sweet and Low		19	
FF6-2	Champagne for Two	Good	20	7/ 9/47
FF6-3	Smooth Sailing	Good	20	
FF6-4	Paris in the Spring		19	
FF6-5	Midnight Serenade			
FF6-6	Jinge, Jangle, Jingle			

GEORGE PAL PUPPETOONS—Technicolor (6)

U6-1	Wilbur the Lion	Excellent	10	5/ 8/47
U6-2	Tuby the Tuba		10	
U6-3	Date With Duke		8	
U6-4	Rhapsody in Wood		9	

POPEYE (6)

E6-1	Abusement Park		7	
E6-2	I'll Be Ski-ing Ya	Funny	8	8/30/47
E6-3	Popeye and the Pirates		8	
E6-4	Royal Four Flusher		6	
E6-5	Wotta Knight		7	
E6-6	Safari So Good		7	

TWO REEL SPECIAL

37	Two Decades of History		22½	

LITTLE LULU

D6-1	Loose in the Caboose	Funny	8	5/10/47
D6-2	Cad and Caddy	Amusing	8	
D6-3	A Bout With a Trout		8	
D6-4	Super Lulu		7	
D6-5	The Baby Sitter		7	

RKO RADIO

EDGAR KENNEDY (6)

73401	I'll Build It Myself	Hilarious	16	10/26/46
73402	Do Or Diet	Good	18	8/15/46
73403	Social Terrors		18	
73404	Heading for Trouble	Funny	18	
73405	Host to a Ghost	Very Funny	17	

FLICKER FLASHBACKS (8)

74201	No. 1	Excellent	8	10/25/46
74202	No. 2	Good	9	11/15/46
74203	No. 3		8	
74204	No. 4		10	
74205	No. 5	Good	8	5/10/47
74206	No. 6		9	
74207	No. 7		9	

RAY WHITLEY MUSICALS (4)

73501	Bar Buckaroo		18	
73502	Cupid Rides the Range		18	
73503	Bandits and Ballads		17	
73504	A Buckaroo Broadcast		18	

SPORTSCOPES (13)

74301	Skating Lady	Smooth	8	10/26/46
74302	Hail Notre Dame		8	
74303	Bowling Fever	Fair	8	12/26/46
74304	Kentucky Basketeers	Excellent	8	1/25/46
74305	College Climbers		8	
74306	Ski Champion		8	
74307	Ice Skippers		8	
74308	Wild Turkey	Excellent	8	3/15/47
74309	Racing Sleuth	Good	8	8/23/47
74310	Summer Tale		8	
74311	Ski Belles	Excellent	8	
74312	Chasing Rainbows	Good	8	

THIS IS AMERICA (13)

73101	Beauty for Sale	Interesting	17	12/ 7/46
73102	Germany Today	Informative	16	1/25/46
73103	A Nation Is Born		20	
73104	Campus Boom	Timely	18	3/15/46
73105	San Francisco—Pacific Gateway	Excellent	16	3/22/47
73106	Forgotten Island		18	
73107	Big Party		18	
73108	I Am An Alcoholic		17	
73109	Passport to Nowhere	Stirring	19	7/12/47
73110	Whistle in the Night	Entertaining	18	8/ 2/47

MUSICAL FEATURETTES (4)

73201	Melody Time	Very Good	18	1/25/47
73202	Follow That Music		18	
73203	Let's Make Rhythm		20	

SPECIAL

73901	Football Highlights of 1946		20	

LEON ERROL

73701	Borrowed Blonde	Fair	15	3/28/47
73702	Wife Tames Wolf	Fair	17	5/10/47
73703	In Room 303		17	
73704	Hired Husband		19	
73705	Blondes Away	Funny	17	

WALT DISNEY

64116	Rescue Dog	Hilarious	7	5/19/47
64117	Straight Shooters	Funny	5	8/ 2/47
64118	Sleepy Time Donald		7	
74101	Figaro and Frankie		7	
74102	Clown of the Jungle		6	
74103	Donald's Dilemma	Very Funny	7	7/10/47

20th CENTURY-FOX

MOVIETONE ADVENTURES (12)

7201 Fantasy of Siam.....Excellent ..... 8 .. 2/ 8/47
7202 Royalty of the Range....Interesting .... 8 .. 3/28/47
7203 Harvest of the Sea.....Interesting .... 8 .. 3/28/47
(Color)
7251 Sons of Courage..... 8 .....
7252 Jamaica .....Excellent ..... 8 ..10/26/46
7253 Historic Capetown .....Excellent ..... 8 .. 9/21/46
7254 Girls and Gags..... 8 .....
7255 The Cape of Good Hope.Interesting .... 8 .. 5/10/47
7256 Zululand .....Interesting .... 8 .. 3/29/47
7257 Gardens of the Sea.....
7258 Romance of the Fjords.....
7259 Sweden .....

SPORTS REVIEWS—Technicolor (6)

7301 Football Fanfare .....Good ..... 8 .. 3/14/46
7302 Style of the Stars.....Good ..... 10 .. 3/29/47
7303 Tanbark Champion .....
(Technicolor)
7351 Winter Holiday .....Good ..... 8 .. 9/21/46
7352 Summer Trails .....Beautiful ..... 8 .. 1/25/46
7353 Playtime Journey ..... 8 .....

TERRYTOONS—Technicolor (20)

7501 Winning the West.....Good ..... 7 .. 9/14/46
7502 The Tortoise Wins Again.Good ..... 7 .. 8/17/46
7503 The Electronic Mouse Trap .....Very Good .... 7 .. 2/ 8/47
7504 The Jail Break.....Fine ..... 7 ..10/ 5/46
7505 The Snow Man..... 7 .....
7506 The Housing Problem...Funny ..... 7 .. 9/21/46
7507 The Crackpot King.....Wonderful ..... 7 .. 1/25/46
7508 The Uninvited Pests..... 7 .....
7509 Mighty Mouse and the Very Good .... 7 .. 1/25/47
Hop Cat .....
7510 Beanstalk Jack ..... 7 .....
7511 Crying Wolf ..... 7 .....
7512 McDougal's Rest Farm..Very Funny ... 7 .. 3/28/47
7513 The Dead End Cats.....Funny ..... 7 .. 8/30/47
7514 Happy Go Lucky.....Funny ..... 7 .. 8/30/47
7515 Mexican Baseball ..... 7 .....
7516 Aladdin's Lamp ..... 7 .....
7517 Cat Trouble ..... 7 .....
7518 Sky Is Falling..... 7 .....
7519 The Intruder ..... 7 .....
7520 Mighty Mouse Meets Deadeye Dick ..... 7 .....

MARCH OF TIME (13)

1 Is Everybody Happy..... 18 .....
2 World Food Problem....Excellent ..... 17 ..10/ 5/44
3 The Soviet's Neighbor...Revealing ..... 18 ..11/ 2/46
4 The American Cop.....Good ..... 18 ..12/ 8/46
5 Nobody's Children .....Excellent ..... 17 ..12/28/46
6 Germany—Handle With Care .....Excellent ..... 19 .. 2/ 8/47
7 Fashion Means Business.Excellent ..... 17½.. 3/ 1/47
8 The Teachers' Crisis.....
9 Storm Over Britain.....
10 The Russians Nobody Knows .....
11 Your Doctors—1947 ..... 19 .....
12 New Trains for Old?....Good ..... 18½.. 7/12/47
13 Turkey's 100 Million....Informative .... 18 .. 8/16/47

DRIBBLE PUSS PARADE

7901 Monkey-Tone News.....Amusing ..... 8 .. 2/ 8/47
7951 Fisherman's Nightmore..Entertaining ....8 .. 3/15/47

UNITED ARTISTS

DAFFY DITTIES

Choo Choo Amigo.....Excellent ..... 8 .. 8/ 7/46
The Lady Said No..... 8 .....
Pepito's Serenade ..... 7½.....

MUSICOLORS (7)

Tescata and Fugue.....Intriguing .... 10 ..10/28/46
Engulfed Cathedral ..... 10 .....
Moonlight ..... 10 .....

WORLD TODAY

Wonder Eye .....Interesting .... 10 .. 7/12/47

UNIVERSAL

NAME BAND MUSICALS (13)

2301 Frontier Frolic .....Good ..... 15 ..12/28/46
2302 Champagne Music .....Good ..... 15 .. 1/25/47
2303 Tumbleweed Tempos ....Very Good .... 15 ..12/28/47
2304 Moonlight Melodies ....Excellent ..... 15 ..12/28/46
2305 Tex Beneke & the Glenn Miller Orch. ..... 15 .....
2306 Melody Maestro ..... 15 .....
2307 Tommy Tucker Orch..... 15 .....
2308 Charlie Barnet Orch..... 15 .....
2309 Charlie Spivac Orch..... 15 .. 7/26/47
2310 Jitterumba ..... 15 .....
2311 Record Party .....Good ..... 15 .....
2312 Tony Pastor & Orch.....

SING AND BE HAPPY (8)

2381 A Bit of Blarney.....Good ..... 11 ..10/12/46
2382 The Singing Barbers..... 10 .....
2383 Let's Sing a College Song..... 10 .....
2384 Let's Sing a Western Song..... 10 .....
2385 Let's Go Latin.....Amusing ..... 10 .....
2386 Kernels of Korn.....
2387 Manhattan Memories .....

TECHNICOLOR CARTUNES (13)

2321 Fair Weather Fiends....Funny ..... 7 ..12/28/46
2322 The Wacky Weed.....Good ..... 7 ..12/28/46
2323 Musical Moments ..... 7 .....
2324 Smoked Hams ..... 7 .....
2325 Coo-Coo Bird ..... 7 .....
2326 Overtime to William Tell.Good ..... 7 .. 5/10/47
2327 Well Oiled .....Funny ..... 7 .....

THE ANSWER MAN (8)

2391 No. 1 .....Interesting .... 10 ..10/26/46
2392 Nature's Atom Bomb....Interesting .... 10 ..12/28/46
2393 The Jungle Gangster....Good ..... 9 .. 5/10/47
2394 Red Fury .....Interesting .... 8 .. 5/10/47
2395 Storm Warning .....Entertaining .. 10 .....
2396 Here's Your Answer....Good ..... 10 .....
2397 Lights of Broadway.....Pleasing ..... 10 .....
2398 Hoop Skirt, Bustle & Skin.....

VARIETY VIEWS (8)

2341 Bear Facts ..... 9 .....
2342 Pelican Pranks .....
2343 Wild West Chimp.....Funny ..... 9 .. 5/10/47
2344 Rhumba Holiday .....Good ..... 9 .. 5/10/47
2345 Patio Museum .....Interesting .... 9 .....
2346 Bronco Babes .....Good ..... 9 .....
2347 Brooklyn, U.S.A. .....Excellent ..... 10 .....
2348 Play and Plenty.....Informative .... 9 .....

JUVENILE JURY SERIES (8)

2361 Juvenile Jury No. 1..... 10 .....
2362 Juvenile Jury No. 2....Poor ..... 10 .. 5/10/47
2363 Juvenile Jury No. 3....Poor ..... 11 .....
2364 Juvenile Jury No. 4....Poor ..... 11 .....

SERIALS (1)

2581 Mysterious Mr. M.....(13 episodes) .....

SPECIALS
(2 reels each)

Harnessed Lightning .....
Fight of the Wild Stallions .....

VITAPHONE-WARNER BROS.

BLUE RIBBON CARTOONS—Technicolor (18)

3301 Fox Pop ..... 7 .....
3302 Wacky Worm ..... 7 .....
3303 You're an Education..... 7 .....
3304 Have You Got Any Castles ..... 7 .....
3305 Pigs is Pigs..... 7 .....
3306 Cat's Tale .....Funny ..... 7 .. 8/16/47
3307 Goofy Groceries ..... 7 .....
3308 Doggone Modern ..... 7 .....
3309 Sneezing Weasel ..... 7 .....
3310 Rhapsody in Rivets ..... 7 .....
3311 Sniffles Bells the Cat..... 7 .....
3312 Gagey Canary ..... 7 .....

FEATURETTES (6)

3102 Minstrel Days ..... 20 .....
3103 Alice in Movieland..... 20 .....
3104 Dog in the Orchard..... 20 .....
3105 Keystone Hotel ..... 18 .....
3106 Remember When ..... 20 .....

MELODIES MASTERS (6)

3601 Desi Arnaz & Orch..... 18 .....
3602 Melody of Youth.....Very Good .... 10 .. 3/ 1/47
3603 Big Time Review.....Fair ..... 10 .. 3/29/47
3604 Stan Kenton & Orch.....Fair ..... 10 .. 4/ 5/47
3605 Vaudeville Revue .....Fair ..... 10 .. 8/16/47
3606 Zero Girl .....Good ..... 10 .....

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2701 Kitty Kornered .....All Right ..... 7 .. 7/28/46
2702 Hollywood Daffy .....Very Good .... 7 .. 8/ 3/46
2703 Eager Beaver .....Very Good .... 7 .. 8/14/46
2704 Great Piggy Bank Robbery .....Good ..... 7 .. 9/14/46
2705 Bacall to Arms.....Novel ..... 7 .. 9/14/46
2706 Of Thee I Sting.....Very Good .... 7 .. 9/ 7/46
2707 Walky Talky Hawky....Excellent ..... 7 .. 9/ 7/46
2708 Fair and Wormer.....Fast ..... 7 ..10/12/46
2709 Mousemerized Cat .....Fair ..... 7 ..11/18/46
2710 Mouse Menace .....Good ..... 7 ..12/28/46
2711 Roughly Squeaking ..... 7 .....
2712 One Meat Brawl.....Funny ..... 7 .. 5/ 3/47
2713 Goofy Gophers .....Very Funny ... 7 .. 5/10/47
2714 Gay Antics .....Good ..... 7 .. 5/10/47
2715 Scent-imental Over You..Amusing ..... 7 .. 8/16/47
2716 Birth of a Notion.....Amusing ..... 7 .. 8/ 2/47
2717 Tweetie Pie ..... 7 .....
2719 Hobo Bobo ..... 7 .....
2720 Along Came Daffy.....Very Funny ... 7 .....

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2721 Hair Raising Hare..... 7 .....
2722 Acrobatty Bunny ..... 7 .....
2723 Rackateer Rabbit ..... 7 .....
2724 Big Snooze ..... 7 .....
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3719 Easter Yeggs ..... 7 .....

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3502 Lazy Hunter .....Good ..... 10 ..11/16/46
3503 Battle of Champs.....Excellent ..... 10 .. 5/ 3/47
3504 American Sports Album..Interesting .... 10 .. 4/ 5/47
3505 Let's Go Swimming.....Good ..... 10 .. 3/ 1/47
3506 Arrow Magic .....Good ..... 10 .. 8/23/47
3507 Harness Racing ..... 10 .....
3508 Flying Sportsman in Jamaica ..... 10 .....
3509 A Day at Hollywood Park .....Excellent ..... 10 .....
3510 Tennis Town .....Good ..... 10 .....
3511 Sportsman's Playground..Good ..... 10 .....
3512 Carnival of Sports.....Informative .... 10 .....
3513 Fishing the Florida Keys..... 10 .....

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3802 Rubber River .....Fair ..... 10 ..12/28/46
3803 Kingdom of the Wild..... 10 .....
3804 Circus Horse .....Fair ..... 10 .....
3805 Glamour Town .....Interesting .... 7 .....
3806 Branding Irons .....Good ..... 10 .....

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3002 The Last Bomb.....Tremendous ... 20 ../9/21/46
3003 A Boy and His Dog..... 20 .....
3004 Saddle Up ..... 16 .....
3005 Song of a Nation..... 20 .....
3006 Hollywood Wonderland...Good ..... 20 .....
3007 Romance and Dance.....Fine ..... 20 .....

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3402 So You Want to Play the Horses .....Funny ..... 10 ..11/2/46
3403 So You Think You're a Nervous Wreck .....Fair ..... 10 .. 3/29/47
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3706 Little Orphan Airdale..... 7 .....
3707 Doggone Cats ..... 7 .....

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(*Continued from Page* 23)

whose members will get the product earmarked for it and not a new corporation. Present holdup of the scheme is not so much the Dalton Duty as the fact that adequate representation cannot be gotten in the rich London suburbs, where the present three-way split meets most requirements.

* * *

Despite the Treasury's refusal to allow the expenditure of dollars on monopack Technicolor for the Fiji exteriors, "Blue Lagoon" will be made this Fall. It will be shot in the costly three color system which can be processed in England.

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SHOWMEN'S TRADE REVIEW

THE SERVICE PAPER OF THE MOTION PICTURE INDUSTRY

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Vol. 47 No. 13

SEPTEMBER 27, 1947

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CHARLES E. 'CHICK' LEWIS
Editor and Publisher



Ted Gamble (See Page 5)

EXHIBITORS FORM THEATRE OWNERS OF AMERICA; ACT ON TRADE PRACTICES

(See Page 5)

WHETHER THE WOMEN GO FOR THE OLD LENGTH OR THE NEW LENGTH—



THEY'LL ALL GO FOR



GREER GARSON

in M-G-M's

"DESIRE ME"

A new Garson picture is always top news for the fans! They'll adore their beloved star in a daringly different love story as wild as the men who fought for her.





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Desired by RICHARD HART

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Screen Play by Marguerite Roberts and Zoë Akins • Adaptation by Casey Robinson
From a Novel by Leonhard Frank

PRODUCED BY

ARTHUR HORNBLOW, Jr.

A Metro-Goldwyn-Mayer Picture

THE EDITORIAL PAGE

A Good Start

Few will dispute the statement that the new Theatre Owners of America organization, has started off on the right course.

Not only was the representation at the convention numerous and representative, but there was evident determination to create a strong and unified national unit in this forging of two exhibitor bodies into one.

No better choice for president could be found than Ted Gamble. He resisted the call to serve in the post until the last (and none can blame him for wishing to be free to give undivided attention to his growing theatre company). But when he finally was persuaded to accept, the TOA was assured of fighting, progressive and intelligent leadership.

The adoption of the committee reports was entirely without play acting, and there was abundant evidence that these were purposeful men determined to set up a solid, functioning organization through which exhibitors may advance their causes and defend their rights.

The future—the immediate future—will indicate just how effective the TOA will be as a representative organization of, by and for exhibitors.

We wish the organization and all its officers and members well.

▲ ▲ ▲

You're the Boss

At the Washington convention last week we listened to all the arguments and discussions about the advanced-admission selling policy. To hear some of the comment —on the convention floor as well as in the corridors and at unofficial talk fests—one would think that the exhibitors were forced to buy such pictures.

Actually, the exhibitor is the boss of his own establishment and he can buy or reject any deal offered by the distributors.

Such being the case, we can only say to those exhibitors who are dead set against the advanced-admission deal: don't buy them . . . period.

Either the picture is worth buying or it is not. If from the standpoint of an individual theatre, the advanced-admission deal is not profitable or detrimental in any way, then the exhibitor certainly should pass it up.

As we view it, if there are to be many of the pictures not deserving of the increased admission offered by the distributors on a mandatory increase basis, and few exhibitors buy them, the whole idea will collapse of its own weight, just as it did on occasions in the past when there was an excessive use of the policy by distributors.

A Better Formula

There may be a solution to the advanced admission policy.

Instead of a general admission price for all theatres, the increase could be based upon either a percentage over regular scales or a set amount of increase above the regular admission.

For example: if Theatre A charges eighty cents at night for their regular scale, and Theatre B charges fifty cents, then if the plan is, say, a fifty per cent increase in scales, Theatre A would charge $1.20 while Theatre B charged 75 cents.

On the flat increase of say, fifty cents, Theatre A would charge $1.30 while Theatre B charged one dollar.

We don't offer this as an original idea. We are passing along two of the proposals suggested to us and which we believe offer a better policy than the set price for all theatres showing these special attractions.

One theatreman showed us figures indicating that a certain advanced admission picture grossed more than double his average take. Naturally, he was delighted. But unfortunately, the following four weeks found his receipts 'way below that average, so that over a period of five weeks, including the week he ran the special picture, his business was pretty bad.

Obviously, this exhibitor's customers went for the increased admission picture but passed up his following regular visits to the theatre for the next few weeks. According to his figures, it took about four weeks for his receipts to get back to his previous average.

▲ ▲ ▲

Honors for Mr. Fairbanks

Douglas Fairbanks, Jr., joined the distinguished ranks of the many film industry representatives who have been accorded high honors in the field of international affairs, when, last weekend, the star and producer presided at the dinner in New York of the American Association for the United Nations.

Mr. Fairbanks, who is a second-generation member of the industry, so to say, shared place at the speakers table with such international figures as President of the General Assembly of the United Nations Aranha and Honorable Warren R. Austin.

The film industry may well take pride in the selection of one of its members to preside at such an important event and we can all congratulate Mr. Fairbanks on the honor he has won.

—CHICK LEWIS

WHAT'S NEWS

In the Film Industry This Week

EXHIBITION—In a convention which ran into stormy weather only twice—once on dues and once on the set up of the directorate—exhibitor members of the American Theatres Association and the Motion Picture Theatre Owners of America unanimously endorsed the recommendation of their separate directors to merge and last Friday formed the Theatre Owners of America. Ted Gamble was elected president, a program of trade practices, ranging from an Ascap fight to the question of advanced admissions, was initially adopted, and the directors of the new organization will probably be called into their first meeting during October at Los Angeles. (P. 5).

Meanwhile the Ascap license fee rise continued to occupy exhibitor attention and almost united warring factions. Allied's General Counsel Abram F. Myers appeared with President Jack Kirsch at the TOA convention, addressing the Ascap committee and explaining the Allied strategy of seeking to amend the copyright law and probably seeking court action. Also addressing the meeting was Ascap former General Manager E. C. Mills, who declared litigation was not the answer and suggested long-range planning which would be based about negotiation, legislation and litigation.

In Washington the Housing Expediter was slowly approving new theatres. During the week ending Sept. 19, he approved nine theatre projects; denied 45.

But Drive-Ins meanwhile continued to flourish with Kansas City scheduled to have at least two and probably three more operated by a firm headed by Elmer C. Rhoden, and possibly three more for Chicago. In the latter city the 1,400-seat Tivoli Theatre was sold to the Liberty National Bank of Alliance circuit for $265,000; Alliance will continue to operate the house.

In New Orleans where a hurricane hit for the first time in over a quarter of a century, theatres reported little or no damage and were operating normally. In the area around there and on the Gulf Coast, there seems to have been some damage, with operations resuming.

In Ohio, Columbus, expected to get a three per cent amusement admission tax any minute now; Cleveland got one which compels showmen to pass it on to the public, and Delaware, Ohio, slapped the box-office with a tax of its own.

In Newark, the Federation of New Jersey Theatres, comprising affiliated circuits and independents, and formed to fight the bill enabling the shore municipalities to levy an admission tax, which passed despite their strenuous efforts, decided to become a permanent organization and named Legislative Consultant George Gold permanent chairman.

Industry went to the court house again this week as the Mosque Theatre of Newark filed an anti-trust suit against eight major distributors and four theatre circuits alleging conspiracy to withhold film and asking triple damages amounting to $3,600,480. Industry went out of the court house in Minneapolis where Ben Berger settled his suit of some months against the eight majors and the Minnesota Amusement Company, also alleging conspiracy to withhold product, out of court. Berger got a better run for his Duluth Lyceum.

And over in Brussels, Oct. 10 will mark the day when the Metropole Theatre begins its run of "Autant En Emport le Vent" or as the Flemish call it "Voorgoed Verdwenen," which as every erudite showman knows means "Gone With the Wind."

* * *

PRODUCTION—Faced with a must order to cut costs, studios continued to move toward more moderate-budget pictures this week with 20th Century-Fox lining up two new producers who are to make pictures costing around $175,000 each. They are Reliance Pictures, consisting of Ben Pivar and Bernard Small, who will make six, two of which will be "Bulldog Drummonds" (Small was with Columbia Pictures making the Drummond series); Frank Selzer Productions, in which James Nassour has an interest, to make three pictures. Sol M. Wurtzel also will continue to produce for Fox on a similar budget.

Meanwhile, in its effort to reduce costs, Enterprise Studio Manager Joseph C. Gilpin, issued an order that there must be a two week pre-production rehearsal before the cameras start to grind, with "So This Is New York" getting the try-out on the new system.

David O. Selznick, who is always good for a surprise of some sort, whether it is in the film or the peddling of film, came out this week with an announcement that he had contracted Mark Hellinger to make his future productions for SRO and would as a result get three Humphrey Bogart pictures and one Ernest Hemingway story. Last Hellinger picture for Universal will be "The Naked City."

* * *

DISTRIBUTION—United Artists, still seeking to raise a revolving fund to foster production for its distribution, has modified its plans pending the British tax situation and meanwhile is set to buy half a dozen or more pictures from RKO. UA executives have been looking at the product from the RKO inventory in their screening room this week with "Out of the Past" being one of the titles considered.

In Hollywood Screen Guild was launching a fight against the Virginia censor which banned its Klu Klux picture, "The Fiery Cross," on the ground that it was "inhuman" and might "incite to crime," with a court appeal planned.

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UA Still After Loan; It Also Seeks Theatres—Kelly

United Artists has not abandoned plans to raise a revolving fund to foster production for its distribution, but the actual loan and the amount will depend upon the British *ad valorem* tax situation, Executive Vice-President Arthur W. Kelly declared in New York Tuesday.

Kelly also confirmed the report that United Artists was seeking to expand its theatre holdings in the United States and that it would seek to increase its California properties in conjunction with the circuit operated by Joseph Blumenfeld, with whom United Artists is a partner in some houses. The Blumenfeld circuit at present has 35 houses.

Asked if he thought United Artists could raise such a production fund as it planned (the original announcement had fixed the amount at $5,000,000) Kelly replied:

"I think under certain circumstances, which we are trying to create, it is possible. . . . Any loan that we would make would be predicated on a change in the British situation."

Though he thought the British would offer the American industry a lower tax rate, Kelly said he could not anticipate any change until April of next year when the question of the budget came up. It might come up as early as November, this year, he continued, if an interim budget were put into effect, but he doubted if any relief were in sight earlier than that.

Kelly also announced that United Artists had sold seven features, whose titles he would not disclose, to the Gaumont circuit in Britain, thus breaking the deadlock which had kept UA product out of circuit houses. He intimated more might have been sold if it were not for the British law which does not permit any contract for longer than six months.

Rank was "cordial in his desire to help our congestion," Kelly continued, but no deal had been concluded with Rank's Odeon circuit because it had no immediate playing time.

In the United States, United Artists has no plans for reissues, Kelly said, adding:

"We've got to play the new ones before we start reissues."

Mosque Theatre, Newark, Files $3,600,480 Suit

With the charge that it suffered loss because of an alleged conspiracy to monopolize first-runs in Newark, the Mosque Theatre of that city this week filed suit in Federal Court against eight major distributors and four theatre operating companies asking damages, which when trebled under the anti-trust laws would amount to $3,600,480.

Radio City Center, Inc., operating the Mosque also asks for injunctive relief by which the court would order the distributor-defendants to offer film to the Mosque on the same terms as the theatre defendants and would cancel all existing film contracts.

Deefndants are: Paramount, RKO, Warner Bros., Loew's (MGM), 20th Century-Fox, Columbia, Universal, United Artists, and the following theatre operators—Paramount's Essex Amusement Company; Loew's NuBroad Company, Inc., Warner Bros. Circuit Management Corporation and Skouras Theatres.

The Mosque had appeared in the anti-trust decree suit to argue in favor of competitive bidding.

Showmen Unanimous on Merger; TOA Formed

ATA-MPTOA Join Forces in New Organization; Set Up Trade Practices Program

By BILL SPECHT, News Editor



Charles P. Skouras
Treasurer



Morris Loewenstein
Secretary



Fred Wehrenberg
Board Chairman



Herman Levy
General Counsel

A well-oiled convention machine, which threatened to jump the tracks of its planned course only once, carried the merger of the American Theatres Association and the Motion Picture Theatre Owners of America smoothly through to form the Theatre Owners of America within a short time after the delegates of both exhibitor organizations convened in Washington last Friday at the Shoreham Hotel.

TOA drafted Ted Gamble (see cover) president of Monarch Theatres and board chairman of the former ATA, for its president. It decided to admit into its membership any "local, or regional or state trade association of theatre owners" or any "local, or regional or national circuit of theatres" which subscribed to TOA policies, met the approval of the TOA directors and paid its dues. It also committed itself to the following program:

1) To fight Ascap rises, to continue conversations with Ascap for a six months' extension of present rates, to urge its members not to sign contracts embodying new terms with Ascap until after they have heard from the TOA Ascap committee which was made into a permanent committee.

2) To oppose all discriminatory federal legislation; to urge exhibitor members to establish contact with their elected representatives so as to procure their assistance in matters of state, local, national legislation and to set up a clearing house for this legislative information at national headquarters in New York. (A special legislative liaison may be established in Washington). To appoint a permanent legislative committee to consist of at least one representative from each state and a special committee from the legislative committee which would seek to remove bans on theatre construction, etc.; not to interfere in local or state legislation unless requested to do so by the members concerned.

3) To raise an operating fund by assessing 10 cents a seat for each seat in a member's theatre. (The convention actually agreed that each member organization's assessments should be based on the number of seats within the organization's membership, billed at the 10 cent rate, but that it was up to the individual organization to decide whether reductions in the 10-cent rate should be made for some theatres which could not meet this rate).

4) To set up a permanent distributor-exhibitor relations committee which would study the subject of these relations, the formulation of a fair trade practices code and methods of mediation, conciliation, arbitration.

5) To establish a long-range exhibitor public relations program on a national and integrated local basis, directed by a paid full-time public relations director who would not only prepare the national campaign but tie it in with local activities. The director would act as counsellor on public relations for individual units, etc., and would furnish them with information on public relations trends affecting their business and material with which to carry out their local campaigns.

6) To appoint a committee on advanced admission to discuss the subject with distributor presidents.

7) To establish a permanent committee to seek ways and means of increasing motion picture audiences.

In addition to the program, which was adopted from committee reports which studied recommendations made them by the managing committee before the convention (see exclusive report in STR, Sept. 20, pp. 7-8), the following committees reported at the Saturday sessions:

Film Program—Stated it had looked at some subjects asking free screen time, approved "The Freedom Train" short; criticized propaganda in films and newsreels and the use of newsreels to act as trailers for pictures. Recommended that all propaganda pictures, even those publicizing the industry, should go through reviewing channels. Carried unanimously.

Campaigns and charities—Left action on future drives or collections to a permanent charities committee but expressed sympathy for such moves and resolved to "support" approved drives "by the use of contingent publicity."

16-mm.—Requested to be heard later when it had time to draft a report.

Television—Suggested appointment of a permanent committee to study the subject and keep members informed.

Along with Gamble, the TOA unanimously elected the following officers without opposition:

Board chairman—Fred Wehrenberg, St. Louis; 1st Vice-President—Leonard Goldenson, New York; Secretary, Morris Loewenstein, Oklahoma City; Treasurer, Charles P. Skouras, San Francisco, assisted by a finance committee headed by Co-Chairmen Sam Pinanski, Boston, J. J. O'Leary, Scranton; General Counsel—Herman Levy, New Haven, and the following 19 regional vice-presidents:

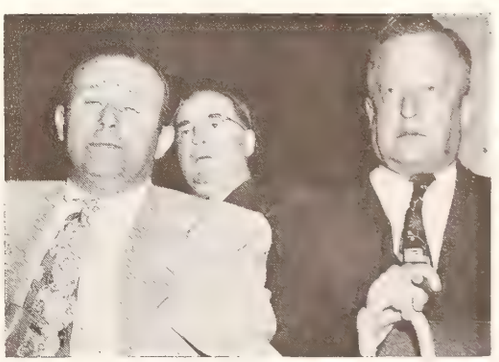
S. H. Fabian, New York; William Crockett, Virginia Beach; E. V. Richards, New Orleans; R. J. O'Donnell, Dallas; Herman Hunt, Cincinnati; Bob Livingston, Lincoln, Neb.; Roy Cooper, San Francisco; Ed Zorn, Pontiac; Ben Strozier, Rock Hill, S. C.; Frank Walker, Scranton, Pa.; Lawrence Gordon, Detroit; Mitchell Wolfson, Miami; Homer Strowig, Kansas City; Arthur Lockwood, Boston; Merritt Kyser, Aurora, N. Y.; Harry Lowenstein, Ardmore, Okla.; Mack Jackson, Alexander City, Ala.; Lewen Pizor, Philadelphia; M. A. Lightman, Memphis, Tenn.

It was finally decided that directors would be named for each regional unit and would in turn name three directors at large to serve

(Continued on Page 6)







SEEN AT WASHINGTON CONVENTION. Among those who attended the event that brought a new exhibitor organization into being at the ATA-MPTOA merger convention in Washington last week are the film men in the two groups at left above. Ben Pitts, Fredricksburg, Bill Crockett and Morton Thalheimer, Richmond, Va., and George Dembow, National Screen Co., appear in the group at left. Center, R. H. (Bob) O'Donnell, Dallas, and Si Fabian, New York, are seen chatting between business sessions. At right, Jack Kirsch, National Allied President, Paul Williams, General Counsel Southern California Theatre Owners, and Abram F. Myers, General Counsel National Allied, photographed during the meeting to discuss the Ascap situation.

TOA Move Is Unanimous

(*Continued from Page* 5)

with them, presumably as representatives of the affiliate circuits. The directors will also appoint an executive committee of seven which will have "full authority" to act for the TOA within limits and subject to review by the board.

Until the new directors take over the convention co-ordinating committee—Gamble, Levy, Robert W. Coyne, Richards, Fabian, Lowenstein, Pizor, Wehrenberg—will manage TOA. Headquarters will be in New York, though there was talk of a possible move later to Washington.

The rapid functioning and harmony which marked the first day of the actual convention was split Saturday morning with a floor fight over dues which threatened the entire merger and which sent the meeting recessing for lunch while leaders from both sides got together to repair the damage.

Prior to the convention also there had been hot words and blasting over restricting officers to those not with affiliated circuits and as to the setup of the board of directors. The latter argument, held behind closed doors, ruffled tempers and disturbed the sleep of the non-theatrical residents in the hotel Thursday night.

Near-Split on Dues

The Saturday near-split came as the budget and finance committee—headed by Charles P. Skouras—reported in favor of dues fixed at the rate of 10 cents a seat for each seat in the theatre of individual members. (Unofficially the budget was expected to reach $400,000 yearly, based on possible returns from four to five million seats.)

Fred Wehrenberg, then president of the former MPTOA, took the floor:

"I want to tell you," he declared vehemently, "the local grass roots will not pay it. . . . If we're going to make the budget of this organization so high that it's only for the elite, then I don't want any part of it and my organization (MPTOA of St. Louis, Eastern Missouri and Southern Illinois) won't have any part of it. Don't let us get into a million dollars for a budget of $250,000 for an annual budget."

Wehrenberg's explosion brought applause and other speakers against the system of collection and the amount with Mitchell Wolfson offering objections to a $400,000 yearly budget, Claude C. Mundo wanted a committee to "work out a relatively sound basis on dues to be charged," and the general contention was that 10 cents a seat was too much.

Skouras stood firmly for the resolution and the temper of the meeting mounted though Bob Wilby reported that southern exhibitors had paid 10 cents a seat for any fight only when the Confederacy of Southern Associations was formed to fight competitive bidding.

H. C. Buchanan said he had no objection to the rate but "we want to raise our money in our own way."

Suddenly E. V. Richards, who had been sitting on the dais scowling, took the microphone.

"If," Richards said evenly, "we throw a little water on Wehrenberg and turn on a fan on a few other hot collars, maybe we can talk some sense."

Looking out at the audience, he continued bitingly:

"We're here because we've gone through a history of 20 or 30 years . . . of doing nothing. We're here because we want to pull ourselves up by our boot straps, because no one, not even Congress, can take us out of the class of the race track, the gambling house and the house of prostitution. . . . There's ladies here (or) I would use a lot of language you could understand."

He continued attacking "social and class distinction," terming the ATA and MPTOA "two bankrupt organizations" and adding:

"If you want to hire brains, then you've got to put your money where your mouth is."

As he concluded a delegate from the floor called for a luncheon recess.

Upon reconvening in the afternoon, both leaders were called outside of the convention hall and the convention skipped the sore subject, taking up regular committee reports.

Just before nominations the warring factions returned to the hall. Richards again took the microphone.

"This is a very serious, very crucial moment in the lives of this organization," he said. "I'm happy to announce that the two factions have made up their difficulties. . . . "

The convention, then, after several discussions from the floor, adopted an amended report providing that an assessment of 10 cents a seat would be levied against each

(*Continued on Page* 8)

Work With Hollywood

A plea for the exhibitor to work with Hollywood in its current problems of high costs and restricting foreign markets by paying "improved" film rentals and by filling in the gap in field exploitation caused by distributor economies, was made by 20th Century-Fox President Spyros Skouras last Friday at a TOA luncheon in Washington.

Declaring that his company's foreign remittances in 1946 had been slightly over $23,000,000, Skouras anticipated as much as a one-third reduction this year.

He pointed out that with the present British situation, his company depended upon the theatre department for all of its profits and explained that of the $22,600,000 profit 20th-Fox showed last year, $12,800,000 came from the theatre department and $1,000,000 more from "sources other than film rentals," leaving film rentals both domestic and foreign, bringing in only $9,000,000. If the company's income from abroad had been but one-third, as he anticipates at present, in 1946 20th-Fox would have lost $7,000,000, he declared. Hollywood is examining production costs but will not reduce quality, he said.

'Kick Hollywood' Fight

Pointing out that a national pastime "Kick Hollywood" was in progress and that it endangered the industry, Charles Schlaifer, chairman of Advertising Council of the Motion Picture Association of America, last Friday asked the TOA convention public relations committee to combat this, by supporting the recently promulgated ad and publicity code in the distribution and exhibition fields. Citing dangers in this continuing and unjustified attack on Hollywood he described a nine-point constructive program that the MPA would carry out stressing the industry's good points and said:

"There is an expression in our businees that word of mouth is the greatest advertising in the world. This is where you come in. Many of you have been doing this job. It is a question of everyone uniting in this effort on an intra-industry basis."

Myers for Copyright Amendment, Mills Long-Range Program, as Ascap Curb

National Allied General Counsel Abram F. Myers and National Allied President Jack Kirsch, broke what seemed to have been precedent as both attended the ATA-MPTOA Ascap committee meeting in Washington last Friday and Myers told the committee that he advocated an amendment in the copyright law to curb Ascap.

The committee also heard E. C. Mills, past general manager of Ascap, declare that the fight against Ascap did not lay in either legislation, litigation or negotiation but probably in a combination of the three and that the exhibitors should try to solve their music fee problem with a long-range program.

Mills told the committee, which because of interested delegates attending practically amounted to the entire convention, that they would gain nothing by destroying Ascap since it proved a convenient clearing house for American and foreign composers and that without it they would have to do business with individual composers.

"You don't know," he warned, "what a headache is until you've done business with the individual copyright owner."

He warned also that Broadcast Music, Inc., another copyright agency controlled by the radio broadcasters, was trying to get more of its music in pictures and that it at present was collecting from dance halls, intimating that theatres would be next.

Asked about rumors that Broadcast Music Inc., might seek to collect license fees from theatres for its music used in some motion pictures, BMI President Carl Haverlin said:

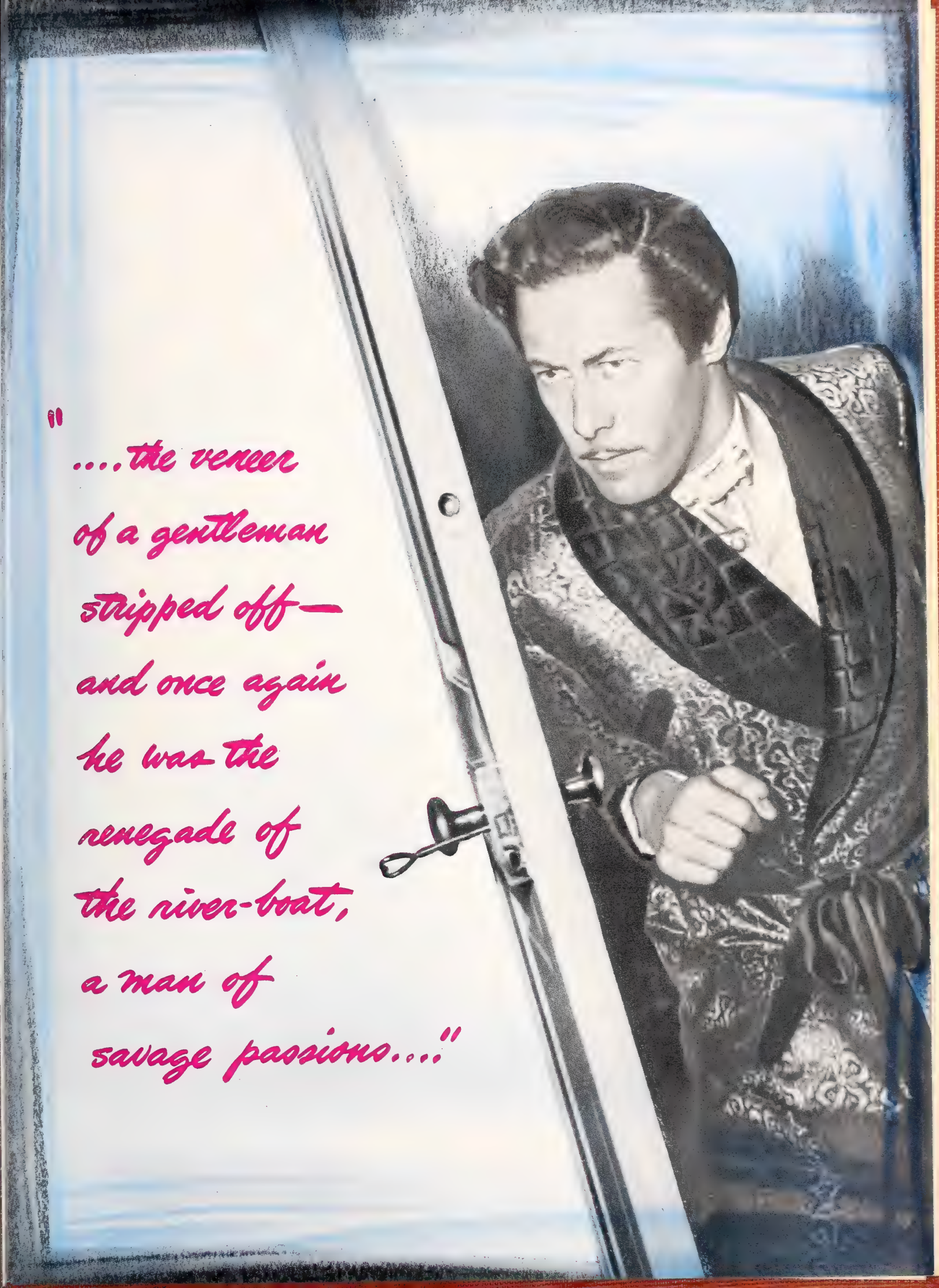
"We do not intend to collect any seat tax. We stand on the principle of collecting at the source (the studio) . . . just as we do in the radio network business. There is no truth to the rumor. . . . that we intend to clear from the theatre."

"You'll not find your remedy in destroying Ascap," he declared," I urge you not to rely on litigation. Ascap is skilled at litigation." He also declared that Ascap's power to raise rates had been made legal through the U. S.-Ascap consent decree.

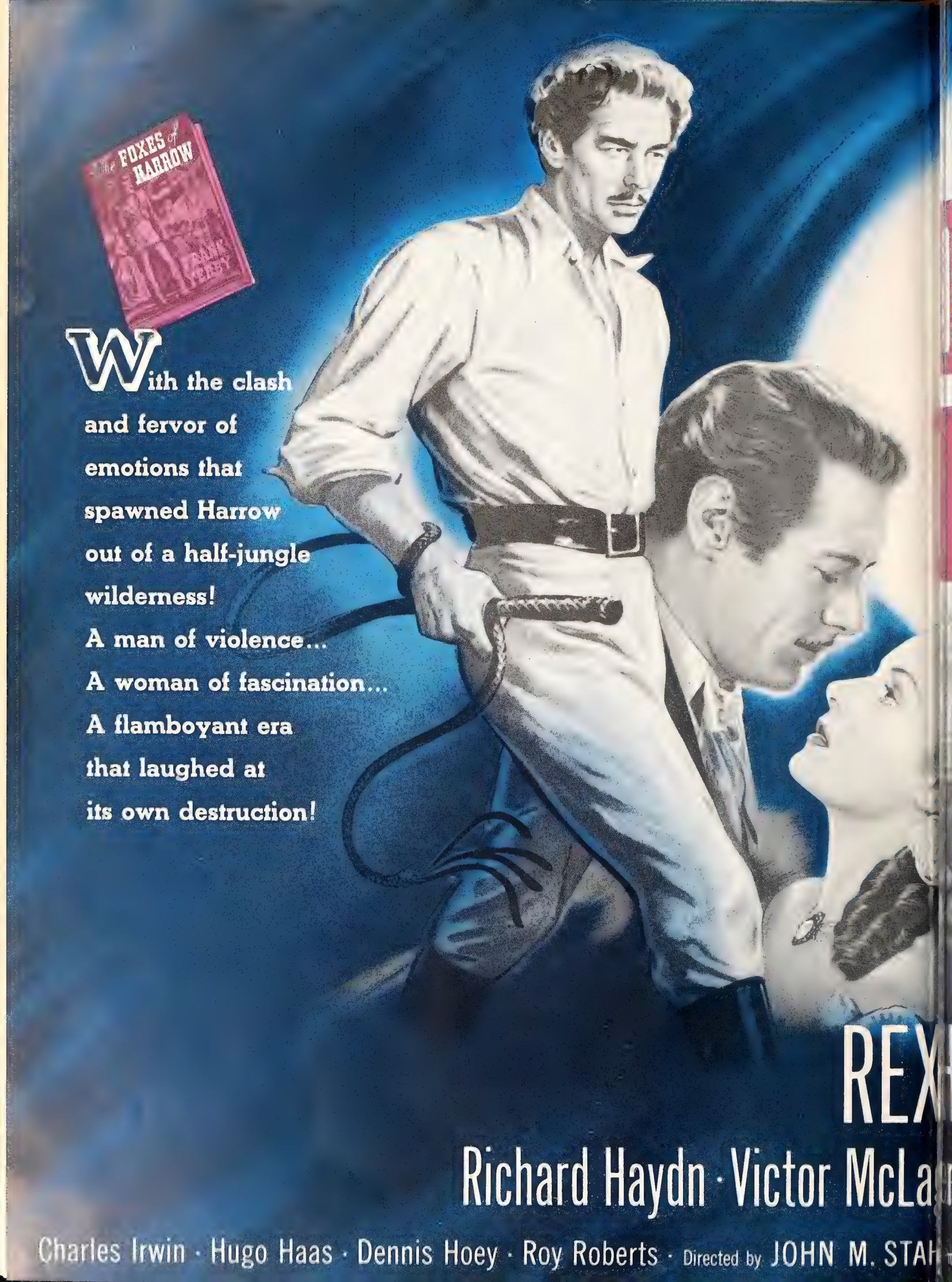
Myers, introduced by Fred Wehrenberg, explained that he hoped from "our joint deliberation we can arrange a program of activity that will be effective" He said he would explain the Allied policy and "leave it to you to pick such stand and action as most appeal to you . . . (or) to make your own suggestions."

"The right to charge for public performance, is so well recognized in the law, in the statutes,

(*Continued on Page* 8)



"....the veneer of a gentleman stripped off— and once again he was the renegade of the river-boat, a man of savage passions...."


FOXES of HARROW
With the clash and fervor of emotions that spawned Harrow out of a half-jungle wilderness!
A man of violence...
A woman of fascination...
A flamboyant era that laughed at its own destruction!
REX
Richard Haydn · Victor McLa
Charles Irwin · Hugo Haas · Dennis Hoey · Roy Roberts · Directed by JOHN M. STAH

The Foxes of Harrow



HARRISON · MAUREEN O'HARA

n · Vanessa Brown · Patricia Medina · Gene Lockhart

oduced by WILLIAM A. BACHER · Screen Play by Wanda Tuchock · Based on the Novel by Frank Yerby

In the tradition of

20th CENTURY-FOX

Boxoffice Best-Sellers

NIGHTMARE  ALLEY

TYRONE POWER IN "NIGHTMARE ALLEY" with JOAN BLONDELL • COLEEN GRAY • HELEN WALKER • Taylor Holmes Mike Mazurki • Ian Keith • Directed by EDMUND GOULDING • Produced by GEORGE JESSEL • Screen Play by Jules Furthman • Based on the Novel by William Lindsay Gresham • Director of Photography—Lee Garmes, A. S. C.

DAISY  KENYON

JOAN CRAWFORD • DANA ANDREWS • HENRY FONDA in "DAISY KENYON" with Ruth Warrick • Peggy Ann Garner Martha Stewart • Connie Marshall • Nicholas Joy • Robert Karnes • Produced and Directed by OTTO PREMINGER Screen Play by David Hertz • Based on the Novel by Elizabeth Janeway

THE  SNAKE PIT

OLIVIA DE HAVILAND and MARK STEVENS in "THE SNAKE PIT" • Directed by ANATOLE LITVAK • Produced by ROBERT BASSLER • From the Novel by Mary Jane Ward

FOREVER  AMBER

Darryl F. Zanuck presents "FOREVER AMBER" • Color by TECHNICOLOR starring LINDA DARNELL • CORNEL WILDE RICHARD GREENE and GEORGE SANDERS with GLENN LANGAN • RICHARD HAYDN • JESSICA TANDY • ANNE REVERE John Russell • Jane Ball • Robert Coote • Leo G. Carroll • Natalie Draper • Directed by OTTO PREMINGER • Produced by WILLIAM PERLBERG • From the Novel by KATHLEEN WINSOR • Screen Play by Philip Dunne and Ring Lardner, Jr. Adaptation by Jerome Cady

GENTLEMAN'S  AGREEMENT

Darryl F. Zanuck presents GREGORY PECK • DOROTHY McGUIRE • JOHN GARFIELD in Laura Z. Hobson's "GENTLEMAN'S AGREEMENT" • Produced by DARRYL F. ZANUCK • Screen Play by MOSS HART • Directed by ELIA KAZAN

CAPTAIN  FROM CASTILE

Darryl F. Zanuck presents "CAPTAIN FROM CASTILE" • Color by TECHNICOLOR • Starring TYRONE POWER with JEAN PETERS • CESAR ROMERO • JOHN SUTTON • LEE J. COBB • Antonio Moreno • Thomas Gomez • Alan Mowbray Barbara Lawrence • George Zucco • Roy Roberts • Marc Lawrence • Directed by HENRY KING • Produced by LAMAR TROTTI • Screen Play by Lamar Trotti • From the Novel by Samuel Shellabarger

The Good Old Days:

Otis Gordinier: From Othello to Variety

Today Otis Gordinier is the new, pleasant steward who keeps things running smoothly at the Columbus, Ohio, Variety Club Tent No. 2.



Otis Gordinier

But there was a time when he thundered through "Othello" and had a repertory of 500 plays in which he appeared. There was a time also when Gordinier did commercial films and was the first Ray Hunt of Myrt and Marge.

But a daughter living near Columbus brought him to this city. And he likes it and plans to stay.

Born in Fairfield, Neb., Gordinier as a young man thought he was destined for a career as a professional ball player. At 17 he became shortstop on the Springfield, Ill. nine in the Three-Eye League. He was going fine until one day he sustained a broken left arm sliding into second base. That ended his diamond career.

He followed in the theatrical footsteps of his four older brothers, Charles A., Paul F., Harold G., Clyde H. and their wives and became a member of the Gordinier Stock Co., playing repertory throughout the Midwest. Later he played in stock in Chicago, Milwaukee, Des Moines, Minneapolis, Omaha, Kansas City and other cities. He appeared with Spencer Tracy in "The Last Mile," the play which brought Tracy to Hollywood's attention. He was in the cast of "The Copperhead" and "Othello" with Ian Keith and with John Huston, son of Walter, in "The Lonely Man."

After several years away from the footlights, during which he managed country clubs, he was lured back to the stage last season. He was understudy to Fredric March in Ruth Gordon's hit, "Long Ago." So impressed was he by March's outstanding performance, that he admits that he had stage fright at the thought of trying to fill March's shoes in case the latter became ill.

In radio he was the original Ray Hunt in the Myrt & Marge serial and appeared in "The First Nighter" and other dramatic sketches. His friends among top radio announcers include Truman Bradley, Harlow Wilcox and Carlton Kadell.

While in Chicago he appeared in commercial movies made by the Wilding Company in the old Essanay studios, where some of the earliest films were made.

Screen Guild Considers 'Fiery Cross' Ban Appeal

Executives of Screen Guild Productions met in Hollywood this week to consider an appeal to the Virginia Court of Appeals against the Virginia censor's banning of "The Fiery Cross" in that state.

The picture, which deals with Klu Kluxism was banned by the board because it was allegedly "inhuman and is of such character that its exhibition may incite to crime."

Screen Guild President John Jones said the ruling would not affect plans to show it throughout the south and the next opening might be in Atlanta, Ga., home of the Klan and seat of past censor troubles.

NEWSREEL CLIPS

What Am

M. A. Lightman of Malco Theatres, Memphis, who has never confessed to any aspiration for playing Hamlet, but who is reported to have done some Little Theatre work, is now a full-fledged screen actor. He makes his screen debut in "Spirit of West Point" as an assistant football coach. P. S. The film has been booked by the Malco Theatre at Memphis.

Foreign

Foreign pictures caught on definitely in two New York circuits this week with Skouras Theatres and the Century Circuit announcing a series of regular bookings.

Skouras operates 62 houses in New Jersey, Manhattan, the Bronx, Queens, Long Island and ajoining counties. His bookings include "A Cage of Nightingales," "Open City," "The Well Digger's Daughter," "The King's Jester."

Century has concluded a deal with Siritzky International for "The Queen's Necklace," "Col. Chabert" "The Well Digger's Daughter," a trilogy—"Marisu," "Cesar," "Fanny" —"Cabassou," "Nais," "Volpone," "Bataillon de Cuel," "Liszt's Dream of Love" and "Farrebique."

The Motion Picture Export Association announced this week that it would probably enter 16-mm. operations abroad.

L. Kipnis and his signer-cousin **Alexander Kipnis** this week formed Westport-International Films to handle foreign product, starting with the Italian feature "Fury."

Financial

The ABC Vending Corporation of Delaware this week offered its common stock to the public. The new corporation has been formed to merge the Berlo Vending Company and the Sanitary Automatic Corporation, as well as the subsidiaries of both.

Attendance

With all this talk about attendance going on, it probably will be of interest to note that a survey made by the General Aniline and Film Corporation shows that of its 9,000 employes, 64 per cent go to the movies at least once a week and one-third at least twice a week. Eighteen per cent go once a month or less.

Names

New York's Mayor William O'Dwyer has appointed **Spyros Skouras** chairman of the Motion Picture Committee for New York's week of Rededication (Sept. 23-30) during part of which the Freedom Train wil be on exhibit. Plans are being lined up to show the Freedom Train Film, "The American Heritage," in every New York theatre. **Sam Shain** will be Skouras assistant.

Ingrid Bergman won the Venice Festival Award for her performance in "Spellhound."

Miriam Howell former eastern production representative for Sam Goldwyn, will head Famous Artists New York office Oct. 1, President Charles Feldman announced. **Adrian Remuage,** managing director of Pathe Cinema, and **George Desdour,** board chairman of the Society of French Studios, are off to Hollywood, being shepherded by **Jacques Cabrier,** Pathe Cinema's American representative.

Douglas Fairbanks, Jr., was the presiding officer last Saturday at the American Association for the United Nations dinner in New York. An honorary UN vice-president, he also spoke at a meeting held by CARE in New York Monday.

Engineers

More than 50 experts whose sum total of knowledge includes all phases of theatre design, construction, equipment and maintenance, will take part in the open forums to be held by the Society of Motion Picture Engineers in New York Oct. 20-24 at the Hotel Pennsylvania, Local Arrangements Chairman James Frank, Jr. revealed.

Calendar

OCTOBER

6, Variety Club Charity Citations, Hotel Nicollet, Minneapolis.

7, meeting and film clinic of Allied Independent Theatre Owners of Iowa and Nebraska, Fontanelle Hotel, Omaha.

12, Motion Picture Bookers' annual dinner and ball, Hotel Commodore, New York.

14-15, Tri-State MPTO, Hotel Chica, Memphis, Tenn.

20, House public hearing on communism in Hollywood; in Washington.

20, adjourned meeting of union leaders on the Hollywood strike, Los Angeles.

20-24, annual meeting Society of Motion Picture Engineers, Hotel Pennsylvania, New York.

23, 24, Kentucky Association of Theatre Owners convention, Louisville.

NOVEMBER

3, mid-season meeting national officers, Variety Clubs International, Tulsa, Okla.

4, dedication of Will Rogers Memorial Plaque by Variety Clubs International, Claremore, Okla.

17, "Night of Stars" benefit for United Jewish Appeal Madison Square Garden, New York.

19, annual get-together of the Picture Pioneers, Hotel Plaza ballroom, New York.

New Jersey Federation To Become Permanent

The Federation of New Jersey Theatres, an organization of independents and circuits formed to fight the municipal tax in that state, this week decided to become a permanent organization to handle exhibitor problems, trade practice excepted. George Gold was named permanent chairman of the board.

MGM Releasing 7 Pictures

MGM will release a total of six new pictures and one reissue during October, November and December, Vice-President William F. Rodgers announced Monday. The schedule: October—"Merton of the Movies"; "Song of Love," "The Women" and "Desire Me." One for November —"This Time for Keeps." December—"Killer McCoy," "Good News."

TOA Dues Fight Quieted

(*Continued from Page 6*)

organization on the basis of the number of seats it possessed, but that the individual organization would have to be responsible for raising its assessed amount and would have the right to lower the seat assessment tax in the cases of individual exhibitors who could not afford the 10-cent rate. The report was unanimously carried.

Nominations were then in order. The convention, accepting the managing committee's nomination report, elected officers unanimously. Before accepting the nomination Gamble took the floor to say that he had accepted the invitation to run under pressure two nights before, that he would devote as "much time as my business will permit in heading these activities." But he added, he expected the organization to be active.

"If we had had the courage to be organized during the past 10 years," he said, we wouldn't have the problems we have here today."

Gamble Outlines Program

Gamble then outlined the following subjects upon which he would act:

Taxes ("We're going to have to get some relief. We may have to start the fight all over again. We have not kept pace with other industries." He added that the trend in economics might keep the government from giving the contemplated amusement tax cut that had been indicated earlier this year).

Prices—He said he thought theatres had done less price raising than any other business.

Legislation.

Ascap campaign ("We're not going to be prodded to join other groups to lead a phoney fight. We're going to try to work out a plan and let the units give us authority to act").

Charities—Believes in theatres' support of charities as a necessary and public relations measure.

Gamble also said TOA should offer a service of intelligent representation on any matter that "affects you in your community."

It was with the report of the Constitution Committee Friday that the first indications of a slowup which caused several changes were noted. The committee reported for a board of directors to meet at least once a year to be made up of a director for each regional organization, a director for each national affiliated circuit, and two directors representing the unaffiliated circuits, elected by them. (As reported Sept. 20, STR, p. 7).

Touchy Subject

(This was a touchy subject which had started off the pre-convention meeting between TA-MPTOA Thursday night and led to loud words. Some MPTOA sources reportedly wanted this directorate set up while some ATA sources did not. But the MPTO in addition wanted all officers to be restricted to those not connected with an affiliated circuit. A compromise was reached after one protagonist of the merger had left the meeting room angrily speaking of "double crossing." The compromise let the board stand as some of the MPTOA delegation wanted it and dropped the restrictions on the officers.)

But when the committee report reached the floor, Bob Wilby of Atlanta, took the floor to criticize having any appointees on the board. On first floor resolution, the national circuits lost their directors and on second motion the unaffiliated circuits lost their two directors, leaving the board to be made up of directors for each individual unit. Wilby expressed himself satisfied, but early Saturday morning after the dinner, word got around that one circuit would not join the new organization as a result of the move, the matter was reopened in caucus and on Saturday an amendment was offered on the floor, which Wilby seconded, that the directors consist of one director from each regional unit and three directors at large to be appointed by the board of directors. This presumably poured oil on the troubled waters.

Averill Harriman spoke "off-record" at the convention's Friday afternoon session, admitting the delegates to such confidences which have appeared in the columns of the press.

The convention adjourned Saturday with the election of officers. Social program included a breakfast, two luncheons, one address by Spyros Skouras, another by Attorney General Tom Clark who plugged for "The Freedom Train" and his "juvenile opportunity program" and two dinners, one of which was addressed by Edward G. Robinson.

TOA Chatter

The sight of A. Julian Brylawski all dressed up in a pink fox-hunting coat and a top hat dazzling enough to make the hangovers shade their eyes even though the sun was not out Saturday morning at the Hunt Club breakfast which Motion Picture Theatre Owners of Washington gave the TOA. It was a merry affair with a splendid pack of hounds being brought up to the terrace of the hotel, to the consternation of an assistant hotel manager. The hounds didn't seem to mind. They just looked at the exhibitors with a somewhat puzzled look.

Bottoms up for the boys and gals in the press room of the convention who turned out one very good job in getting releases out while they could still be used. Under the direction of National Theatres, Thornton Sargent and with the active assistance of Publicists Bill Hoyle, Brock Whitlock, Bill Michalson, and the production job done by Henry Ferber, in charge of reproduction, with the help of Thea Suit, Anne De-Mello, Sally Meiselman and Sylvia Rashin, the crew was working almost on a 24-hour basis.

Another toast for the Shoreham Hotel. It actually had rooms ready for the delegates when they arrived. Copley Plaza, Boston, the Ambassador, Atlantic City, please note.

A. J. (Slim) Higgenbotham of Baton Rouge's first name isn't Richard, but he knows how to open the door. Slim got a refractory French window open by kicking it gently with his heel. Gently is the word for Slim who must tip in at 200.

Quotable Quotes: "The exhibitors in Texas think Ascap is a kind of girdle."—Bob O'Donnell.

Also quotable is the ever-alert Bob Wilby. Discussing the newsreel on Freedom Train, he declared this was propaganda, even though good propaganda and said it should be considered by the exhibitor as such, adding drily: "God knows I'm not going to say anything about Mr. (Attorney-General) Clark fom where I sit." Wilby also spoke on the films to propagandize the industry striking at "Power Behind the Nation" with the remarks that it "in the first part it glorified Mr. Eric Johnston but that can be easily removed."

And for sheer honesty the television report ought to get a prize. It reads in part: "The television committee was very unique in that with the possible exception of Mr. Jenkins of Atlanta, none of us seemed to know anything about the subject."

Television Experiment

New York's Paramount Theatre will shortly start showing television shows as an experiment, Paramount Television Chief Paul Raibourn told the TOA television committee last Friday in Washington. The show will be televised to the projection room, recorded on film and then projected.

Myers Wants Copyright Amendment for Music

(*Continued from Page 6*)

in the customs, that it seems to me almost impossible to ask Congress to terminate it," he told his audience, explaining that for that reason Allied was seeking a copyright amendment which would compel the producers to clear the theatre's public performance rights before offering a film to an exhibitor for showing.

He also urged local action politically and said that Allied's second move was to ask the Justice Department to take legal action either by reopening the consent decree, which he termed the "Magna Carta for Ascap" since it gave it "every demanded right that Ascap has save for some small change," or by a new suit.

Myers declared he was afraid of anti-Ascap legislation such as that of Washington and Nebraska since the exhibitor could be faced with accumulating individual composer suits, adding: "I'm not bold enough to advise this great risk."

Allied President Jack Kirsch followed Myers with a warning that the copyright law was the danger, not Ascap.

"It's about time that we stop appeasing," he said. " . . . it's about time we stopped getting pushed around by every jerk in the business."

Earlier Bob Livingston of Nebraska declared that state had repealed its anti-Ascap law when exhibitors were flooded with suits, but said the repeal had been accomplished through the understanding that Ascap had promised not to raise rates. Joe Danz of Seattle declared that the exhibitors had found it cheaper to pay Ascap than to face law suits, but added they would not pay the raises.

Plan More Drive-Ins For Chicago Area

More drive-in theatres seem scheduled for Chicago next summer with film row reporting among the proposed plans a theatre by the Fleming Interests which control the Lincoln Field race tracks. Also ready to build are said to be some Boston interests, the Scharfer outfit which has plans for a large drive-in on the far south side and the H and E Balaban Circuit which wants to put up an outdoor theatre in the northwestern district.

New Rhoden Firm Sets 2 Drive-ins for Kansas City

Kansas City's metropolitan area will have at least two new—and possibly—three Drive-In theatres constructed to be ready for the summer season of 1948, according to the announcement made by a recently incorporated Missouri firm headed by President Elmer C. Rhoden. One theatre is scheduled for North Kansas City, another for the southern section and a third possibly for a new residential area in north Johnson county. The houses will be built under Hollingshead patents to handle between 650 and 750 cars. In addition the firm is putting up a 700-800 seat house at Joplin, Mo., Kansas City now has two Drive-Ins, neither of which is in the city limits.

Color Television Ready, Equipment Men Told

Expect 1,500 Attendance During 6-Day Washington Meet of TESMA-TEDPA

RCA has natural-color, large-screen television in the laboratory and awaiting only FCC theatres for presentation of video on screens 15 by 20 feet, representatives of the company told visitors to the Theatre Equipment Manufacturers Association convention which opened Wednesday in Washington, D. C.

The convention, a combined event in which the Theatre Equipment Dealers Protective Association is cooperating with TESMA, features an exhibit at which post-war theatre equipment models are being displayed by more than 80 manufacturing companies.

Ray Boomer, TESMA secretary-treasurer, declared on Wednesday that from 1,200 to 1,500 will attend the exhibit during the six-day contion at the Shoreham Hotel.

It was evident to even early visitors on Wednesday morning that the Washington show far outstrips any previous exhibits staged by TESMA. There were more than 250 advance registrations, and the exhibits include a large number of post-war items never previously shown.

The news of RCA's television development came as a surprise to many of the equipment men, though according to many dealers, exhibitors still are skeptical of television as a practical form of entertainment for the commercial theatre. This condition was summed up by Ed Comi of Massachusetts Theatre Equipment Co., Boston, who told an STR representative that the industry has developed a sort of "cry wolf" attitude toward television. "This is the result," he said, "of the premature announcements about television developments and equipment years ago. They were twenty years ahead of themselves, and even if the wolf really is here now, large numbers of motion picture men will believe it when they see it."

Meanwhile, RCA is showing six- by eight-foot black and white television each night at the convention. The quality is much improved over many previous demonstrations and the projector is far more compact, it being little larger than the standard motion picture projector.

The first item of business at the business sessions of TESMA was the decision at a meeting of projection and sound equipment manufacturers to unite in a move to combat the proposal of the railroads to reclassify such equipment in higher freight rate classification. The meeting appointed a committee headed by J. J. Davies, RCA traffic manager, and including Arthur Meyer of International Projector Corp., to collect relevant information from projector manufacturers for use in fighting the proposed increase.

Registration for the convention opened Wednesday morning in the west lobby lounge of the Shoreham.

One of the highlights of the combined convention of the manufacturers and dealers was expected to be the open forum scheduled for Saturday afternoon. The agenda for the session includes discussions of drive-in theatres, television, the present national business picture, Quonset construction, architecture, theatre floor coverings.

Social events arranged for the six-day meet include an elaborate program of activities for the ladies; open house at a cocktail party hosted by National Carbon Co., with Bill Kunzman officiating; the annual banquet under the direction of TEDPA.

TESMA-TEDPA Heads Hail 'Greatest Convention'



OSCAR NEU, President Theatre Equipment Manufacturers Association, says:

"The most revealing evidence of the strength and vigor of the Theatre Equipment Manufacturers Association, is the fact that the membership has increased about 55 percent since the organization was revived two years ago.

"The value to the industry served by the membership of TESMA is convincingly demonstrated by this outstanding Convention being held in the National Capital as a meeting place for manufacturers and dealers and as proving-ground, so to say, for the display of the products, apparatus and specialized services which the members of TESMA bring to the motion picture industry through the distributors who are members of the Theatre Equipment Dealers Protective Association with which we are cooperating in this greatest of all theatre equipment exhibits."



RAY COLVIN, President Theatre Equipment Dealers Protective Association, says:

"The Theatre Equipment Dealers Protective Association at this convention realizes in full measure the aims and purposes which motivated the organization's members when, years ago, they formed the association which now is cooperating with the Theatre Equipment Manufacturers Association in this great convention.

"We have the common meeting ground so necessary for a harmonious and efficiently functioning industry concerned with the manufacture and distribution of specialized equipment.

"Furthermore, and most importantly, we have the products themselves here on display for our inspection and study so that we dealers may familiarize ourselves with the merchandise we can bring to the theatres we serve in our respective territories."

We salute the theatre equipment manufacturers and dealers whose combined efforts have availed the industry of the outstanding exhibit and convention which opened in Washington this week and which is in full stride as this is being written. The event has focussed the industry's attention on equipment in a manner that can serve the utmost good for improvement in the presentation of motion pictures at theatres everywhere.

A glance backward over the long road motion picture exhibition has traveled from its early primitive to its present heights, provides abundant evidence of the immense contribution manufacturers and suppliers have made to its development.

This impressive demonstration in Washington now highlights the contributions made to the industry by equipment men. But even more importantly, the event serves as a reassuring reminder that from these same sources the exhibitors may confidently expect to have vital assistance in continued progress and prosperity by means of improved tools and methods for presenting shows and operating theatres.

—CHICK LEWIS

New Chair Co. Bows In

Air-O Seating Corp., newcomer to the theatre seating field will make the first public display of the "Slideaway" chair at a special showing to be held at the Wardman Park Hotel, Washington, during the TESMA-TEDPA convention.

The display will be under the supervision of Peter Masucci, Air-O president.

BOX OFFICE SLANT

Code of the Saddle

Monogram Western 52 mins.

AUDIENCE SLANT: (Family) Fair-to-middling western that suffers from mediocre script and indifferent performances.

BOX-OFFICE SLANT: Should do well wherever Johnny Mack Brown westerns have a following.

Cast: Johnny Mack Brown, Raymond Hatton, Riley Hill, Kay Morley, William Norton Bailey, Zon Murray, Gary Garrett. Credits: Producer, Barney Sarecky. Director, Thomas Carr. Orginal screenplay, Eliot Gibbons. Photography, Harry Neumann.

Plot: The sheriff of a western town secretly heads a gang of desperadoes seeking to get control of the land. Our hero and his sidekick team up with the small ranchers, led by the son of a slain landholder. They overcome the community's antipathy toward the largest rancher, upon whom the villains were trying to cast suspicion. The evil-doers are defeated and the leader of the small ranchers and the daughter of the big landholder united.

Comment: This is a fair-to-middling western that suffers from a mediocre script and indifferent performances. The frequent abrupt switches in plot will prove too much for many a fan to digest; one minute the bad boys are corralled, the next moment they are on top. Regular western formula calls for changes, but in this case they were overdone. Johnny Mack Brown is his usual virile self and Raymond Hatton is adequate as his side kick, but the supporting cast is inadequate. Exhibitors who play western product will nevertheless do well with this release, despite its shortcomings, because of the Brown name draw.

The Foxes of Harrow

20th-Fox Drama 118 mins.

AUDIENCE SLANT: (Adult) A romantic drama with special appeal for the women. Strong, dramatic fare for general audiences everywhere.

BOX-OFFICE SLANT: Subject matter and the draw of the Rex Harrison and Maureen O'Hara names should make this a box-office winner, especially once word-of-mouth spreads.

Cast: Rex Harrison, Maureen O'Hara, Richard Haydn, Victor McLaglen, Vanessa Brown, Patricia Medina, Gene Lockhart, Charles Irwin, Hugo Haas, Dennis Hoey, Roy Roberts, Marcel Journet, Kenneth Washington, Helen Crozier, Libby Taylor, Renee Beard, A. C. Bilbrew, Suzette Harbin, Perry William Ward, others. Credits: Directed by John M. Stahl. Screenplay by Wanda Tuchock. Based on the novel by Frank Yerby. Photography, Joe La Shelle. Produced by William A. Bacher.

Plot: In New Orleans a gambler from Ireland meets the daughter of a Viscount and falls in love with her. Through his gambling he is able to win enough money to buy a large estate to which he takes the girl, who has married him without love. They spend their time in disagreement over everything, including their one child. When it dies, the man seeks love elsewhere, but husband and wife are reunited during a national crisis.

Comment: With the type of excellent production values one would expect to find in a Rex Harrison-Maureen O'Hara picture, plus a story with strong feminine appeal, "The Foxes of Harrow" looks like a box-office winner right from the start. It contains such cliches as unrequited love and the loss of a child to bring husband and wife together, caveman tactics to make it strong, dramatic plus enough sex and good, old-fashioned fare for most adult moviegoers. And all of these ingredients, though known and anticipated as the story unfolds, are no bar to the film's entertainment; for few among the average audience will be able to resist the thrill of Rex Harrison's interpretation of a gambler who gambles for all, including the woman he loves. And few will be able to find Maureen O'Hara other than capable and attractive. Among the large supporting cast are such outstanding players as Richard Haydn, Gene Lockhart, Victor McLaglen, Hugo Haas and many others too numerous to mention. The picture has been expertly directed by John M. Stahl, who has turned out a box-office winner possessing charm and romantic appeal. Perhaps "The Foxes of Harrow" could have stood a little judicious cutting to quicken the pace and thus add to its general worth, but even so, it is still strong dramatic fare.

Extenuating Circumstances

(French Dialog-English Titles)

Lopert Films Comedy 95 mins.

AUDIENCE SLANT: (Adult) Decidedly entertaining French picture that extracts more than usual share of laughs. Not for the kiddies, though.

BOX-OFFICE SLANT: A "natural" for houses playing foreign product, and could conceivably get by in other situations, too, if properly handled.

Cast: Arletty, Michel Simon, Michel Francois, Suzanne Dantes, Robert Ozanne, Marie-Jose. Credits: Producer, A. J. Bercholz. Director, Jean Boyer. Screenplay, Jean Boyer. Jean Pierre Feydeau, Yves Mirande. From novel by Marcel Arnac. English sub-titles, Herman Weinberg.

Plot: When an austere Parisian judge retires from the bench after establishing a reputation for uncommon toughness on criminals, he and his wife accidentally stumble onto a gang of small-time crooks. The judge manages to reform the group by playing along with them as their supposed leader, and eventually proving the futility of crime.

Comment: This is a decidedly entertaining French picture that will keep the average audience laughing from start to finish. However, it is not suitable for children, and so-called "blue-noses" may find parts of it objectionable. Some of the lines and situations would never get by in an American picture, but they become an integral part of this cleverly produced Gallic effort. Michel Simon is excellent as the judge-turned-thief, and others in the cast are equally talented. While technical departments, such as sound and photography, are below American standards, the entertainment value of the film is, nonetheless, high. "Extenuating circumstances" will be a "natural" for houses playing foreign product and could probably get by in other situations, if properly handled.

Unconquered

(Color by Technicolor)

Paramount Historical Drama 146 mins.

AUDIENCE SLANT: (Family) Literally everything tried and true in the line of screen theatrics to assure all types, sorts and styles of audiences of something interesting. Lavish production values typical of all C. B. DeMille productions are the outstanding feature of this elaborate combination of historical background with movie action and romance. Staging, camera work, acting and action are spectacular and impressive.

BOX-OFFICE SLANT: There's enough for the rank and file of regular moviegoers to assure big attendance at all types of theatres.

Cast: Gary Cooper, Paulette Goddard, Howard DaSilva, Boris Karloff, Cecil Kellaway, Ward Bond, Katherine DeMille, Henry Wilcoxon, Sir C. Aubrey Smith, Victor Varconi, Virginia Grey, Porter Hall, Mike Mazurki, Richard Gaines and others. Credits: Produced and directed by Cecil B. DeMille. Screenplay by Charles Bennett, Fredric M. Frank and Jesse Lasky, Jr. Based on the novel by Neil H. Swanson. Director of photography, Ray Rennahan. Technicolor director, Natalie Kalmus; associate, Robert Brower.

Plot: A romance set in pre-Revolutionary America, with the basis of the love story and character conflicts developing aboard a sailing ship bringing exiled English men and women to the Colonies as well as some paid passengers returning to the New World. Among those to be sold into slavery because of criminal offenses in England, is Paulette Goddard. She is saved, temporarily by Gary Cooper, from the ruthless Howard DaSilva, villainous fomenter of trouble between the colonists and the Indians in the wilderness of the Alleghenies. But though legitimately purchased and paid for by Cooper, the pretty woman is fraudulently bound over to the villain, and only after they have faced the horrors of Indian massacres and made their way to safety, do the hero and heroine triumph over the villian and consummate their love.

Comment: Para.'s "Unconquered" is undoubtedly the outstanding example of Cecil B. DeMille's extraordinary facility for combining realism of scene and action with the wholly imaginative creations of theatricalism. The famous producer-director again displays his astonishing faculty for ferreting out the historically interesting fact and detail and then taking great pains to register it in a play that depends almost wholly upon the extravagantly fictional to produce dramatic consequences and effects. In "Unconquered" DeMille meticulously records such historical details as the fact that Pittsburgh once was in the state of Virginia and then moves his dramatic story to a climax in which the heroine is rescued from ceremonial torture by Indians through the scheme whereby the Indian chief is duped into believing that the hero possesses some magic power because he precisely predicts the direction to which the needle of a pocket compass will point. This and several other episodes in "Unconquered" are the spittin' image of many a scene of rescue that has played its less elaborately dressed way across the screen in serials, South Seas romances and western

(*Continued on Page* 13)

WHEN M.P. DAILY SAYS...

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HUNT STROMBERG presents

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"LURED"

with

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directed by DOUGLAS SIRK · Screenplay by LEO ROSTEN · produced by JAMES NASSER

A HUNT STROMBERG production

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"MIGHTY FINE!"
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"ENGROSSING. BALL GIVES JUST THE RIGHT TOUCH!"
Hollywood Reporter

"FOR KEEN AUDIENCE ENJOYMENT!"
Independent

"A POSITIVE FACTOR AT THE B. O.!"
Variety

Box-Office Slants

Unconquered

(*Continued from Page* 10)

melodramas. But, for all its extravagances, and for all the straining at credulity which will make some of its spectators laugh, "Unconquered" holds something to engage the rapt attention of the average picturegoer all through its long tenure (146 minutes) on the screen. There is vivid color—many a stirringly beautiful panorama—and sure-fire dramatic action in this latest richly mounted photoplay from the man who, the record shows, knows his showmanship backward and forward. There is plenty of good acting and personable humanity—male and female—to be seen in this big cast. No matter how unconvincing, basically, the episode or action of a character, when Gary Cooper does it there's realism and complete acceptance. So it is here, and this immensely popular star will move and stir and thrill his followers with the heroics he is called upon to produce in his role as the fearless Virginian who, when he is jilted by a Southern belle, abandons the luxury of a rich plantation to help rid the Allegheny country of a band of traitorous traders working their nefarious schemes by inciting Indians to bloodshed and murder of the settlers. Paulette Goddard is fetchingly pretty and excitingly appealing as the bond slave who staves off the evil plotted by the villainous English trader, and wins the hero—as well as her audience. Howard DaSilva plays the villain with all the thrashing violence ordered for that character by author and director. Many others in this cast are well known and rightly so because of their talents and abilities. "Unconquered" is rich, colorful, spectacular and every inch a movie thriller. It will be sold on the grand scale, no doubt, and it may be confidently expected to do a whacking big business at the average theatre, with the shafts fired at it by the critics adding to, rather than detracting from, the sound and fury that will accompany the drum-beating in its behalf.

Last of the Redmen

(Color)

Columbia **Drama** **77 mins.**

AUDIENCE SLANT: (Family) Mildly entertaining adaptation of James Fenimore Cooper's "The Last of the Mohicans." Should be fairly well accepted by non-discriminating audiences, especially children.

BOX-OFFICE SLANT: Lack of name draw indicates need of fairly strong supporting or lead feature.

Cast: Jon Hall, Michael O'Shea, Evelyn Ankers, Julie Bishop, Buster Crabbe, Rick Vallin, Buzz Henry, Guy Hedlund, Frederic Worlock, Emmett Vogan. Credits: Screenplay by Herbert Dalmas and George H. Plympton. Produced by Sam Katzman. Directed by George Sherman. Photography, Ray Fernstrom and Ira H. Morgan.

Plot: During the French and Indian War, British troops are deceived by information supplied to them by a renegade Indian to the effect that they leave Fort Edward almost unprotected, in order to attack French troops they believe to be on their way from a direction given to them by the Indian. The British commander's daughters are sent in what it believed to be a safe direction. The girls and their British major escort are attacked by Indians, escape with the aid of an American Scout and a friendly Indian. The friendly Indian, Uncas, last of the tribe of Mohicans, gives his life to save his American friends.

Comment: This is an unimaginatively directed adaptation of James Fenimore Cooper's "The Last of the Mohicans." And because it is an adaptation of that story it must necessarily be compared with at least one previous version of the famed classic. The Columbia version suffers when compared with the reissue now making the rounds of the country under Eagle-Lion distribution and originally made by Edward Small. The reissue takes fewer liberties with the original text, has none of the anachronisms prevalent in the Columbia version. In "Last of the Redmen" the principal players—Buster Crabbe, Rick Vallin, Jon Hall and Michael O'Shea—fall far short of the portrayals essayed by Bruce Cabot, Philip Reed, Henry Wilcoxon and Randolph Scott in the Edward Small production. Despite its faults, however, "Last of the Redmen" should please the action fans and children.

Bulldog Drummond Strikes Back

Columbia **Mystery-Drama** **64 mins.**

AUDIENCE SLANT: (Family) Moderately entertaining release in the perennial "Bulldog Drummond" series.

BOX-OFFICE SLANT: Should manage fairly well as lower half of double bill, with draw of "Drummond" name an aid.

Cast: Ron Randell, Gloria Henry, Pat O'Moore, Anabel Shaw, Terry Kilburn, Holmes Herbert, Wilton Graff, Matthew Boulton. Credits: Producers, Louis B. Appleton, Jr. and Bernard Small. Director, Frank McDonald. Screenplay, Edna and Edward Anhalt. Adaptation, Lawrence Edmund Taylor. Based on novel by Sapper. Photography, Henry Fruelich.

Plot: A Scotland Yard inspector is killed while working on a case involving two girls who both claim to be the missing heir to a big estate. His curiosity aroused, Bulldog Drummond gathers evidence and sets about to determine the real heiress and murderer of the inspector, which he does.

Comment: This is a moderately entertaining release in the perennial "Bulldog Drummond" series. Its pace is too slow to quality as a real thriller and the writers have injected little suspense into the film. It is, however, adequately acted and produced, with Australian Ron Randell again handling the title role capably. The picture will manage fairly well as the lower half of a double bill.

Desire Me

MGM **Drama** **90 mins.**

AUDIENCE SLANT: (Adult) Although highlighted by superb photography, scenic splendor and some intense, dramatic sequences, this picture is mostly slow moving and not entirely convincing. Greer Garson's fans may like it but average audiences are likely to be little more than mildly entertained.

BOX-OFFICE SLANT: The names of Greer Garson and Robert Mitchum should be good initial draw.

Cast: Greer Garson, Robert Mitchum, Richard Hart, Morris Ankrum, George Zucco, Cecil Humphreys, David Hoffman. Credits: Produced by Arthur Hornblow, Jr. Screenplay by Marguerite Roberts and Zoe Akins. Adaptation by Casey Robinson, from a novel by Leonard Frank. Musical score, Herbert Stothart. Photography, Joseph Ruttenberg. Special effects, Warren Newcombe and A. Arnold Gillespie.

Plot: A uniformed stranger stops at a small Normandy village and enters the home of a local dressmaker. She takes him in when he convinces her that her husband has been killed in the war, and she believes herself in love with him. Her husband returns and the two men engage in a fight, with the stranger falling over the cliffs to his death. The wife goes to Paris where she tells her story to a doctor. Finally convinced that the only thing wrong with her is a feeling of guilt, she returns to her Normandy home and her husband.

Comment: In spite of superb photography, an intensely dramatic and exciting sequence and a plausible story, "Desire Me" emerges as a slow-moving and not-entirely-convincing motion picture. Just why this should be the result, in view of the aforementioned attributes, is difficult to determine. As for performances, Greer Garson, Rober Mitchum and Richard Hart handle their roles quite capably. And while the opening sequence between Miss Garson and the doctor is "wordy" and without movement, it is apparently necessary to establish the story's motivation. Still and withal, the finished product does not quite come off, despite the worthy individual ingredients. In all probability Miss Garson's fans will enjoy her emotional performance, but average audiences are likely to be little more than mildly entertained. The star names for the marquee should provide good initial draw.

Schoolgirl Diary

(Italian Dialog-English Titles)

Superfilm **Drama** **95 mins.**

AUDIENCE SLANT: (Adult) Good entertainment for average audiences and especially good for foreign-language patrons.

BOX-OFFICE SLANT: Might be spotted in some theatres which heretofore have not shown foreign product. Good for the foreign-language and art theatres. Following forthcoming showings of Selznick's "The Paradine Case," in which Valli is importantly cast, her name may mean something on marquees.

Cast: Valli, Irasema Dilian, Andrea Checci, Giuditta Rissone, Ada Dondini, Carlo Campanini, Sandro Ruffini, Nino Micheluzzi, Bianca della Corte, Olga Solbelli, Giuliana Pitti, Tatiana Farnese, Dedi Montano, Diana Franci. Credits: Screenplay, adaptation and direction, Mario Mattoli. Photography, Jan Stallich. Production, Giusseppe Sylos. A Manenti Film Production, filmed at the Cinecitta Studios, Rome. English titles, Armando V. Macaluso.

Plot: A group of girls in the upper class of a fashionable and expensive finishing school are in love with their handsome chemistry professor and write endearing things about him in their diaries, which sentiments are discovered when the diaries are confiscated by school authorities. Two girls deny keeping diaries and apparently become chief rivals for the professor's esteem. One of the girls is discovered secretly at night in the garden with a man (apparently the professor) who eventually turns out to have been her father. Complications develop before this eventuality, however, but all turns out well with the other girl winning the handsome professor.

Comment: There is one disturbing flaw in "Schoolgirl Diary" that will hit average American audiences with disturbing impact: the fact that nearly everyone in the audience believes that a schoolgirl is carrying on an affair with her chemistry professor, to the point when she is seen in the school's garden with him (apparently), when and all of a sudden it turns out to have been her father

(*Continued on Page* 16)

Everybody's Cheering **THAT "HAPPY-LUCKY" SHOW!**

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"FUN AND FANCY FREE" • "LAZY COUNTRYSIDE"

"TOO GOOD TO BE TRUE" • "SAY IT WITH A SLAP"

—and others you'll be humming soon!



CHARLIE McCARTHY



MICKEY MOUSE

Walt Disney's

FULL-LENGTH MUSICAL CARTOON FEATURE

"Fun and Fancy Free"

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EDGAR BERGEN • DINAH SHORE

in the flesh, with *Charlie McCarthy* and *Mortimer Snerd.*

voicing the tunes and story of *Bongo*, the bear.

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best Disney feature
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Songs catchy enough
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"A contribution to the gayety, delight and entertainment of the nation . . . to be loved by children, provide stimulation to adults and produce well-rounded boxoffice figures." —Film Daily



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"All of it adds up to one of Disney's finest achievements — and sure-fire top grosses! No cartoon characters, certainly, have ever moved as smoothly across the screen!"

—Daily Variety

"Should be enjoyed by everyone! Disney and his craftsmen are again at their best . . . the effects they get are marvelous! Many laughs!"

—The Exhibitor



GOOFY



LULUBELLE

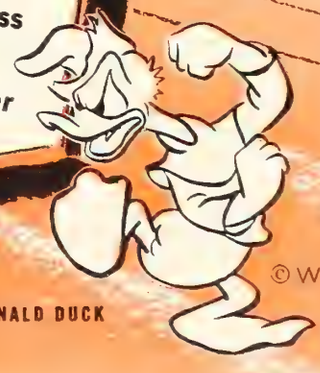
"A good bet for anybody's theatre! Children will turn out in droves! Adults will be pleasantly diverted! Suspense, hilarity and spectacle are effectively blended!"

—The Independent

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—Hollywood Reporter





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WORLD PREMIERE SEPTEMBER 27th at the N.Y. GLOBE

Box-Office Slants

Schoolgirl Diary

(*Continued from Page* 13)

who is just about to give himself up to authorities for a crime of which he is later declared innocent. Aside from this, is a beautifully produced, acted and directed picture that should appeal to average American audiences and should thoroughly entertain habitues of the foreign-language houses. Its leisurely pace is in step with the kind of story it is, that of adolescent schoolgirls whose inevitable "crushes" center around a handsome professor. It is treated with a comedy approach, rather than any attempt to make it deep, dark drama, which it might well have become but for the sensible direction of Mario Mattoli. Valli, the film's star, has been brought to America by David O. Selznick and has been importantly cast in "The Paradine Case." Following that picture's release, Valli's name may mean something on theatre marquees. "Schoolgirl Diary" might be spotted in some theatres which heretofore have not shown foreign product. It is, in any event, good entertainment for the foreign-language trade.

Bury Me Dead

Eagle-Lion **Mystery** **66 mins.**

AUDIENCE SLANT: (Adult) This lightweight mystery has a few interesting plot twists to please the armchair detectives and sufficient entertainment value for average audiences.

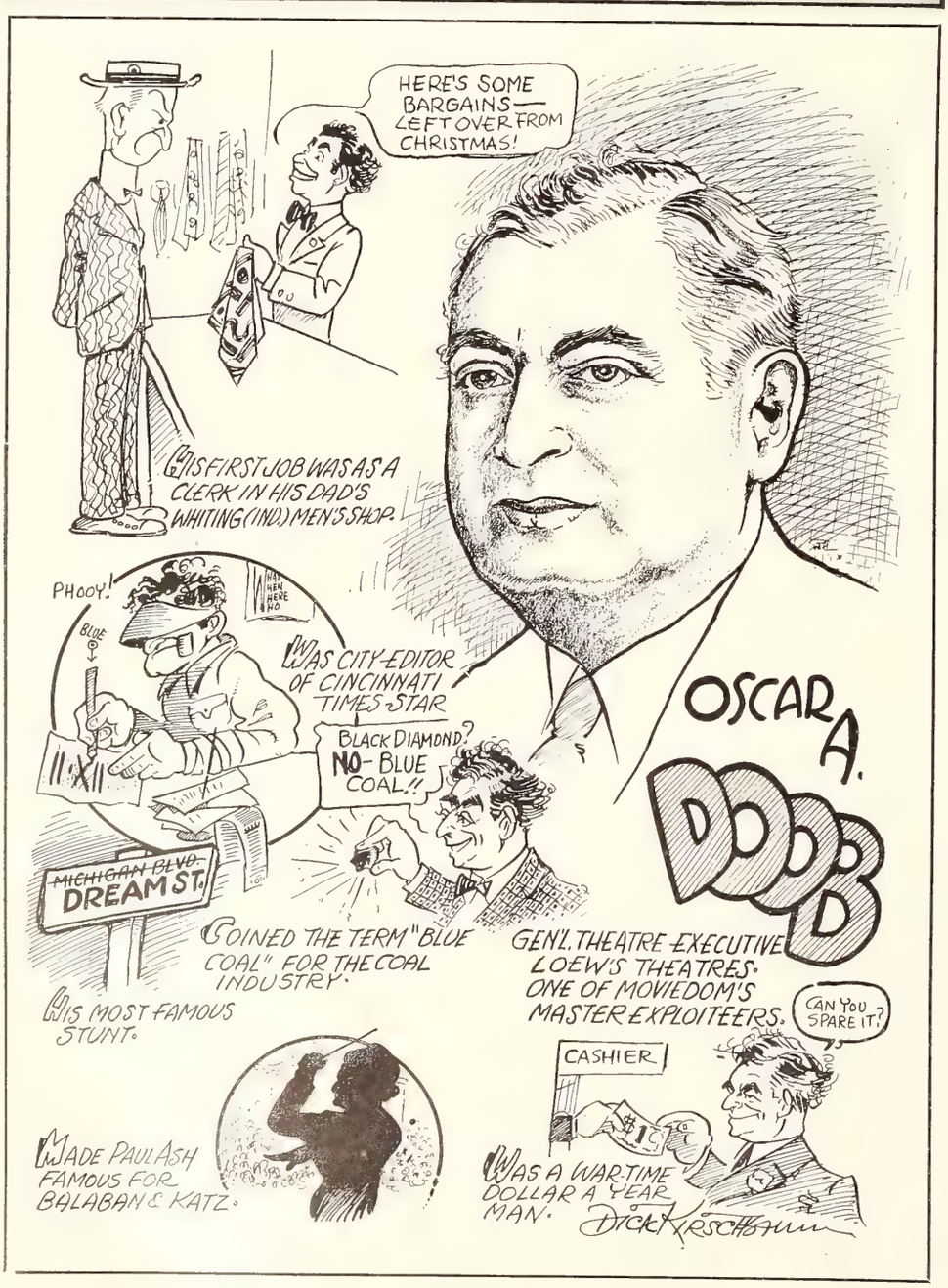
BOX-OFFICE SLANT: Satisfactory material for double-bill programs.

Cast: Cathy O'Donnell, June Lockhart, Hugh Beaumont, Mark Daniels, Greg McClure, Milton Parsons, Virginia Farmer, Sonia Darrin, Cliff Clark. **Credits:** Screenplay by Karen De Wolf and Dwight V. Babcock, based on a radio story by Irene Winston. Produced by Charles F. Reisner. Directed by Bernard Vorhaus. Ben Stoloff in charge of production. Photography, John Alton. Photographic effects, George J. Teague.

Plot: A wealthy girl returns home after attending what was supposed to be her own funeral and starts an investigation to discover whose burned body had been buried as her own. It turns out to have been the girl her husband had been having an affair with. The girl's step-sister, motivated by a neurotic hate for the husband and the girl, gives false testimony that tends to incriminate the husband. The wife is beaten by a mysterious attacker while the husband is being questioned by police, during which time it dawns on the husband who the murderer actually is. With the police, he traps the murderer.

Comment: While "Bury Me Dead" is a lightweight mystery, it has a novel story twist and succeeds in building suspense in its closing moments. Modestly produced and capably directed, the picture also boasts good performances by June Lockhart, Cathy O'Donnell, Hugh Beaumont and Greg McClure. McClure, as a moronic prize-fighter, is someone the girls ought to go for—he's a guy with a "built," as they say in prize fighting circles. The armchair detectives will find it somewhat difficult to identify the murderer, but they should have a good time trying. Fair entertainment, otherwise, for average audiences.

SHOWMEN'S SILHOUETTES by Dick Kirschbaum



Farewell, My Beautiful Naples

(Italian Dialog-English Titles)

Saturnia **Drama with Music** **94 mins.**

AUDIENCE SLANT: (Adult) Very slow-moving period piece that might interest the foreign-language trade.

BOX-OFFICE SLANT: Chances are not too good, even for the foreign-language theatres. Not suitable generally for average audiences.

Cast: Fosco Giacchetti, Vera Carmi, Clelia Matania, Paolo Stoppa, Bella Starace Sainati, Giulietta De Riso. **Credits:** Producer, Ideal Films, Roma. From a story by Ernesto Murolo. Director, Mario Bonnard. Off-screen singer, Francesco Albanese.

Plot: A composer of popular songs in Naples at the turn of the century falls in love with an American girl; she returns his affection and they plan to marry. The girl's chaperone informs the composer that the girl is the daughter of an American millionaire and that her fiance, too, is very wealthy. She points out that the composer might become a sort of prince consort which would make the girl unhappy eventually. The girl leaves for America, planning to return when she can straighten out affairs with her fiance. Meanwhile a Neapolitan singer is in love with the composer, and awaits the day when his current affair will be over. The American girl will never return, according to an arrangement made by the composer and the girl's chaperone.

Comment: While there are some good acting and excellent photography in this period piece there are a few glaring anachronisms, plus others of a minor nature which intrude on mood of the film. The story is very slow moving. The musical numbers when sung by the Neapolitan singer are supposed to be met with raving enthusiasm by a theatre audience, but they are certain to be met with indifference by American audiences. An off-screen singer, however, is really excellent delivering two numbers in a rich tenor voice. He is identified as Francesco Albanese. As a whole the picture is not well enough done to engender enthusiasm.

SELLING THE PICTURE

Ace Campaign Heralds 'Magic Town' Premiere

The five-theatre world premiere this week of Robert Riskin's "Magic Town" in Los Angeles at the Carthay Circle, Grauman's Chinese, Loew's State, Uptown and Loyola theatres, was the occasion for considerable organized hoopla in which thousands of large arrows were affixed to lampposts with direction signs, leading into the city, reading: "All Roads Lead to 'Magic Town'." Additionally, thousands of strings of flags were suspended over thoroughfares all over the city telling the populace that "Los Angeles is 'Magic Town'."

Other facets of the campaign included a tie-up with 55 stores of the Thrifty Drug outfit by means of which "magic money" was made up to look like dollar bills, with the face of Jimmy Stewart supplanting that of George Washington and redeemable for "Magic Town" sodas at the drug stores; three weeks of intense radio promotion, with spot announcements including the voices of Stewart and Ned Sparks; a 10-day teaser ad campaign in all newspapers ahead of the regular ad schedule.

The drug company tieup also resulted in the chain of stores making blowups of Stewart and Jane Wyman seated at a soda fountain and displaying them prominently in store windows, with appropriate theatre and playdate credits for the film.

Newspaper space garnered by RKO Radio's alert publicists who handled the campaign included the widely-read Farmer's Market column in the Los Angeles *Times,* and feature articles in other newspapers.

World Premiere Set On 'Out of the Blue'

Eagle-Lion has set the world premiere of its comedy-mystery, "Out of the Blue," for the Joy Theatre in New Orleans on Oct. 9 in a "Hollywood-type" debut now being set up by Director of Advertising and Publicity Max Youngstein. Actual handling of the affair will be in the hands of E-L Exploitation Manager Arthur Jeffrey and Joy Theatre Manager E. A. McKenna.

A highlight of the premiere will be personal appearances by Virginia Mayo, Ann Dvorak and Turhan Bey, with the probability of a second p.a. junket by Arturo de Cordova, Noreen Nash, Dennis O'Keefe and James Craig.

Plans are being prepared for a series of parades, national and local network broadcasts, with the possibility of an "Out of the Blue" dance to follow the premiere, with the proceeds going to New Orleans charities.

Newsreel Shots Syndicated

Scenes from the Warner Pathe News' exclusive clip on the government's peacetime atomic energy development at Los Alamos, N. M., were being syndicated this week by all three national photo services—AP, INP and Acme—with credit line to the Warner newsreel, which acquired the pictures exclusively and started showing them in theatres Monday.

Kulik's 'Stallion' Ballyhoo

Russ Widoe, whose man-on-the-street broadcasts, "Corner Conversations," are heard over station WJPG-FM in Green Bay, Wis., met Billy Boy from the El Rancho riding stables and held up the microphone. But Billy Boy, being a horse, refused to talk. Not so his rider, Miss Jean Baeb. She told the radio audience all about Eagle-Lion's "Red Stallion" coming to the Strand for four days (but it stayed for 10). The ballyhoo was arranged by Manager Leo Kulik of the Strand, at the cost of a sign over the horse's back. A photographer snapped Widoe offering the mike to the horse, as per arrangement, and the picture appeared in a three-column layout in the next day's issue of the Green Bay Press Gazette. Kulik kept the ballyhoo on the streets for several days in advance.

All-Inclusive Plans Take Shape for 'Unconquered' Celebration Premiere

Plans for the gala world premiere of Cecil B. DeMille's "Unconquered" at Loew's Penn Theatre, Pittsburgh, on October 3 were shaping up this week into a potential gathering of social, civic and business leaders of the state, according to a nearly complete schedule of events released by Paramount.

On the evening of October 1 the "Unconquered" Vox Pop radio program will go over the air via 255 stations of the ABC network from Soldiers and Sailors Memorial Hall. Governor Duff of Pennsylvania and Mayor Lawrence of Pittsburgh are expected to be heard with winners of the "Unconquered Spirit" contest chosen from cities all over the country and to include the winner of the Pittsburgh *Sun-Telegraph's* contest.

DeMille and the stars will arrive early on September 30 and immediately be thrown into a schedule of activities which gives little promise of rest during their stay in town. The producer-director will be interviewed by the press and radio; will be photographed and interviewed as he presents a trip to a western Indian reservation to a small runaway boy, conditioned on the kid's promise to stay home until he is 18; and will be photographed in the tower of Trinity Cathedral, a downtown Pittsburgh landmark. The church will dedicate a carillion program to the film.

DeMille and the stars will then be luncheon guests of the vice-president of the Pittsburgh Plate Glass Co.

Ladies of the Pittsburgh Opera Association will entertain DeMille at the Pittsburgh University Club in the early afternoon, following which a cocktail party for the press, wire services and syndicates will be held at the Variety Club headquarters in the William Penn Hotel. Then will come a pre-dinner cocktail hour in the hotel's Urban Room, followed by the Premiere Dinner in the Grand Ballroom at which Pittsburgh's social register will be present, accompanied by civic and business leaders. At the dinner DeMille will be presented with a scroll from the National Polish Alliance and a plaque in behalf of representatives of 27 language groups. After the dinner, an "Unconquered" ball will be held in the Urban Room, sponsored by the Pittsburgh Opera Association.

On October 3 there will be a breakfast for the producer-director at which he will speak.

During the day there will be pre-dedicatory services at Point Park, the site of Fort Pitt and a mamoth "Unconquered" parade that is expected to take two hours to pass a given point.

Then comes the premiere at the Penn Theatre. A platform will be erected in front of the showplace from which the visiting celebrities will be introduced, and there will be a short ceremony inside the theatre just before the picture starts.

One Believed Him

When an unidentified man, dressed up as Santa Claus, knocked on the doors of various Omahans, offering to give $5 in exchange for $1.98, he could find but one housewife who believed in such a miracle. The stunt was devised by Manager Don Shane of Omaha's Paramount Theatre to call attention to 20th-Fox's "Miracle on 34th Street."

'Exile' Radio Contest to Be Broadcast Via Mutual

Advance exploitation for Universal-International's "The Exile," starring Douglas Fairbanks, Jr., has started auspiciously with a national radio contest via the Mutual Broadcasting System, in which some lucky couple will be sent on a ten-day, all-expense trip to Holland in November. Plans for the contest were announced jointly by Ben Alexander, m.c. of the radio program, Your Heart's Desire, and Fairbanks, producer and star of the film.

Writer of the best letter on the subject, "Why I Would Like a Trip to Holland," will be awarded the excursion, with transportation overseas by K.L.M. Royal Dutch Airlines.

First announcement of the contest, which closes October 10, will be heard on the radio program broadcast of Sept. 29. The winning couple will leave New York November 15, returning ten days later.

3-Day Comedy Carnival

For its three-day Comedy Carnival, consisting entirely of 15 cartoons and comedy shorts, the management of the Kent Theatre in Windsor, Ont., publicized the fact that comic books would be presented to all children attending throughout the entire three days. It proved a good attendance builder.—TOR.

Universal and Publishers In Tieups on 25 Books

Book publishers and motion picture distributors alike have had their interest stirred in tieups to their mutual advantage through the success that attended the Universal-International-J. B. Lippincott joint promotion campaign on "The Egg and I." That tieup is reported to have boosted box-office returns on the film by several million dollars and to have greatly stimulated sales of the book.

U-I is capitalizing on this interest in mutually beneficial tieups on the part of book publishers to enter into such promotional alliances on 25 book properties for which it owns the movie rights. In addition to reprinting the books in their original form, in motion picture editions and pocket-size reprints, the arrangements call for close cooperation between U-I's Hollywood exploitation offices and the promotion departments of publishers by which the film exploiteers will publicize the books and the publishers will plug the film versions in their advertising and publicity copy. Result of the agreements will give two-way ballyhoo blanketing from coast to coast on U-I productions based on books, starting even before the pictures go into production and continuing until they are released.

Publishers with which U-I is making the tieups on films ready for release or nearing completion include Harper Brothers, Duell, Sloane and Pearce, Dial Press, Garden City Publications, Viking Press, Bantam Books and Pocket Books (both reprint publishers). The pictures are "Mortal Coils," "Ride the Pink Horse," "Tap Roots," "River Lady," "Secret Beyond the Door," "The Senator Was Indiscreet" and "Letter from an Unknown Woman."

Negotiations are proceeding on future stories with Rinehart, Lippincott, Random House, Viking, World Publishing Co., Grossett and Dunlap, Simon and Schuster, Putnam and Sons, Reynal and Hitchcock, Pocket and Bantam Books on the following story properties: "The Saxon Charm," "Gus the Great," "Midnight Lace," "Aftermath," "Great Son," "Maneaters of Kumaon," "Purgatory Street," "Mr. Peabody and the Mermaid," "The Great Snow," "The Tin Flute," "The World in His Arms" and several others.

To Campaign in New Fields For 'Prelude to Night'

Arthur Lyons, now making "Prelude to Night" for Producing Artists, for Eagle-Lion release, is negotiating with Mrs. Margaret Lauderbeck, nationally prominent clubwoman, to head a bureau with headquarters in Chicago, which will contact societies and organizations nationally in the interests of the picture, and which will effect direct tieups between local exhibitors and various organizations serviced by trade and professional organizations of non-moviegoing groups.

Ads for the trade and professional magazines are being prepared by the Monroe Advertising Company and will be timed to break simultaneously with the picture's regional releases.

Personal appearance tours by the picture's stars, Zachary Scott, Louis Hayward, Diana Lynn, Sydney Greenstreet, Lucille Bremer, Martha Vickers and Director Edgar G. Ullmer, also will be part of the exhaustive campaign which Lyons frankly states is occasioned by the current concern in the industry about future markets.

'Nite Out' Promotion

A promotion stunt that is good for any picture booked has been adopted by Carl Eagan of the Palace Theatre, Calgary, Alberta. Through a tieup with a local radio station, a cafe and a taxi company, a couple is selected on the radio program, "Serenade to Midnight" to spend a "Nite Out" as guests of the restaurant, the cab company and the theatre. The publicity gained through the radio promotion and newspaper publicity has proved beneficial to the Palace box-office.

Goetz Brings 'Lost Moment' Print for Campaign Study

Universal-International Production Head William Goetz arrived from Hollywood early this week, bringing with him a print of Walter Wanger's "The Lost Moment," based on the Henry James novel, "The Aspern Papers," for screening before General Sales Manager William A. Scully and the eastern sales staff and to arrange for a New York world premiere of the picture. Plans were also to be made for an all-out national promotion campaign.

Robert Cummings, Susan Hayward and Agnes Moorehead, of the film's cast, and Wanger and Director Martin Gable will probably head the Hollywood contingent coming to New York for the opening.

Discussion of "The Lost Moment" at U-I's eastern sales meeting was to center on three different types of campaigns in three "different type" cities to determine which pattern will be best for the national promotion.

Stars Set for L. A. 'Variety Girl' Benefit

A star-studded stage variety show, headed by Bob Hope and scheduled to include entertainment by Alan Ladd, Olga San Juan, Billy DeWolfe, William Demarest and others, all of whom, like Hope, appear in Paramount's all-star "Variety Girl," will mark the special benefit premiere of the film to be held October 8 at the Paramount Theatre in Los Angeles to aid Tent No. 25 of the Variety Clubs International to establish a boys' club and recreation center in East Los Angeles. All first-run local theatres are cooperating in the sale of tickets.

Another one of the some 25 or so special benefit performances of the film was staged this week (25) at the Chicago Theatre, sponsored by the Chicago Variety Club, one day prior to the film's regular run.

Lockwood Joins MOT

Roy Lockwood, British film producer, has joined the March of Time as assistant to Producer Richard de Rochemont. Among features directed by Lockwood are "Mutiny of the Elsinore," "You're the Doctor" and the American film, "The Invisible Man Returns," on which he was co-director. He came to America in 1939 and during the war joined the staff of the British Information Service in New York, later going into radio.

'Blue Veil' Premiere

American premiere of "The Blue Veil," starring Gaby Morlay, will be held at the Studio 65 Theatre on Oct. 1. Produced in France by Compagnie Generale Cinematographique, the film is released in the United States through Leo Cohn.

Classical Music Films in Levin's 'Opera Festival'

The Second Annual Light Opera Festival of the Vogue Theatre in San Francisco has been pronounced an unqualified success by Irving M. Levin district manager of San Francisco Theatres, Inc. who programmed the three-week period during which the theatre played a group of films which maintained a master-music theme for both feature and short subjects.

Heralded by quantities of attractive brochures emphasizing the program's melodious quality with pictures of Paderewski, Walter Damrosch, Mme. Schumann-Heink and other artists and by newspaper and bill board advertising appeals emphasizing the musical theme while publicizing the "festival" aspect, advice about the coming Festival was forwarded via mail and by hand delivery to members of the San Francisco Opera Association, private and public school music teachers and all musical organizations in the Bay area. The heralds were made available at music shops as well as by distribution at large musical gatherings and concerts.

Levin offered seats to the Vogue on a season ticket basis in the Grand Opera tradition and opened the festival with a program featuring "The Great Mr. Handel," with the "Messiah" oratorio as background music. Short subjects included Richard Bonnelli singing the "Pagliacci" Prologue; a performance by an orchestra of "Dance of the Hours" and "Rhapsody Rabbit" in which the star was billed as Mr. Bugs Bunny.

Other featured attractions of the festival included "Moonlight Sonata" with Paderewski; "Life and Loves of Beethoven"; "Battle for Music," story of the London Philharmonic; "Seventh Veil" and "April Romance," the story of Franz Schubert.

Club Delegates See Autry Film Preview

One of the highlights of this year's convention of the Gene Autry Friendship Club, currently (26-28) being held at the Paramount Hotel in New York, is a screening of Autry's first Columbia picture, "The Last Roundup," at the Normandie Theatre on Saturday morning (27).

This year's convention was scheduled to open Friday morning with the more-than 500 delegates from all sections of the country welcomed by Autry and club officials, after which they were to attend a performance of the rodeo, in which Autry stars, at Madison Square Garden.

Dairy Cooperates in Publicizing 'Yearling'

Manager W. Heaseman of the Plumb Theatre, Streator, Ill., effected a tieup with Coppin's Dairy in that town on his campaign on MGM's "The Yearling." The Dairy took a four-column ad, nearly full page in depth in the Streator *Daily Times-Press*. Top half of the ad was a large picture of Claude Jarman, Jr., boy star of the film, drinking milk through a straw, with appropriate credits, and the offer of a limited number of free pictures of Jarman to be obtained at the dairy office. Rest of the ad plugged milk as an important part of the daily diet for every family.

To Good Advantage

Manager John H. Arnold of the Yale Theatre, Houston, billed Pete Smith's "Treasures From Trash" in news ads and on the marquee to good advantage.

Air Show Tiein Sells 'Blaze' in Gloversville

Not once, but frequently in the past several years, this department has urged theatremen to be on the lookout for events going on around them that might be tied up with their current attraction. There are any number of managers and advertising-publicity-exploitation men who do just this. As an example we cite Joe Burns, manager of Schine's Hippodrome Theatre, Gloversville, N. Y.

With an Air Show to be held in Gloversville, and with Paramount's "Blaze of Noon" as his screen attraction, the alert Joe built the main part of his campaign around this factor. First, of course, he had to get the cooperation of Air Show officials, which he did in short order.

A week before, at a special kiddies' show, Joe ran a model plane contest and placed the winning models, sniped with special signs in prominent downtown locations. He also placed 22x28s tieing in the Air Show with "Blaze of Noon" in various store windows.

On the day of the show, the feature was constantly plugged on the airport's P.A. system, which reached the ears of thousands attending during the six-hour period. Joe placed a 40x60, which he had displayed in his lobby the previous week, in the plane parking area which was visible to all spectators. A number of planes carried special snipes along their fuselages.

Despite warm weather, first day's business was better than average. And because Joe heard people in the lobby remarking that they had seen the signs and heard the announcements at the airport about the picture, he knew the reason. He had capitalized on a local event. Do you?

'Would You Forgive?' Contest on 'Unfaithful'

A radio contest with a cash award of $25 and 25 pairs of tickets to the picture for answers to the question, "If she were yours, would you forgive?" was effected with Station WTOD in Toledo, O., by Manager Howard Feighley of the Rivoli Theatre on Warners' "The Unfaithful."

Contest was handled on WTOD's "Who's Who in Motion Pictures" program conducted by Judy Lawton. Story of the picture was not disclosed, but the performances of the three stars were discussed—a ruse to induce contestants to see the film before answering the question.

Feighley persuaded Judge Alexander of the Domestic Relations Court to attend the opening night show and comment on its problem and message next day on the WTOD Breakfast Club show.

This 'Mitty' Idea Can Be Used Most Anywhere

The questions, "Are you a Mitty? What is your favorite day-dream?," were asked his youthful listeners every day for two weeks by Bill Berns, WOR radio reporter, in a tieup with Samuel Goldwyn Productions on "The Secret Life of Walter Mitty," RKO Radio release. Berns explained that Mitty is the day-dreamer of the Danny Kaye comedy, and told the kids to write him their ambition or day-dream.

The ten best and most original entries received United States Savings Bonds, while the next 500 were guests of Berns and the Goldwyn organization at a special morning screening at the Astor Theatre.



SHOWMANSHIP THAT GETS RESULTS. Here are pictorial examples of two result-getting stunts utilized by Willard F. Kirby, manager of the Grand Theatre, Fremont, Ohio, to combat the summer slump. Street stunt at left ("detective" and his "catch") drew special attention to the showing of Columbia's "Bulldog Drummond at Bay," while the display at right on SRO's "Duel in the Sun" aroused more than ordinary interest because of the "reel" on the side which Kirby made from scene stills and sections of ads culled from back pages of trade papers.

No Flash-in-Pan Theatreman, Kirby Beats Summer Slump via Showmanship

Some exhibitors make show selling an occasional effort, others are constantly on the alert to pursue the activities that maintain continued profitable patronage at the box-office.

Belonging to this latter category of showmanship is Willard F. Kirby, manager of the Strand Theatre, Fremont, Ohio. Kirby, faced with the usual summer slump, determined to combat it head-on with a week-after-week onslaught of good old-fashioned showmanship which, he reports, brought results in almost every case. He hopes that his stunts, passed on to other STR readers, will help them in their show-selling efforts.

For his engagement of Columbia's "Bulldog Drummond at Bay" Kirby used his doorman and an usher as a detective and his "catch." The "fugitive" carried a sandwich board tieing in with the attraction, while the detective carried a revolver which he pointed at his man while handcuffed to him (*see cut*).

Utilizing the cardboard tubes in which carpets are enclosed, he made a Fourth of July display to play up the action angle of a bill consisting of 20th-Fox's "Jewels of Brandenburg" and Monogram's "Trailing Danger." The "firecrackers" stood on either side of the action display.

'Dat Debble' Usher

Again enlisting the services of an usher, Kirby dressed him in red-dyed long underwear, complete with tail (spring covered with cloth) and hood with slanted eyes and horn, and sent him around town as a ballyhoo for RKO Radio's "The Devil Thumbs a Ride." Of course the "devil" carried a sign advertising the attraction, and besides parading in the downtown district he also rode the busses to all sections of Fremont. "This little ballyhoo," declares Kirby, "resulted in my biggest Friday night's business in over three months."

Besides covering the town and the surrounding countryside with window cards and posters, and bannering local cars and taxicabs, the Fremont management also created an arresting display on SRO's "Duel in the Sun." The display utilized a three-sheet and stills, with a "reel" of scenes from the picture, made from scene stills and back covers of trade magazines which Kirby saves from time to time (*see cut*). Back of the display, on the building wall, were 40x60s illuminated at night by fluorescent tubing. Kirby's selling efforts paid off, and "Duel" was held over for an extra day.

Biggest stunt in connection with the engagement of Allied Artists' "Black Gold" was a parade of the Indian troupe which has been accompanying the film in its first-run playdates. The mayor cooperated and was crowned an honorary chief in the Arapahoe Indian tribe, and the newspaper came through with publicity on the appearance of the tribe. But even with this advantage, Kirby refused to lay down on the job. Through a tieup with a local ice cream and dairy bar, a Black Gold Sundae was publicized through the distribution of special handbills. Also, a thousand heralds were distributed on the streets and house to house.

Thus it can be seen that Kirby is always in there pitching when it comes to attracting patrons to his Strand. We'll be anxious to hear from this busy showman again, and we're sure our readers will, too.

'Singing' Cutout, Call's Stunt for 'Jolson Story'

A three-foot cutout of Larry Parks in blackface, kneeling, and apparently singing "Mammy" and other Al Jolson songs was a lobby stunt pulled by Charles Call of Century's Bliss Theatre, Long Island City, L. I., to promote "The Jolson Story." Recording turntable was cleverly hidden from view so that the songs appeared to come from the open mouth of the kneeling figure.

With but small lobby space, Call utilized the inner lobby where he posted a 24-sheet. Call also used standees on stair landings to the loge and balcony, while a black teaser strip with white gloves (similar to the caricature on the Decca album of Jolson records) covered the box-office. The front marquee plugged "America's greatest entertainer."

Fifteen window tieups, with stills and 11x14-inch uprights featuring the white and black caricature motif, were landed in prominent store windows. Two shops carried the three-foot cutout of Parks. Record shops played Jolson records and gave window displays of the albums with theatre and playdate copy.

For a street ballyhoo, Call sent an usher in blackface, wearing white gloves, carrying playdate information, wandering about the Bliss Theatre area for a week in advance.

THEATRE MANAGEMENT



The Brass Tacks of Efficient Picture Theatre Management*

TIME ESSENTIAL FOR WORTHY TIEUPS

By Jack Jackson

The importance of being thorough cannot be overemphasized in planning and effecting theatre tieups, and *thorough* planning requires time. Not that the "spur-of-the-moment" idea has not been known to provoke some right pleasant jingle music from the ticket machine, but its average is lower than a penguin's tail feathers when compared to the success pinnacles that have been struck with the well-conceived and thoroughly-thought-out procedure. To do a good job of cooperative tieup planning takes time and study and it is well to remember that, on the average, the human nervous system refuses to be crowded and absorbs no knowledge if you push it too fast. Our nervous systems absorb and, consequently, learn better when we let in a few items of information at a time and then stop to act them over mentally and rehearse them orally before going on to other steps. Only in following this pattern will you be able to get the very ultimate in cooperation and effort from merchants, industries and organizations. Only in this manner is it possible for you to be fully prepared to block and parry the negative reactions of those whom you approach.

Spend as much time studying the possible reactions of your potential contacts as you do on what you aspire to gain for the theatre, and your chances of failure will shrink to an almost irreducible minimum. Don't assume that the other fellow is going to jump at your proposition. Put yourself in his shoes. Study his business with an idea of determining as many as possible of the arguments you would advance against the effort *if you were in his shoes.* Then get off to yourself and build the kind of affirmative arguments that will offset his negative responses. Only when you have done this are you in the position to *sell* successfully, and making theatre tieups is a selling job with the better salesman getting the better deals.

Surpass in Value Any Other Salable Item

I believe that enough has been written here in previous weeks to convince even the Casper Milquetoast type of exhibitor that his theatre and its attractions surpass in mass value any other item offered for sale in his community. But—the fellow whom you contact for joined effort will never know it unless you have complete knowledge of your own wares coupled with a fairly comprehensive idea of his merchandising problems. Mould your scheme to augment his effort and lessen the resistance in his sales program and—after one dose of theatre cooperation—he'll be a chronic contributor to your ad-assist planning.

I'd like to again go on record to the effect that any specific plans set forth in these articles are *general* and not to be construed as being applicable in their entirety to your particular theatre. Alteration and ramification to conform to the circumstances confronting you, your theatre and your merchants is essential at all time. Last week we laid out a general plan for department store tieups because the operators of these establishments have a "mass" sales problem similar to that of theatres. In this category is also found the laundry, aiming at community or city-wide coverage, bakers anxious to make the trade name of their specialties a household phrase, dairies, etc. Each of these offers tremendous possibilities for protracted (four- to six-week) theatre tieups, with almost certain benefits in goodwill and added patronage as a mutual reward. Let's start with the laundry and detail what I consider to be a step-by-step plan that holds maximum success potential at the most trifling outlay of money and effort on the part of the theatre.

The laundry regularly engages in two procedures, indispensable to the conduct of its business, that loom as prime magnets to attract theatre patronage: the slips that list the customer name and the articles serviced and the delivery vehicles. By way of extra effort, the laundry can and will, if you do the right kind of a selling job, put cards in the windows of its sub-agencies, buy newspaper display space and radio time, and defray the total cost of awards, other than theatre admissions, in case the giving of prizes enters into the plan presented.

By way of compensation for "all out" effort by the laundry, the theatre has to offer: the mighty weight of its screen to deliver an impressive message to a receptive, mentally-at-ease audience, all in the ability-to-pay category, and conditioned—to a greater or less degree—by the refinements and conveniences of the theatre to a desire for the services offered by the cooperating company. In addition, there is the theatre's prestige as the recognized meeting place of the best people; the privilege of association and implied contact with the luminaries taking part in the attractions presented; access to colorful accessories that will lend glamor

(*Continued on Page* 21)

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U. S. Theatres' Courtesy Impresses G-B's Lundy

Impressed with theatre staff courtesy and the remarkably smart appearance of those in uniform, Edward H. Lundy, Gaumont-British director of theatres, back in England from a survey of American theatres, believes the uniformed employes are well trained and apparently have a real sense of responsibility in their work.



E. H. Lundy

Writing in the circuit's house organ, *News and Views,* Lundy, who was accompanied on his trip by Arthur Brown, his booker, sees the American manager having more say than his British cousin. He is in touch with the booking situation, making his own recommendations, and has a full knowledge of running costs. On the other hand, he has more forms to complete.

The American manager also gets more pay, Lundy points out, but this factor is balanced by a higher cost of living. His greatest advantage is the absence of a labor shortage. In Chicago, the British showman declares by way of comparison, the manager can order another half dozen soft drink servers to be delivered the same day. In London, his cousin at the New Victoria is still desperately anxious to have his front bomb-blasted windows renewed.

From a construction standpoint, there is little to compare between the cinemas of both countries. However, Lundy slyly points out, British audiences have an advantage when the program is not so good. They can smoke in all seats.

All-Star Show Marks Jefferson Reopening

Reopening of the RKO Jefferson Theatre in New York last week, after undergoing complete renovation and redecoration, was marked by an all-star show attended by such celebrities as Gypsy Rose Lee, Bill Robinson, Phil Brito, Bob Howard and Abner Silver, who walked the red carpet placed in front of the theatre by Manager Sam Rydell.

Through a promotion with the U. S. Army, a sound truck played music all evening, and an antiaircraft searchlight mounted on a huge truck attracted considerable attention.

Campaign for the Jefferson reopening, as worked out by Harry Mandel and his RKO Theatres publicity staff, including Pat Grosso and Ray Malone, began well in advance with a trailer heralding the re-opening projected in all Manhattan and Brooklyn RKO theatres. The East Side News, a local newspaper, publicized the opening, and stores in the neighborhood were gaily decorated for the event.

Cold Weather Note

Was your heating plant ready for operation, or did your patrons complain?

Time Essential for Worthy Tieups

(*Continued from Page* 20)

to—and thereby increase desire for—the laundry's commonplace services; the use of your extremely valuable publicity connections to secure editorial mention ordinarily denied purveyors of menial, though needed, accommodations. I don't know how you feel about it, but to me that just about fills up a "bargain basket" with dollars and cents value well above any price that can possibly be incurred in "all out" effort by the laundry. The above formula, properly maneuvered to fit your cooperative problem, can be presented in such a manner that it will possess all the lure of a new car at factory price and be snapped up like Christmas toys in a foundling home.

The tieup itself can take many forms but probably the most desirable, from the theatre standpoint, is one that involves pronounced mention on numbered package slips, with certain numbers—selected either by drawing or at random—redeemable for theatre admissions, credits for laundry services, cash awards or a combination of all three. (In case theatre tickets are given be sure that you place admission-price value on each ticket when proposing the plan to the laundry management). A display board, showing the numbers of the fortunate slip holders, occupying a prominent position in the lobby, is to be mentioned in all cooperative advertising and the slip holders required to visit the theatre to determine results. (In the event of cash awards it is advisable to caution the management against use of the slips on packages sent through the United States Mail in order to avoid the rigid national lottery laws. This can best be avoided by including a "slogan" requirement).

To get the utmost from such a tieup, you will require the laundry to estimate the number of slips used weekly and arrange for the printing of special slips of sufficient length to allow for the printing of details of the dual effort and—if you do the job right—a mat showing the star of the current attraction at your theatre with title, play dates, etc. As I understand studio restrictions anent the use of star names, it is permissible to use "inferential" copy, such as "Gilbert Glitterpuss, appearing all this week in 'The Slavey Swoons' at the Whim Theatre, would be delighted with the services of the Dirt Don't Live Here Laundry" or "You can look as neat and chic as Glad Iola, starring in 'Loose Love' at the Whim, by availing yourself of our services." Lines like these are a direct implication of contact but entirely avoid the pitfall of actual endorsement. The company's slips should be changed weekly to conform to attraction changes at the theatre. Signs detailing the co-op effort—and as large as possible—should be made for both sides and the rear of all delivery vehicles. These signs should be processed, printed or painted, in oil—depending on the number of vehicles used—with prominent space left for the weekly change of your attractions. They should be properly framed to preclude normal weather and vandal hazard, and should the cooperator be reluctant to incur this expense, you can gain your end by pointing to the practice of the United States mails and the Railway Express Company and elucidating the value of the space for the dissemination of the company's personal messages throughout the years. Remember that these vehicles are constantly making the rounds of your city and offer high customer potential as perambulating billboards, so insist on the display being as attractive as possible and permitting the best prominence to theatre messages. Card copy for use in the windows of sub-agencies, neswpaper advertising and radio scripts should all be prepared under your direction with a minimum of 50 per cent and preferably 75 per cent of the space or time used devoted to theatre advertising.

It is advisable—both from your and the company's standpoint—to make as much of a ceremony as possible out of the manner of selecting winning numbers. Knowledge of the numbers used during the current week—1 to 2,314 or 2,314 to 6,553 etc.—is imperative. Then you can take the stage and ask the audience to participate by calling out three numbers, adding the three for a total or any number of other schemes that will come to your mind. Posting the numbers on a board in your lobby guarantees an increased flow of traffic to determine results and it is but reasonable to assume that those not participating in the free gifts will patronize the box-office. It may be advisable—and get better co-op effort—to give the vehicle drivers and employes responsible for the placing of slips in bundles a party in advance of, and some time during the run of the dual effort. This insures their interest and should keep them on their toes to see that their contribution is properly fulfilled. It also provides the highly desirable spur to added effort and better company morale that is the aim of every employer of the so-called unskilled labor.

With the proven point in mind that the most highly desired form of theatre advertising effort is that which reaches directly into the homes of potential customers, laundry tieups hold preferred position. If you follow the suggestions projected here and plan thoroughly, with every detail of what the effort promises and each item of expense and work clearly defined in advance, there is every assurance that your theatre and its attractions will be forcibly—how forcibly is up to you—and favorably brought to the attention of individuals, groups and families throughout the vicinity served by your cooperator for the duration of the tieup. Traffic into your theatre will increase in exact relation to the measure of the effort put forth and the thoroughness with which it is enacted. A loose job will result in different returns, while a tight job—with every detail properly supervised by theatre executive personnel—will bring maximum returns and maximum benefits to both parties.

A tieup like this simply cannot be a spur-of-the-moment job. It requires clear and extensive research of the other fellow's activities. It requires a setup of properly-confirmed bookings to preclude attraction changes, since *all* of the laundry slip printing must be done well in advance as well as the printing of vehicle signs, sub-agency window cards, etc. It is advisable that *you* determine the number of window cards, and vehicle signs, together with their size and cost, the cost of printing the larger package slips, etc., in order to be able to paint a more enticing picture of the returns promised for the dollar expenditure involved. How else can you tell if you are getting a fair price for the value you offer?

As mentioned earlier, the tieup can take many forms, but whether it is as detailed here or based on the accumulation of a specified amount of laundry expenditure, the selection of a slogan for the company, the preparation of a limited-words sentence detailing why the customer likes the service or why they like your theatre, the same thoroughness should go into the planning and execution.

Don't be afraid to insist that the diamond of theatre cooperation be presented in the platinum setting it merits. Don't be afraid to insist on dollar expenditure commensurate with the value of the prestige of the theatre and the glamor that surrounds screen personalities. Don't be afraid to discuss and clear those minor details that mean so much to the success or failure of any effort. In short don't be afraid! Be thorough! Be explicit! Be confident! Be fair! And above all, be sure that you are being fair to your theatre!

Well, Old Man Space has caught up with me, so we'll have to defer discussion of the dairy, baker and other tieup possibilities and plans until next week.

Century 'Sat-R-Day Camps To Get Under Way Oct. 18

In a move designed to establish closer ties between its Brooklyn Mayfair and Patio and its Long Island Sunnyside, Freeport and Floral theatres and their communities, as well as to provide children and teen-agers with entertainment suited to their tastes, Century Circuit will launch a series of "Sat-R-Day Camps" in these houses starting Oct. 18, Vice-President Fred J. Schwartz announced this week.

The shows will run from noon to five and will have stage activities such as puppet and animal shows, spelling bees, community sings and educational as well as recreational games. The shows will make use of a feature selected in the main from the MPA Children's Film Library and suitable shorts.

Check for Vermin

The incidence of vermin in theatres is always on the increase during this weather. The cleaning staff should be alerted for signs of vermin in seats and carpets, which should be sprayed daily during this season.

Watch Open Doors

Employes may be wasteful of air conditioning efficiency by leaving doors open too long following a spill. A check on opened windows, too, might reveal a source of waste.

Says Movies 'Guide to Maturity'

The motion picture was given a boost recently by Mrs. Leo B. Hedges, editor and state motion picture chairman of the California Congress of Parents and Teachers.

Speaking before a luncheon of the Parent-Teachers Association, the Association of University Women, the Catholic Council and the Federation of Women's Clubs in San Francisco, Mrs. Hedges recommended motion picture theatre attendance for children "as a means of promoting their progress toward maturity." The secretary of the Educational Film Research Institute also urged intelligent guidance in theatre enjoyment and film evaluation to discourage indiscriminate theatre attendance.

Mrs. Hedges, who is film editor of the National Parent-Teachers magazine, praised communities which have established programs especially for children, the Children's Film Library of the Motion Picture Association and strongly advocated a parallel movement in schools.

EVERY SMART

WILL QUICKLY

FUNNIEST COMEDY

COLUMBIA PICTURES presents

Lucille Ball • *Franchot Tone*

HER HUSBAND'S AFFAIRS

with EDWARD EVERETT HORTON

MIKHAIL RASUMNY · GENE LOCKHART

An S. SYLVAN SIMON Production

Original Screenplay by Ben Hecht and Charles Lederer

Directed by S. SYLVAN SIMON · Produced by RAPHAEL HAKIM



SHOWMAN BOOK THE IN YEARS!



"BOUND TO MAKE HIT WITH ALL AUDIENCES!"

–Exhibitor

"WILL BRING HOWLS!"

–Showmen's Tr. Rev.

"HILARIOUS!"

–Film Daily

"SURE OF HEARTY BOX OFFICE RESPONSE!"

–Daily Variety

"A LAUGH A MINUTE!"

–Variety

"EVERYBODY HAS GRAND TIME!"

–M. P. Daily

"LOTS OF LAUGHS!"

–Boxoffice

"SHOULD CLICK MERRILY!"

–Hollywood Reporter

"AUDIENCE HAD WONDERFUL TIME!"

–M. P. Herald

REGIONAL NEWSREEL

SAN FRANCISCO

San Francisco Theatres, Inc., announced three shifts in personnel this week. Lawrence Lash, former student assistant manager at the Alexandria, has been graduated to full assistantship at the Balboa Theatre. Lash is succeeded by Foster Cope, formerly head usher at the Coliseum.

Ralph Nicholson, formerly assistant at both Balboa and Harding Theatres, is being transferred to the Metro to assist R. E. Wheeler.

All San Francisco showmen mourned the passing of Claude LaBelle, dean of local drama critics. LaBelle, drama editor of the *News* since 1929, was a familiar and colorful figure in the downtown theatre district.

Robert L. Lippert is mighty proud of his recently redecorated Guild and Centre Theatres. Both are featuring roadshow features at advanced prices. The Guild is in its seventh week with "Gone With the Wind," and the Centre is holding "Duel in the Sun" for its ninth week.

Golden State Theatres' New Rialto, recently taken over from Fox West Coast, has been closed for three weeks for complete remodeling inside and out.

N. P. (Red) Jacobs, manager of the RKO exchange, resigned this week. He is being replaced by J. P. Smith of the Portland, Ore., exchange of the same company.

An enlarged copy of the $11,884.01 check, gained from proceeds of the recent "Variety Girl" benefit show at the Paramount Theatre for the establishment of a blind children's nursery home was turned over to Neal East, head of the Variety Club's Heart Fund, by Jerry Zigmond, chairman of the benefit at a stag party held by the Variety Club of Northern California.

HARRISBURG

Since the movie men of Harrisburg have been advised by the Dauphin County Commissioners that the question of Sunday movies definitely will appear on the Nov. 4 ballot for vote by the citizens, there has been a series of stabs and needlings by a group of both organized and individual opponents, State Theatre Manager E. G. Wollaston, chairman, said, adding that a concerted drive toward defeating the measure is under way by churches, clergymen, both individually and organized. Latest to oppose the proposal was the Young Men's Christian Association. The *Harrisburg Telegraph,* sole newspaper to support Sunday movies, pointed out that the YMCA offers no recreational facilities in its own organization for Sunday activities.

Mrs. Stella Hicks, veteran cashier at the Rio, is on vacation, while William Stimeling is a new employe. Francis S. Deverter, manager, said his dual bill of "Tobacco Road" and "Grapes of Wrath" was one of the few double features to be held over for three extra days due to popular demand.

New at the Colonial are Nellie Varner and Joann Bryson, while Clarence Carr, operator, who had been ill, was to return this week. Employes presented Frank S. Maury, former assistant manager, with a desk set. Maury goes to Miami Beach as manager of the Surf Theatre.

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PORTLAND

A most unusual hot wave, striking Oregon this week, brought out the "air cooled" signs at the first-runs, and increased earnings at the box office were the rule.

James Brill, formerly with Broadway Theatre, has been named manager for J. J. Parker's new Guild Theatre.

Al Utigard, formerly with the Orpheum Theatre, Portland, has been appointed assistant to Zollie Colchok, manager for Sterling Theatres, Seattle.

James R. Grainger is calling special Republic meeting in Seattle, prior to leaving for New York. He is the guest of Paul McElhinney, Seattle branch manager. Also in attendance here is Earl Collins, western district manager, who is leaving for south.

Ben Fish, personal representative for Samuel Goldwyn, is covering Portland and Seattle film rows.

Murray Lafayette is arranging exploitation campaigns for opening of "Forever Amber" in Pacific Northwest key cities.

Manager Robert H. Anderson of Newsreel, Portland, is putting in an innovation of current news over a public address system following newsreels, heard also at the theatre front.

Now It's Critics

Latest beef about advanced admissions out in the territory comes from Kansas City where Doc Hartley, reviewer for the famous Kansas City Star, gave Warner Bros. and "Life With Father" a going over on his Sunday page. Hartley objected to the $1.25 top charged for the film at the Orpheum.

"It used to be," he wrote, "that films were the poor man's entertainment. Reaching out for $1.25 certainly is a switch on the original phrase."

NEW ORLEANS

"Duel in the Sun," banned by censors in Memphis, Tenn., was doing record business in neighboring Arkansas and Mississippi spots this week. The Crittenden Theatre at West Memphis, Ark., just across the line from Memphis, reported the largest crowds in the history of the theatre for the film's opening. Manager J. Jackson Rhodes said the theatre was filled to capacity for the initial showing in early afternoon, and enough people to fill the theatre for the second show remained waiting in line through the first run.

It was the same story at Holly Springs, Miss., where "Duel" opened Monday (15th), at the Holly Theatre. While patrons were seeing the matinee show, the box-office sold out the entire house for two subsequent performances.

Daniel B. Cohen asked the New Orleans City Council Tuesday (16th) to change zoning ordinances to permit building of a theatre in the uptown St. Charles Avenue section of the city.

The Holly Theatre at Holly Springs, Miss., has scheduled something new in beauty contests. A score of local belles were photographed in color, each giving her name and a business firm she was representing. The film was to be shown to the regular theatre audience, which was to pick the winning beauty.

OKLAHOMA CITY

Nola M. Bailey has filed suit against the Thompson Theatres, Inc., company in Oklahoma City for $25,000 in damages for injuries she allegedly received when she slipped on a tile floor in the lobby of a theatre owned by the company in Britton, Okla.

A new front and marquee are being sported by the Grand Theatre at Holdenville, Okla., manager Horace Clark reports.

The July 1947 Oklahoma sales tax report shows a gain in returns but a 5.22 per cent loss in collections from the theatres and tent shows. A total of 385 returns totaling $25,691.51 are shown for July 1947 with 349 returns totaling $27,107.06 for July of 1946. Use tax is reported at five returns totaling $427.77 which indicates an increase of 170.48 per cent in collections of use taxes.

MINNEAPOLIS

An admission tax on amusements as a new source of revenue for Minneapolis recommended by its research committee has been approved by the Mayor's tax and finance commission. The St. Paul city council has under advisement passage of an ordinance imposing a five per cent amusement tax to increase revenues for public schools. Independent exhibitors and theatre chains are fighting the proposed tax.

Northwest Variety Club, Tent 12, will be awarded the national charity citation for 1946 by Variety Clubs International at a dinner in the Nicollet Hotel, Minneapolis, Oct. 6. The citation is in recognition of the more than $300,000 raised by the club for the proposed heart hospital on the University of Minnesota campus.

(Continued on Page 26)

Summer's over—now's the time for something

"Steamheated"

says M. P. Herald*

RAY MILLAND · MARLENE DIETRICH

in

"Golden Earrings" †

† It's a hit song too. Watch for big promotion.



*"Nothing quite like the first half in which the gypsy achieves her headlong conquest, has been seen in recent years."

with

Murvyn Vye · Bruce Lester
Reinhold Schunzel
Dennis Hoey
Quentin Reynolds

A MITCHELL

LEISEN

PRODUCTION

Directed by MITCHELL LEISEN

Screen Play by Abraham Polonsky, Frank Butler and Helen Deutsch
From the novel by Yolanda Foldes

LAUNCHING Paramount s *PARAMOUNT SEASON:*

"Unconquered" in Technicolor—"Wild Harvest"
"Golden Earrings"—"Adventure Island" in Cinecolor

REGIONAL NEWSREEL

(*Continued from Page* 24)

Irene Reimer, head bookkeeper at National Screen Service, will be married on Sept. 27 to Adolph Efshen, and Emily Olson biller, is engaged to Frank Gonczy of Minneapolis.

New on film row are Peter Bayes, exploiteer at Eagle Lion, Max Wold, bookkeeper at MGM, Arthur E. Weisberg, booker at Republic, Marilyn Norby, stenographer at Republic, Eve Barber, biller at Columbia, and Marilyn Harrington, receptionist at Columbia.

Paramount Division Manager J. J. Donohue and Midwest District Manager Allen Usher were at the Minneapolis exchange for a check-up on the sales drive now in progress which ends Nov. 29.

Rosemary Denison, clerk at MGM, is engaged to Dwaine Linde, army, stationed at Fort Knox, Ky. Mrs. Martha Ditch, former bookers' secretary at MGM, is the mother of a baby girl,

CHICAGO

The Bell and Howell Company will soon begin construction of a 100,000-square-foot addition to its Lincolnwood plant. It has bought 28 acres adjoining the plant on McCormick Road for expansion of its manufacturing facilities.

Mrs. Joseph R. Chesser, president of the Better Films Council of Chicagoland, has been appointed motion picture chairman of the General Federation of Women's Clubs.

F. E. Dorsett has taken over the Lyric Theatre in Bowen, Ill.

R. J. Diffanthaler has joined the midwest sales staff of General Electric.

Phil Solomon of B & K's Drake Theatre is confined to his home by illness.

Tommy Thomas has resigned as manager of B & K's Covent Theatre to enter another line of business.

Ralph Maw and Robert Workman of Minneapolis, D. C. Kennedy of Des Moines, Jerry McGlynn of Omaha and John Kemptgen of Milwaukee have returned to their posts after attending an MGM district meeting here.

Balaban and Katz Publicist James Savage is confined to Michael Reese Hospital for a medical checkup.

B & K Merchandising Manager was taken to the Augustana Hospital suffering from a heart attack.

Teatro del Largo of the Sam Myers Circuit in Willmette was robbed of several hundred dollars by two young gunmen who escaped in an auto.

Marquee Humor

Sign appearing on the marquee of a Vancouver, B. C., theatre: "Noel Coward s Brief Encounter with Celia Johnson."

HARTFORD

The E. M. Loew's Hartford Drive-In, located in suburban Newington, has a new assistant manager—Howard Hill, who succeeds Dan Finn, who has left to resume his college studies. Edward McCormick has been named assistant manager, Music Box Theatre, New Britain, Conn., replacing Herman Doucette. Eddie Harrison, manager of the E. M. Loew's Court Square, Springfield, Mass., has resigned. Replacing him is John Silverwatch, formerly with Warner Theatres.

George Ettinger, radio manager, Columbia Pictures, was in Hartford, drumming up exploitation for "Down to Earth."

In Winsted, Conn., it was announced that Joseph Youmatz is managing the newly-opened Rogers' Corner Drive-In Theatre on Route 44, between Winsted and New Hartford. Youmatz is president of Peoples' Forest Drive-In Theatre Corp., Winsted, which operates the theatre. John Youmatz is vice-president and Joseph Tardiff, secretary and treasurer.

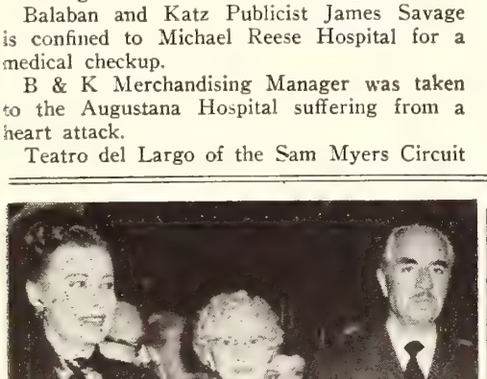
The Strand, Plainville, Conn., has gone on a new fall policy; no matinees Wednesday or Friday. It has regular matinees Mondays, and continuous performances on Saturdays and Sundays.

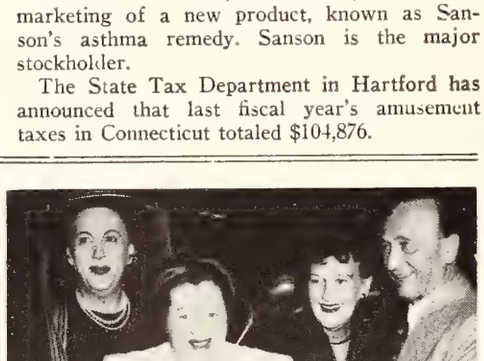
George Brow, Jr., stagehand at Loew's Poli Strand, Waterbury, Conn., and Mrs. Brow are parents of a son.

Martha Gilwech, secretary to Fred Greenway, manager of Loew's Poli Palace, Hartford, has resigned, due to ill health.

Sanson Drug Corp., Manchester, Conn., recently organized by Jack Sanson, manager of the Warner State, Manchester, has started marketing of a new product, known as Sanson's asthma remedy. Sanson is the major stockholder.

The State Tax Department in Hartford has announced that last fiscal year's amusement taxes in Connecticut totaled $104,876.





NOTABLES AT "LIFE WITH FATHER" COAST PREMIERE. Celebrities were on hand for the Hollywood premiere of Warners' "Life With Father," held simultaneously at Warners' Hollywood, Dowtown and Wiltern theatres. First-nighters in photo at left include Irene Dunne, Mrs. Nettie Powell and her son, William Powell. In the foursome at right are Margaret Ettinger of Michael Curtiz Productions; Bess Meredyth (Mrs. Michael Curtiz); her secretary, Elsie Stern, and Michael Curtiz, who directed the film in which Miss Dunne and Mr. Powell costar.

MEMPHIS

Ollie Browning has been transferred from Fort Smith, Ark., to Memphis as manager of Malco's Strand.

Bill Kemp, manager of Loew's State, has returned from a Georgia vacation.

R. X. Williams of Oxford, president of the Tri-State Motion Picture Theatre Owners, has selected the following speakers for the Oct. 14 and 15 meeting to be held at the Chisca in Memphis: Fred Wehrenberg, St. Louis, national president; Herman Levy, New Haven, Conn., general Counsel M. L. Simmons of MGM, New York; Rudolph Berger, MGM regional manager, New Orleans; John Allen, MGM district manager, New Orleans; Mack Jackson of the Southeastern Theatre Owners Association and Claude Lee of Paramount, New York.

Malco Theatres was host this last week at luncheon at the Variety club rooms in honor of S. E. Coffin, veteran Memphis show man who has been employed by the M. A. Lightman and M. S. McCord interests for 25 years. He has been manager of the Malco Princess in Memphis since 1933. Lightman also has given Coffin a trip to Hollywood in honor of his long service.

Police of West Memphis, Ark., were forced this last week to go to the rescue of the Wednesday night Baptist prayer meeting because of the showing of "Duel in the Sun" at J. Jackson Rhodes' Crittenden Theatre. The picture opened Sunday to a capacity house with a waiting line because of the fact Memphis Censor J. Lloyd Binford had banned it as immoral. Capacity houses continued and Wednesday night when the Baptist Church, two blocks away, held its prayer service, police had to hold parking space by the church for those wishing to attend.

INDIANAPOLIS

Warner Division Sales Manager Jules Lapidus, Warner Bros. Supervisor of Branch Operations Bernie Goodwin and District Manager Charles Rich were business visitors at the local exchange Thursday.

Becker and Micu, Ft. Wayne, Ind., acquired the interests in two theatres in Selina, Ohio, of J. Schmidt, a former partner of the Ft. Wayne company which operates the Indiana and State Theatres in Ft. Wayne.

Mildred Winer, head booker Monogram exchange has resigned and left for Phoenix, Ariz., where she intends to live. Don MacLeod, who recently resigned from MGM, has succeeded her as office manager and head booker.

Thelma Smith succeeds Florence Whelan as manager's secretary at Universal-International exchange.

Paul Douglas, 8-year-old son of Harry Douglas, who operates the Dana Theatre, Dana, Ind., died Sunday after a brief illness. Funeral services and burial were in Dugger, Ind.

Evelyn Smith, secretary at the Walker Theatre, has been transferred to the Palace and Dixie Theatres, Louisville, Ky., operated by the Williamson Circuit of Indianapolis. She will be in charge of the concessions and buying at both Louisville Theatres.

Norma Taylor, 20th-Fox office staff and Thomas W. Baker, were married Tuesday (19) in the Woodruff M. E. Church here.

City detectives are stumped in the investigation of the $1,880 holdup of the Lyric Theatre Saturday night. Two middle-aged men forced

(*Continued on Page* 28)



New Heights FOR BOGART FOR BACALL

He is the hunted turned hunter. She's the girl he has to find. A spectacularly thrilling Saturday Evening Post serial hits the screen. 'Dark Passage', in the 3rd week of its 1st booking is within pennies of the N. Y. Strand's 33-year record! Get hot, Exhibitors!

WARNER BROS.

HUMPHREY BOGART • LAUREN BACALL in **DARK PASSAGE**

BRUCE BENNETT • AGNES MOOREHEAD • TOM D'ANDREA • Directed by DELMER DAVES • Produced by JERRY WALD

Screen Play by Delmer Daves • From the Novel by David Goodis • Music by Franz Waxman

REGIONAL NEWSREEL

(*Continued from Page 26*)

Manager Frank Paul against the wall in the bank corridor while he was in the act of making his deposit in the night depository and took the bag containing $1,880, Saturday night's box-office receipts.

LOUISVILLE

George Bailey, a part owner of the recently opened Bailey Theatre, Crab Orchard, Ky., has sold his interest to O. G. Roaden of Loyall, Ky. Roaden had previously managed the Black Star Theatre at Alva, Ky. Bailey has made no announcement of his new field of endeavor.

Mrs. Gratia B. Locke, owner of the Savoy Theatre, Louisville, has returned following a month's vacation trip to Chicago.

Mr. and Mrs. Ray Coleman of the Swan Theatre, Edmonton, Ky., were in town recently sporting a new Buick sedan.

A. O. Perkins, Woodbine Theatre, Woodbine, Ky.; Otto Marcum, St. Clair Theatre, Lebanon Junction, Ky.; M. H. Sparks, Strand Theatre, Edmonton, Ky.; G. M. May, Dream Theatre, Corydon, Ind.; Garnett Taylor, Vernon Theatre, Mt. Vernon, Ky. and J. E. Elliott, Jr., Lincoln Theatre, Hodgenville, Ky.

Otto Marcum, a part owner of the St. Clair Theatre, Lebanon Junction, Ky., who was stricken just before the theatres formal opening, is greatly improved and is resuming some of his duties.

Ford Tracey, executive director of the Ohio Theatre, Louisville, is back in town following his recent trip to Hollywood where he visited the various studio lots.

Charlie Wells of the Falls City Theatre Equipment Co. in the opening games of the Bowling League averaged better than 600, and kept up the average in the following session. So far in the series his average is over 200.

OMAHA

Columbia Branch Manager Joe Jacobs, Salesmen Bill Barker, Mort Eichenberg, Jr., and Paul Fine and Office Manager Mort Ives will attend a company meeting in San Francisco Oct. 4-8.

New Eagle-Lion manager here is Bert Thomas.

Roy Casey, 20th-Fox cashier, spent his vacation at Cherokee, Ia.

George Thacker sold the Lake Theatre, Lake View, Ia., to Earl Kerr of Des Moines who is enlarging his string of Iowa houses.

Ralph Falkinburg has returned to his theatres in Lexington following a west coast vacation.

Lena Robarge, Columbia inspectress, vacationed in Wisconsin.

United Artists Branch Manager Don V. McLucas had a visit from his brother, Bill McLucas, RKO booker in San Francisco.

Top winners from Bill Miskell's district in the Tri-States Theatres summer sales drive included: Donald Shane, Paramount, and Rollin K. Stonebrook, Orpheum, tie for first; Charles Kopp, Victory, Sioux City, third. "It Happened on Fifth Avenue" campaign for all theatres—Stonebrook. Best district campaigns —Wally Kemp, Capitol, Grand Island, first; James Redmond, Rivoli, Falls City, second; and Bernard Dudgeon, Oil City, Falls City, third.

Elmer Tilton, new Seward exhibitor, moved his family from Des Moines last week and took over operation of the house.

L. C. From bought the Star at Callaway, Neb., from R. E. Brega.

The Avon Theatre Corporation has purchased the Muse Theatre building and the North Omaha Theatres, Inc., bought the North Star Theatre.



ALL ABOUT IT. Full-blooded Indian princess RoMere Darling tells Big Chief William K. Jenkins, head of Georgia Theatres, all about Cecil B. DeMille's latest picture for Paramount, "Unconquered." She was in Atlanta on behalf of the Technicolor film, which opens there October 10. Mr. Jenkins, by the way, who was immediate past chairman of the Georgia Chapter, National Foundation for Infantile Paralysis, was last week awarded a Certificate of Distinguished Achievement by the present officers of the Georgia Chapter. The theatreman was cited for his "unprecedented accomplishments during the two years he served as chairman of the Chapter."

ATLANTA

President C. P. Cohen of the Cohen circuit in Florida has sold the Roxy in Tampa to J. C. McPerson.

President O. C. Lam of the Lam Amusement Co., Rome, Ga., was a recent business visitor on film row.

Astor Pictures of Georgia President William Richardson returned from a Florida trip and left almost immediately for North Carolina where he will call on exhibitors with his new sales representative, Curtis Ware, formerly with major film companies and owner of several theatres in Georgia.

The Dixie Drive-in Theatre Co. recently opened its 1,000-car, $250,000 theatre here.

A cry room, the first in Atlanta, was opened at the Rhodes Theatre.

J. R. Moffitt has sold the State Theatre in Montgomery, Ala., to Harry J. Shugart.

Wyoline Howard is the new secretary at the Eagle-Lion office.

O. H. T. Juhan has opened his new theatre in Berlin, Ga.

Charlie King, booker for the Bach Theatre, is on a trip to Florida. Fred LeVine of the Bach has returned from a trip through Georgia.

N. E. Savini, special representative here for Astor Pictures, is now in the hotel business.

George Kreeger of Benton Bros. Film Express, is back from vacation. Dick Keating of the Paramount booking force is vacationing in New York.

KANSAS CITY

Last week was homecoming for Clarence Nash, the voice of Donald Duck. He came in from Hollywood to appear in the Santa-Cali-Gon celebration at Independence, Mo. He is a former student of Mount Washington School and Northeast High School.

Senn Lawler, Fox Midwest chief of advertising and publicity, is on a vacation jaunt to McComb, Ill., and Minneapolis, Minn. Leon Robertson, Fox Midwest city manager, plans to vacation in Chicago and New York.

The Southtown, of Herman Illmer's local circuit, is back in the first-run picture, showing "Dream of Butterfly," an Italian-language film, along with "One Romantic Night."

Martin Maher, Loew's Midland Theatre assistant manager, celebrated a birthday Sept. 24.

Babe Cohn, manager of the Paramount Theatre, is saluting Joan Caulfield as the sweetheart of Kansas City because her name was on the theatre's marquee for 11 consecutive weeks: three weeks for "Dear Ruth," five weeks of "Welcome Stranger" and three weeks of "Variety Girl" which just closed its run.

MILWAUKEE

Mr. and Mrs. Jack Gould have taken over the management of the Grand Theatre in Chetek, Wis. Gould was manager of the Prairie Theatre at Prairie Farm, Wis., before going to Chetek.

A new front, lobby and carpeting have been installed at the Hartford Theatre at Hartford, Wis. Also a new box office flush with the street. While closed, its bookings were shown at the State.

Ervin S. Morris of Gotham, Wis., owner of the Muscoda Theatre at Muscoda, Wis., opened the new house on Sept. 14.

T. M. Webster, K. L. Kleinpell and Noah Brinkman have incorporated Cassville Theatre, Inc., at Cassville, Wis., "to operate and manage a theatre," with a minimum capital stock of $10,000, 300 shares at $100 par value.

Money in the cash drawer of the Falls Theatre in Menominee Falls, Wis., was taken recently by two young men from a neighboring town. They were captured after a chase and, as loot found in their car appeared to have been stolen from Milwaukee stores, they were taken to that city.

Warners' "Life With Father" opened day-and-date at the Warner and Alhambra Theatres here Sept. 19 at 90-cent admission at matinees and $1.25 at nights.

The Telenews Theatre here, in addition to its usual newsreels added "Duel to the Death" to a recent program.

BOSTON

The Tub Thumpers plan to resume activities after a summer rest. Chief Tub Ben Bartzoff will shortly call a meeting of the clans and the Thumpers will gather at one of the leading hotels for a dinner.

Congratulations of the industry locally went to Dr. Alexander Brin and his brother, Dr. Joseph Brin, for the splendid "New Year's Edition" of the *Jewish Advocate* which carried

(*Continued on Page 30*)

"'OUT OF THE BLUE' IS OUT OF THIS WORLD!"

–The Exhibitor

"One of those surprise films which sneaks up on the audience . . . then sends it still laughing into the street to aid exhibitors through word-of-mouth campaigns . . . SNEAK PREVIEW SHOOK THE THEATRE WITH CONTINUOUS LAUGHTER which often drowned out the dialogue!"
MOTION PICTURE HERALD

"Riotous upperclass farce, sweet cast, top drawer direction . . . IN THE BAG FOR A HIT that has every right to be called a bullseye!"
THE Hollywood REPORTER

"NEVER A DULL MOMENT IN THIS ONE. It's a cinch to make all types of audiences glad they came . . . farce comedy with howls of delight!" SHOWMEN'S TRADE REVIEW

"Top farce . . . best Eagle Lion offering to date . . . SHOULD FARE HANDSOMELY AT THE BOX OFFICE!" VARIETY

"Sparkling, saucy . . . sure-fire laugh provoker . . . SHOULD DRAW THE CROWDS and keep them continuously amused!"
The Independent Film Journal

"It's a lot of fun and SHOULD STACK UP PLENTY BIG GROSSES top calibre performances, good story, first class production!" The Film Daily

"BRIGHT AND BROAD COMEDY with George Brent, Virginia Mayo, Turhan Bey, Ann Dvorak, and Carole Landis romping through!"
MOTION PICTURE DAILY



Five Great Stars . . .

GEORGE BRENT · VIRGINIA MAYO · TURHAN BEY

ANN DVORAK

CAROLE LANDIS

"OUT OF THE BLUE"

With
Elizabeth PATTERSON · Julia DEAN · Richard LANE · Charlie SMITH
BRYAN FOY in Charge of Production · An EAGLE LION FILMS Picture

Screenplay by WALTER BULLOCK, VERA CASPARY and EDWARD ELISCU · Based on a Story by VERA CASPARY · Produced by ISADORE G. GOLDSMITH · Directed by LEIGH JASON

NATIONAL NEWSREEL

LONDON OBSERVATIONS

Dalton Duty Doldrums Grip British Film Industry; Dog-in-Manger Attitude Toward Hollywood Continues

By JOCK MacGREGOR

The Dalton Duty doldrums still grip the industry. Only routine decisions are being made. The fight of the first days seems to have given way almost to complacency.

While many cannot make decisions, it would appear that both MGM and Warner Bros. could start top-budget pictures at their British studios. No statement is available from either company. The Warner Studios have just been re-built after being blitzed and MGM's have been in working order for some time. Several MGM productions have been considered, but none has gone on the floor. Producer Ben Goetz has been to Hollywood several times, but this plant does not seem to be getting the support from Culver City that it did when first planned.



Jock MacGregor

* * *

Meanwhile the national press, livid at the Government's $4,000,000 newsprint cut, continues its dog-in-the-manger attitude toward Hollywood.

The public has been given such a distorted view of the facts and the consequences of the tax that they do not realize the gravity. After a few more austerity cuts by the Labor Government and only reissues at the local cinema for escape, cinemagoers will care.

* * *

An insight into British production methods is contained in R. J. Minney's new book, "Talking of Pictures." Having been associated with Maurice Ostrer in the making of some of the most financially successful British films, his statements can be accepted as authoritative. He analyzes current costs and potential markets and from these avers that to be sure of a profit no picture should exceed an outlay of $800,000.

Mr. Minney is as critical of his colleagues as any newspaper columnist, and on occasions the reader gets the impression that he is grinding a pet axe. In a revealing appendix he contends that it is not so much a need for new studio space to bolster production to capacity, but a need for better organization. By careful planning, he claims, the output could be greatly increased without additional stages, equipment or personnel.

* * *

Holding up production today is the Association of Cine-Technicians, which recently forced a five-day week on the producers. The Denham branch recently discussed Saturday work whereby they would be paid time and a half. Some wanted Sunday work instead, as they would receive double pay.

Visiting Islington recently, I saw a set nicely lit for Betty Box's "Miranda," but they could not shoot the "take," as overtime was not permissible that night. Outside the studio a government poster read: "Work or Want."

Independent circuit controller Teddy Hinge has been criticized for starting a department for organizing cine variety units, complete with equipment and orchestra. Since outsiders are trying to crash this potential field, I feel he is entitled to take this step, for after all he already owns several music halls.

Enterprising Alfred Davis has booked the Italian "Open City" into his Croydon 4,000-seater. This is believed to be the first time that a foreign-language film has played so large a British cinema.

* * *

An American company at work on a $1,000,000 British production is Columbia which is making "The First Gentleman." I visited the Walton Studios to watch Cavalcanti directing Jean-Pierre Aumont, Cecil Parker and Joan Hopkins on a very beautiful set representing Carlton House Gardens in the Regency days.

* * *

The flamboyant Gabriel Pascal hopes soon to be in production with "St. Francis of Assisi." With Irish cast and finance he will be using the Vatican studios at Pisa, Italy, though he has been looking longingly at MGM's Elstree plant and has had discussions with Ben Goetz.

* * *

GB Junior Clubs have issued a press book for their "Safety First" campaign. With a foreword from J. Arthur Rank as club president, slides, trailers, stage shows, quizzes, special versions of popular songs, posters and stunts are all covered.

* * *

Jack Campbell has completed a successful Carnival Week at the Scala, Runcorn, culminating with the election of "Miss Runcorn, 1947."

* * *

To mark his fiftieth year as a critic, a complimentary dinner was given to Robin Littlewood of *The Stage* by his colleagues, and there was a representative gathering of stage and screen. Ironically this is the last banquet under new Food Ministry Orders and the critics paid.

* * *

Mae West, in town for a stage show, tells me she has contracted to do a picture for Eagle-Lion. While here she will probably also make a film.

* * *

From the press release for "Anna Karenina":—"The mood of the sequence has been cleverly accentuated by Director Duvivier in the gay summer clothes worn by Vivien Leigh. . . ." He must have looked rather striking garbed as a Russian lady.

Cashier Was Bolder

When an unknown man thrust his arm through the cashier's window at the Chyrstal Theatre, Minneapolis grind house, and scooped up the cash, Rozolia Thome, cashier, grabbed his arm and twisted it until he dropped the money and fled. He escaped down the street.

(*Continued from Page* 28)

much publicity on the pictures now in this locality.

E. M. Loew heads the theatre group in the campaign organization for the Salvation Army's 1947-48 Greater Boston Appeal for $500,000 for the operation and maintenance of 30 institutions. Louis Richmond of Loew's is vice-chairman. The film distribution group is under the chairmanship of John J. Dervin of United Artists.

At a luncheon meeting of leaders of the local motion picture industry, special committees were appointed and plans formulated for the campaign of the United Jewish Appeal, motion picture industry division, to raise a quota of $250,000 in the current drive. Co-Chairman Philip Smith and Samuel Pinanski named the following members: Herman Gilman, Herman Rifkin, Nathan Yamins, Milton Kahn, Larry Laskey, Louis Gordon, Harold Stoneman, Martin J. Mullin, Rubin Gryzmish, Samuel Kurzon, Edward S. Canter, and Max Levenson. Boston's quota is $9,100,000.

WASHINGTON

The Washington Redskins-Green Bay Packers Football Game in Baltimore, which was sponsored by the combined Variety Clubs of Baltimore and Washington, on September 21, was expected to exceed even last year's fine results for charity. The game was under the chairmanship of Chief Barkers Nathan D. Golden, of Washington Tent No. 11, and Fred C. Schanberger Jr., of the Baltimore Tent No. 19, and the arrangement committee included Carter T. Barron, Sam Galanty, Fred Kogod, A. E. Lichtman and Frank Boucher. The honorary committee included the Governor of Maryland, the Mayor of Baltimore, the Police Commissioner of Baltimore; and Washington's J. Russell Young, president of the board of commissioners; Robert J. Barrett, superintendent of metropolitan police; and Thomas L. Eagan, president of the Boys Club Foundation.

Washington showmen were active in the United Jewish Appeal campaign, with Carter Barron, Loew's eastern division manager serving as co-chairman for the Christian Committee; John J. Payette, Warner general zone manager, as chairman for industry collections; and Joseph Brecheen, RKO exchange manager, in charge of all exchanges. Other members of the general committee included: Frank La Falce, Brock Whitlock, Wade Skinner, Harry Bachman, Mrs. Louise Miller, Lloyd Wineland, Frank Storty, Roland Robbins, Angie Ratto, George Crouch, Harry Lohmeyer, and Robert Smeltzer.

J. Raymond Bell has joined the executive staff of Donahue and Coe, Inc., New York advertising firm.

CHARLOTTE

Al Burks, former MGM exploiteer who left that company several months ago, has accepted an exploitation position with Warners.

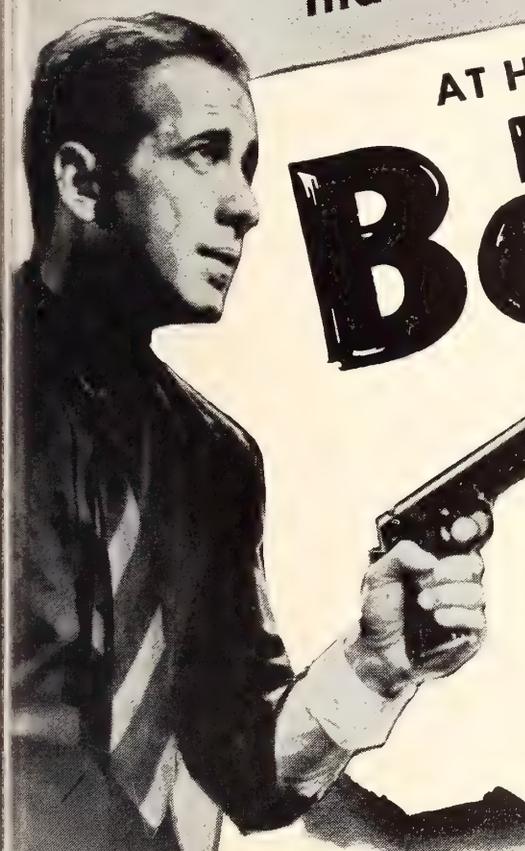
Frank Lowery, Warner salesman, has resigned and has announced his intention to become affiliated with his brother, Carl Lowery, operator of the Charlotte Theatrical Printing Company.

Hugh McDonald, former 20th-Fox booker, has accepted a position in the booking department at the local MGM branch, replacing Bill

(*Continued on Page* 32)

POWER-PACKED PACKAGE OF BOX-OFFICE EXCITEMENT....

that'll pay-off like a long shot parlay!



AT HIS SENSATIONAL BEST!

HUMPHREY BOGART

IN

"CALL IT MURDER"



Adapted from "Midnight"

with

Richard WHORF · Sidney FOX
Henry HULL · Henry O'NEILL
O. P. HEGGIE



THEY PLAY ROUGH AND FOR KEEPS...

PRESTON FOSTER · MELVYN DOUGLAS · CHARLES COBURN

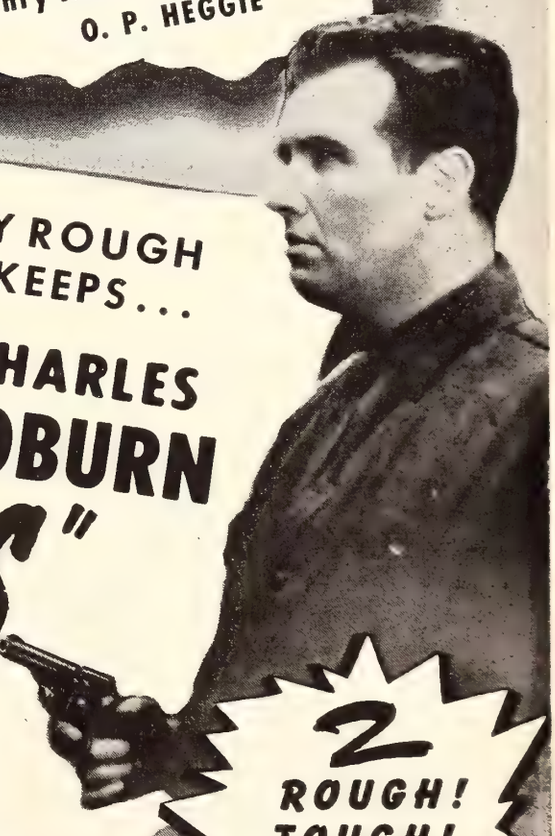
in

"RACKETEERS"

Adapted from "The People's Enemy"

with

LILA LEE · SHIRLEY GREY · WILLIAM COLLIER, Jr.







2 ROUGH! TOUGH! TERRIFIC HITS!

SALES AGENTS FOR THE U. S.

SCREEN GUILD Productions, Inc.

Foreign Distribution—These 2 Re-issues

GUARANTEED PICTURES CO., Inc.

729 7th Avenue, New York 19, N. Y.

REGIONAL NEWSREEL

(*Continued from Page* 30)

Baynard who resigned to enter college.

Astor Branch Manager R. F. Pinson announced the other day that his company's two-reel short, "The Game of Games," depicting the highlights in last year's Army-Navy game, will have its Carolina premiere in C. B. Andrew's Lyric Theatre in Bishopville, S. C., since Bishopville is the home of Doc Blanchard, Army player.

Recent changes in the local Republic branch have brought Barney Slaughter in off the road to become head booker; Billie Harris has been transferred from the booking department to the general office, and Gene Proffit, booker, has resigned.

SALT LAKE CITY

Members of the Provo Rotary Club were guests of Breck Fagin, a Rotarian and local manager of the Intermountain Theatres, at a special movie shown following the regular meeting. The film was "Be Your Age," and was designed to show people past middle age how to retain their health and conserve their strength by slowing up some on their too strenuous activities.

Carl Nedley has returned to his managerial desk from his vacation in Omaha, his former home and is busy with his MGM line-up. He anticipates a trip to San Francisco.

Columbia Manager Bill Seib is in Los Angeles attending a district meeting held by the company.

Bond has been set for R. G. Garnett of Detroit, Mich., charged with grand larceny for allegedly committing a theft at the local Studio Theatre a few weeks ago.

Eagle-Lion-PRC Branch Manager Art Jolley reported upon his return from Montana that Carl Anderson, operator in Kallispell, Mont., plans to open the new Strand there about the middle of November.

Paramount Manager Frank H. Smith is back from a sales trip into Montana and states that Western Division Manager G. A. Smith will be here Oct. 7, as will District Manager Hugh Braly.

Monogram Branch Manager Don Tibbs is heading for Chicago to attend an official meeting.

CLEVELAND

Andy W. Smith, Jr., general sales manager for 20th Century-Fox, threw a monkey wrench in the 15-year-old clearance set-up in Greater Cleveland when he offered to reduce from 35 days to 21 days, the clearance to carefully screened subsequent-run houses, provided they agree to a reported 40 per cent classification and raised their admissions to the scale of the established second-run houses. Smith, in town for a local exchange meeting, personally inspected the houses to which the offer has been made, and announced that several deals have been made with others pending. Until now, only Keith's East 105th St. and Loew's Park and Granada have established second-run rating with 21 days' clearance. The Alhambra and Circle, both independents, are occasionally in the 21-day clearance classification.

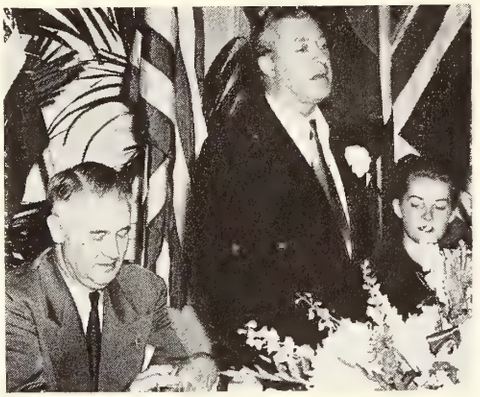
Moe Dudelson, United Artists district manager with supervision over Detroit, Cincinnati and Cleveland, has added to his duties those of branch manager of the Cleveland office, in a national economy move. A. M. Goodman resumes his former post as city salesman, while Joe Krenitz now covers the Toledo territory succeeding Marty Seed, resigned.

Some 200 friends and business associates of George Delis, general manager of the A. G. Constant circuit, gave him a bachelor dinner at the Belden Hotel in Canton last Thursday. On Sunday, Sept. 28, he will be married to Miss Barbara Katchianes in the Greek Orthodox Church of Canton.

Frances Turner, formerly of the Cleveland United Artist office and for the past five years secretary to eastern division manager Edward Schnitzer, returned here to be married on Sept. 28 to Jack Belman of Gloversville. Her aunt, Rose Weitz, also of the home office and formerly of Cleveland, will come on for the ceremony.

Albert J. Lucas, who bought the Grafton capacity.

Miss Alberta Lewis is the newest addition to the Warner office. She succeeds Marjorie Corcoran as secretary to district manager Charles Rich.



HOSTS STATE, CIVIC OFFICIALS. Some 60 Wyoming and Colorado state and civic officials were honored by Charles P. Skouras, president of National Theatres and Fox West Coast Theatres, at a luncheon at Los Angeles' Ambassador Hotel last week following the inaugural flight of United Air Lines' new DC-6 luxury liner service from Denver. Acting as toastmaster was 20th Century-Fox Producer George Jessel (standing). Flanking him are Gov. Lester Hunt of Wyoming, and Barbara Bates, Warner starlet.

ALBANY

RKO Buffalo Branch Manager Elmer Lux was in town for the weekend and was the guest of C. J. Latta, Warner Bros. zone manager.

Genevieve Stanswek, MGM booker's secretary, has resigned to accept a position with an insurance firm. Ruth Williams is new telephone operator at same office. Burton Topal, is student booker at the office, coming from the New York office. Charlah McDonald, booker's secretary, has announced her engagement to Walter G. Bender. Wedding date has not yet been set. Lillian Carrol, head inspectress, is vacationing in New York City.

Two National Screen Service clerks, Gloria Zappone and Margaret Wilder, have resigned and been replaced by Joan Willig and Anne Eingsheimer.

The Heart Fund of Albany's Variety Club realized $1,500 on the recent benefit premiere of "Variety Girl."

Sid Dwore has sold the Lincoln Theatre, Schenectady, building which has recently been leased and operated by J. Bernstein and the latter will vacate Jan. 1, 1948.

Cy Kaplan, student booking in RKO Albany office, has been transferred to New York City as a booker in the exchange.

Marjorie Dorr, Fox contract clerk, is reported doing nicely after a recent operation at the Albany Hospital.

Universal Branch Manager Eugene Vogel attended sales meeting in New York office.

Alex Papayanakos has purchased a large lot and will build a new theatre in Canton where he already operates the American Theatre.

VANCOUVER

Canadian Broadcasting Corp. network is now carrying a new Hollywood program, "Flicks and Flashes" conducted weekly by Susan Fletcher and originating in CJOR, Vancouver, and covering western Canada. Miss Fletcher was assistant stage manager for both Maurice Evans and Gilbert Miller in New York. Hollywood stars will be on the program.

The new 400-seat Steva Theatre at Stevenson, B. C., built by William Thorne, opened this week on the site of the former Japanese Temple.

Paul Douglas, formerly with United Artists at Toronto, is taking over the post of publicity director of Canadian Warner Bros, succeeding Glenn Ireton, resigned.

Canadian National Film board will make several pictures in British Columbia soon, NFB Supervisor Charles Marshall said on his return from Ottawa.

Arnold Kohn, 20th-Fox home office auditor, left for Seattle after a three-week visit checking the local branch.

There are now 165 members of Projectionists local 348 in British Columbia and also nine apprentices in training who will become qualified projectionists next November. Local 348 is the largest amusement union on the Pacific Coast.

Operators of 16-mm. shows have been finding business good at villages favored by summer residents and tourists in and around Vancouver and Vancouver Island. Some operators play two villages the same night.

LOS ANGELES

Larry Doyle, former manager of the SRO office in San Francisco, has been promoted to sales representative for Selznick in the Oregon territory, with headquarters at Portland.

Jack Lawrence has been taken on by Film Classics as city salesman; Jack was last with Eagle-Lion. Bob Ableson, genial FC district manager, is attending the company's first national sales convention in New York.

RKO Western Division Head Walter Branson returned to New York after spending 10 days here.

Long Beach officials have decided that freedom to eat is an inalienable right of man and can't be outlawed. The decision was handed down by Deputy City Attorney Atlee S. Arnold after Councilman B.U. Carleson protested about rabid popcorn-bag rattlers in Long Beach theatres.

George A. Smith's western division was second with 99. 89 per cent in the number of theatres that booked Paramount product during Paramount week.

MGM Western Division Manager George Hickey presided over the first of a series of

(*Continued on Page* 34)





By the touch of his pencil, Cinderella is transformed . . .

EVEN before she speaks or moves . . . she has put across the character she plays—thanks to the creative pencil of the costume designer.

With it he has touched fabrics and fashions . . . transformed Cinderella . . . given eloquent expression to the role she portrays.

Through artistry such as this, the costume designer has done much to heighten the color, the realism, the drama of the "movie."

And his important contribution has been—and continues to be—all the more effective because of faithful photographic reproduction of the costumes he creates . . . through the industry's extensive use of the large and versatile family of Eastman motion picture films.

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ROCHESTER 4, N. Y.

J. E. BRULATOUR, INC., DISTRIBUTORS
FORT LEE • CHICAGO • HOLLYWOOD

REGIONAL NEWSREEL

(*Continued from Page 32*)

regional sales meetings which opened in San Francisco last week with Los Angeles Branch Manager Thomas A. Aspell, Jr., attending, along with branch heads of San Francisco, Seattle, Portland, Salt Lake City and Denver.

Eddie Zabel, National Theatres' head film buyer, and Henry Herbel, Warners' district chief, returned from a week's trip through the circuit's divisions to work out a product deal.

On Sept. 17, Southside Theatres filed an answer and counterclaim in federal court to a suit by Fox West Coast and United West Coast Theatres. Southside alleges FWC forced it to sell the 5th Avenue Theatre by denying it film and that an end to the pooling agreement should also restore the 5th Avenue house to Southside at the original purchase tag.

A special drive under RKO Branch Manager Harry Cohen called "Walt Disney Appreciation Week," was conceived by the local sales group. Cohen's entire sales force was dressed in Disney cartoon t-shirts and caps.

COLUMBUS

American Air Force Association President Jimmy Doolittle presented a gold identification bracelet to Actor Joe E. Brown at the unit's first annual convention here. Screen Star James Stewart was elected first vice-president.

Lou Holleb has recovered from his recent illness and is back as manager of the Majestic. Jake Coffman, manager of the Dale, Dayton, subbed for him.

Manager of the newly-opened West Broad Street drive-in, operated by the Miles circuit, is Eliza Miles, former manager of the Grandview. President Walter Miles plans a large business development on the 31-acre tract on which the drive-in is located.

New officers of the Franklin County Motion Picture Council are: Mrs. Catharine Ross Betry, president; Mrs. Arthur Kistemaker, first vice-president; Mrs. J. Everett Watson, wife of MGM's Cincinnati-Pittsburgh exploiteer, second vice-president; Mrs. J. M. Wollums, secretary; Mrs. J. M. Ferguson, corresponding secretary; Mrs. Harvey Pyle, treasurer. Council's theme for the coming year will be "Better things for education and recreation through motion pictures."

Al Block, Variety Club member, and Janet Leven of Chicago will be married Saturday, Sept. 27, in Chicago, and plan a West Indies honeymoon.

RKO Grand Assistant Manager Herman Stoffel served as manager during the honeymoon in New York and Canada of Manager Larry Caplane and his bride.

Columbia Exploiteer Jules Serkowich was here on the "Down to Earth" campaign.



LONG-DISTANCE INTERVIEW. Alf Kjellin, David O. Selznick's Swedish importation, holds an interview with Swedish newspaper Expressen via transocean telephone in Hollywood. Stunt was arranged by the Selznick west coast office and the United Press. Kjellin, who scored in the Swedish film, "Torment," will play opposite Jennifer Jones in "Tender Is the Night."

NEW HAVEN

George H. Wilkinson, Wallingford exhibitor and president of the MPTO of Connecticut and dough guy of Variety Club, Tent 31, has been elected a director of First National Bank in Wallingford.

The "Black Gold" Indian troupe is scheduled to spend several days at the Majestic, Bridgeport; Strand, Waterbury, and Bijou New Haven. Harry Goldstein, Allied Artists exploiteer is in advance of the troupe.

Ed Fitzpatrick, manager of Loew's Poli, Waterbury, is filling the ears of all his friends about his vacation cruise to South America.

Division Manager Harry F. Shaw of Loew circuit is in Norwich on an inspection trip of Loew Poli Broadway, managed by Joe Boyle.

Earl Wright, former 20th Century-Fox salesman in the Connecticut territory, is leaving for Chicago where he will become associated with Columbia as salesman.

William Brown, manager of the Pickwick Theatre, Greenwich, is passing out cigars and announcing the birth of a son.

Bucky Harris, RKO exploiteer, who has been moving from one hotel to another, finds a rental at Woodmont for the winter months.

DENVER

Three Denver men, Charles DuRyk, manager National Screen Service branch; Abel Davis, owner the Roxy, and Emmett Thurmon, attorney, have formed Rocky Mountain Theatres, Inc., and as their first project will build a 600-car, $125,000 drive-in in Colorado Springs, the first one of its kind there, for April opening. They expect to build several drive-ins in the Rocky Mountain area, with the second scheduled for Cheyenne, Wyo.

Lon Fidler, Monogram franchise owner, went to Kansas City to visit his branch there, and then went on to Chicago to attend a regional Monogram meeting.

Warners District Manager H. M. Herbel spent a few days here conferring with Branch Manager Earl Bell.

Gus and Walter Ibold have installed new Hertler generators and Peerless Magnarc high intensity lamphouses in the Comet. The merchandise was furnished by National Theatre

SAVE!
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TRAILER SERVICE
CUTS COSTS IN HALF!
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$4.50 a week

New Ideal Theatre Chairs
JOE HORNSTEIN has it!

. . . NEWSREEL SYNOPSES . . .

(*Released Saturday, September 27*)

WARNER PATHE (Vol. 19, No. 11)—Vishinsky assails the U. S.; Rioting in India; Trumans aboard ship; Mourn passing of LaGuardia; Packers top Redskins.

PARAMOUNT (No. 9)—Russia's stand draws sharp rebuttal at U.N.; Fiorello LaGuardia is mourned; Truman back in Washington; India's holy war.

UNIVERSAL (Vol. 20, No. 76)—President Truman and family witness traditional initiation as Battleship Missouri croses equator; Thousands die as communal strife reaches new high in India; Demonstrators clash in newly-created free city of Trieste; Packers beat Redskins in football game at Baltimore.

NEWS OF DAY—(Vol. 19, No. 206)—Soviet-U. S. crisis: Russia's Vishinsky strikes at America—U. S. denounces accusations; Trieste tests United Nations; Conflict in India; At sea with the Trumans.

MOVIETONE (Vol. 30, No. 8)—Vishinsky's attack on U. S. startles U. N. assembly; Trieste becomes a free city; Regilious strife litters streets of Delhi with murdered victims of fanaticism; Hurricane lashes New Orleans and Mississippi coast; Governor Duff proclaims Pennsylvania Week to honor state; Green Bay defeats Redskins in Variety Clubs charity game; Truman enjoys crossing equator rites.

(*Released Wednesday, September 24*)

NEWS OF THE DAY (Vol. 19, No. 205)—Marshall demands curb on U. N. veto; Gales lash Florida coast; Crosby sings Berlin tune to launch Freedom Train; Forrestal takes oath as new defense chief; Olympic diving champions previewed by Bill Stern.

MOVIETONE (Vol. 30, No. 7)—U. N. veto question brought to head by Secretary Marshall; Forrestal sworn in as first Secretary of National Defense; Terrific hurricane sweeps Florida with wild fury; John Cobb races his car at 394 m.p.h. for new record; Here comes the Freedom Train.

UNIVERSAL (Vol 20, No. 75)—Hurricane rips Florida; Red menace scored; City hails Freedom Train; Cobb racer tops "400"; "Pro" football thriller.

WARNER PATHE (Vol. 19, No. 10)—Los Alamos atom plant; U. N. Assembly meets in New York; Hurricane rips through Florida; John Cobb speeds to a new land record; Pendleton holds roughest roundup; Philadelphia greets the Freedom Train.

PARAMOUNT (No. 8)—Canada rushes pulp to ease world shortage; Forrestal takes over as Secretary of Defense; Veto issue dominates U. N. opening; Here comes the Freedom Train.

ALL AMERICAN (Vol. 5, No. 257)—Boy Scouts' world tour; Professional golf at Kankakee; Oklahoma's Negro county fair; Long or short for ladies' skirts; Hall of Fame; African fast ends.

TELENEWS (Vol. 1, No. 22)—Life and death in the bullring; Hitler's farm becomes agricultural school; Youths t apped in smuggling operations; Russia's new luxury plane in first test; Reconstruction of devastated city in France; Underwater fishing; Miracle catch.

New Mirrophonic Sound
JOE HORNSTEIN has it

REGIONAL NEWSREEL

Supply Company.

Air conditioning is being installed in the MGM exchange, with the ceiling being lowered to make room for the air ducts. The exchange will get a thorough remodeling and redecorating as well.

With Harry Huffman, city manager Fox Denver Theatres, at the helm, the third season for the 20th-Fox sponsored concerts in the city auditorium will enter its third year. There will be seven in the series.

MGM Branch Manager Henry Friedel went to San Francisco for a sales meeting.

Mrs. Monsky, 100 years old, mother of Mayer Monsky, Universal branch manager, died here after a lengthy illness. Burial was in Omaha.

ST. LOUIS

Paramount Division Manager G. A. Smith, District Manager Ralph LiBeau and Harold Wirthwein, assistant manager at Los Angeles, were here two days this week meeting with St. Louis Branch Manager Maurice Schweitzer and his sales staff.

Republic Prairie District Manager Nat Steinberg is doing double duty. He is pinch-hitting here for St. Louis Manager Johnny Houlihan while the latter is carrying on in Cleveland, O., for Manager Levin who was stricken with a heart attack two weeks ago.

25-Cartoon Shows

Three Milwaukee theatres, the Fern, Mars and Atlas, in the same general neighborhood, have put on programs of 25 cartoons for kids, the shows lasting for three hours. The "Colossal Cartoon Carnival" started at 12:30, the same time at which the "Pack-o'-Fun" children's programs begin at other theatres. The admission price is advertised: "Kids only 14 cents." The shows are evidently a try-out to see if children like such a long show made up entirely of cartoons.

Betty Jean Dietz, daughter of Andy Dietz, local head of Screen Guild Productions, and Mrs. Dietz, will be married Nov. 15 to George Phillips, Eagle-Lion salesman.

Leo Burnstein, manager of the State and Southtown in Springfield, Ill., is home and doing nicely following a major operation at St. John's Hospital.

DALLAS

Simultaneous premieres of Republic's historical western picture, "Fabulous Texan," will be held in four Interstate Theatre operations on Nov. 6. Dallas, Fort Worth, Austin and San Antonio probably will see the picture at that time.

The Majestic Theatre in Dallas as well as other Interstate operations in Texas will be in on the 400 day-and-date premieres for "Forever Amber" around Oct. 29.

The Variety Club of Texas' annual Turtle Derby opened last week. The show featured "Fiesta on Ice" with all proceeds going to the club's boys' ranch.

PHILADELPHIA

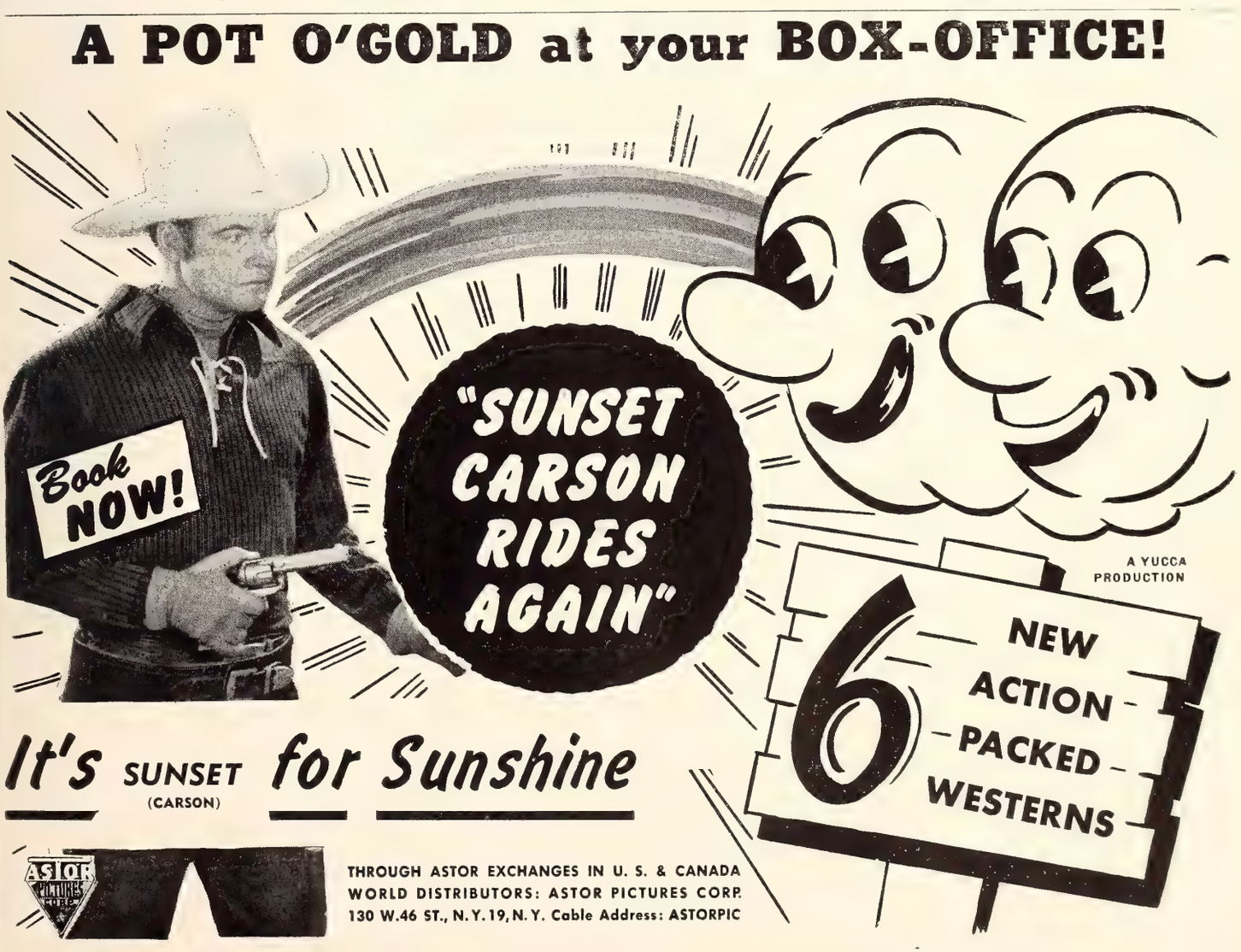
The William Goldman Erlanger Theatre will feature the only free parking lot in the center city area when it reopens with a first-run picture policy. The lot, a full city block in length, covers an acre of ground adjoining the theatre. The Erlanger, closed for some time, has been refurnished and redecorated. The opening will be as soon as suitable attractions are available.

The Green Room of the Broadwood Hotel was jammed to the doors at the memorial services the Motion Picture Associates of Philadelphia held this week for the late Sam Gross and C. E. Peppiatt, former district and division managers, 20th-Century. Plaques were presented to the widows of the two men.

Bill Spiegel of the Lyric Theatre is in Mt. Sinia Hospital with ulcer trouble.

Gert Schwartz, cashier's clerk at Universal, won a tennis tournament while on her vacation

(*Continued on Page 37*)



HOLLYWOOD

STR West Coast Offices 6777 Hollywood Blvd. Hollywood 28, Calif. Telephone Hollywood 2055

Hollywood Animals Contented As They Work in 19 Pictures

Any week these days in Hollywood might well be "Be Kind to Animals Week," for half of the 38 pictures now in production have horses, dogs or other similar creatures cavorting before the cameras, with the men who train them doing quite well.

One of the most famous animals of all, Lassie, is working in "Hills of Home" at MGM. "Supporting" the canine in this Technicolor drama are Edmund Gwenn, Donald Crisp, Tom Drake and Janet Leigh. Robert Sisk is producing, on location in the Sierras. "State of the Union," Frank Capra's Liberty Films production, started this week at the same studio.

If horses are capable of emotion, then they must love Republic, for that studio uses more than any other lot. And the equines got another break when "California Firebrand," a Trucolor musical western, started Sept. 26, with Monte Hale and Adrian Booth co-starring. Also getting the green light was "Campus Honeymoon," which marks Miss Fanchon's debut as a Republic associate producer. Richard Sale is directing the film.

Another studio contributing to the happiness of animals—and their trainers—is RKO Radio, through such efforts as "Tarzan and the Mermaids" (just completed), "War Party," "Station West" and "Rachel." Richard Ney has been added to Sierra Pictures' "Joan," while Fritz Kortner was signed for "Berlin Express." Producer-director Leo McCarey used 300 extras in church sequences for "Good Sam."

Probably the greatest number of animals are working at Paramount in the Pine-Thomas film, "Caged Fury." Jackie, Hollywood's most famous lion, was cast in the picture on his 25th birthday; this is his 510th film. The studio is shooting its Bob Hope western comedy, "The Paleface" in a western town constructed on the back lot.

Monogram, which also uses several horses in its output, has some working in "Panhandle," being produced by John C. Champion and Blake Edwards, who also act in the film. Dale Carnegie arrived from New York to start his role as social adviser in "Jiggs and Maggie in Society."

At Columbia the horses were taken for a ride when production began on "West of Sonora," starring Charles Starrett and Smiley Burnette.

Maurice Conn started "Triple Cross" at the Nassour lot last week, with no release announced. John Sutton, Doris Merrick and Hugh Beaumont head the cast. "Vendetta," Howard Hughes' long-shooting production scheduled for United Artists release, is now being directed by Mel Ferrer after having been considered completed. Ferrer took the company to Monterey for exteriors and has since returned to the Goldwyn studio for a month's work.

Warners' construction crew on "Johnny Belinda" accomplished a minor miracle last week on location at Fort Bragg, Calif. Faced with the necessity of producing a large barn near the Fort, where no barns stood, workers found an old brewery eight miles away, chopped it into four sections and hauled it to the location site for a key scene with stars Jane Wyman and Lew Ayres.

Charles Middleton, rounding out 20 years of picture acting, was set for an important role in "Prelude to Night," which Arthur Lyons is making for Producing Artists. The picture will be releeased by Eagle-Lion. After work at the 20th Century-Fox ranch at Brent's Crags, the troupe moved to Charlie Farrell's Toyon Bay resort on Catalina Island for scenes.

Tobias to Dub 'Sea of Fog'

Plans have been completed to dub English dialog into "Sea of Fog," last picture made in Europe by Viveca Lindfors, Swedish star now under contract to Warner Bros., it was announced in Hollywood this week by Lester S. Tobias, who has distribution rights to the film for the North American continent. Tobias, a veteran of the industry, also is distributor in the West Coast territory for "Citizen Saint," Clyde Elliott Attractions film dealing with the life of Mother Cabrini.

Heads Filmack Branch

Milton Smith, formerly associated with RKO, has been appointed sales manager of Filmack Trailer Co.'s new California branch office in Los Angeles. Smith's territory will include the entire west.

NOW BEFORE THE CAMERAS

COLUMBIA. Coroner Creek (Harry Joe Brown, in Cinecolor); Blondie's Night Out; Return of October; The Woman from Tangier; West of Sonora.

EAGLE-LION. Prelude to Night (Producing Artists).

REPUBLIC. End of the Rainbow; The Main Street Kid; California Firebrand (Trucolor); Campus Honeymoon.

TWENTIETH CENTURY-FOX. Ballad of Furnace Creek; The Flaming Age.

WARNER BROS. To the Victor; Christopher Blake; April Showers; Winter Meeting; Johnny Belinda.

MGM. Luxury Liner (Technicolor); Homecoming; The Hills of Home (Technicolor); B. F.'s Daughter; State of the Union (Liberty).

UNIVERSAL-INTERNATIONAL. Letter From an Unknown Woman (Rampart).

RKO RADIO. I Remember Mama (Liberty); Good Sam (Rainbow); Rachel; Station West; Race Street; Berlin Express; War Party (Argosy); Joan (Sierra).

MONOGRAM. Jiggs and Maggie in Society; Panhandle.

SRO. Portrait of Jennie.

PARAMOUNT. The Paleface (Technicolor); Caged Fury (Pine-Thomas); The Long Gray Line.

INDEPENDENT. Triple Cross (Conn).

32 Writers Busy at WB; Janet Blair Back to Work

That the motion picture industry will be here a while longer, despite the Dalton tax, was indicated last week when Warner Bros. announced that 32 writers are busy on screenplays either in preparation or before the cameras, marking the studio's busiest period this year.

The writers and their pictures include Stephen Morehouse Avery, "The Two Worlds of Johnny Truro"; Ruth Brooks, "Sunburst"; George Bruce, untitled original; I. A. L. Diamond, "The Girl From Jones Beach"; Saul Elkins, "Circus Town"; John Tainter Foote, "Seabiscuit"; Harriet Frank, Jr., "Colt .45"; Zachary Gold, "The Turquoise"; James Gunn, untitled original; Harry Kurnitz, "The Adventures of Don Juan"; Stephen Longstreet, "Rainbow Mountain"; Seton I. Miller, "Colt .45"; George Oppenheimer, "Until Proven Guilty" (Joan Crawford's next for Warners); Robert Richards, "Act of Violence"; Irving Shulman and Curt Siodmak, untitled originals; Leonard Spiegelgass, "Four Wise Bachelors"; Peter Cordozo, "Old Enough to Know Better"; Charles Tedford, "Sport of Millions"; James Webb, "Montana"; Thames Williamson, untitled original; Allen Rivkin and Laura Kerr, "Forever and Always" (Curtiz Productions); Willard Lampell, an original (United States Pictures).

Working on films actually in production are Ranald MacDougall on "Christopher Blake," which he is also producing; Irmgard Von Cube and Allen Vincent, "Johnny Belinda"; Wilkie Mahoney, "April Showers"; Richard Brooks, "To the Victor"; Catherine Turney, "Winter Meeting."

Also at Warners Gig Young has completed his seven-year contract and has checked off the lot to freelance.

Speaking of contracts—Janet Blair, who has been on the suspension list at Columbia, has agreed to report on October 1 to start "Let's Fall in Love," in which she stars. Conclusion of the picture in December will also mark conclusion of her contract, which would have run until May 1, 1948. During the past two years Columbia has been negotiating with Miss Blair for a new pact. There was no quarrel with the new terms, the studio reports, but she was reluctant to sign because she felt a change would be healthy.

Still on contracts—Dona Drake, whose career was interrupted by a year's illness, has signed a seven-year Enterprise contract. She will play one of the two top feminine leads in the Stanley Kramer-Screen Plays production of Ring Lardner's "So This Is New York," starring Henry Morgan. Assigned to the other feminine lead is Virginia Grey, also signed to a contract (long-term) by Enterprise, which distributes domestically through United Artists.

And still the contracts come. At Universal-International negotiations have been completed whereby the Douglas Fairbanks Company will remain on that lot. "The O'Flynn," a novel by Justin Huntly McCarthy, has been selected as Fairbanks' next picture, to follow "Lady in Ermine," in which he will co-star with Betty Grable at 20th Century-Fox.

At RKO, Frederic Ullman, Jr., is testing a nine-year-old boy to play one of the leading parts in "The Window," Ullman's first production for that studio. And at Monogram Jan Grippo has set "Crime Crushers" as the next in his Bowery Boys series.

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FOR SALE: 2 Simplex projectors, with Peerless low intensities, rectifier, RCA sound. 350 seats, part veneer, part spring bottom. Ritz Theatre, Sturgis, Ky.

TICKET MACHINES, 2 UNIT, REBUILT, $79.50; Simplex rear shutter mechanisms, shockproof gears, rebuilt, $340.00; Powers $114.50. What do you need? Star Cinema Supply Co., 459 West 46th Street, New York 19, N. Y.

RCA 16M L. I. ARCSOUND PROJECTOR, special $375.00; New Zeiss Ikon 35mm, $275.00; Bell & Howell, Ampro, Victor, DeVry 16mm Sound Projectors $195.00 up; Like new Amproarc 16mm HI $1295.00; 35mm Holmes LI Arc equipments, $1295.00; DeVry HI 35mm Theatre equipments, $2495.00; Rebuilt 35mm HI Super Simplex Brenkert or Century outfits with RCA or Simplex 4 Star Sound, $3850.00. S.O.S. Cinema Supply Corp., 449 West 42nd Street. New York 18.

PENNA APPROVED ENCLOSED REWINDERS, $47.50; Six Section Film Cabinets $16.95; Holmes Mazda Lamphouses, Regulators and ammeters, $49.50 complete; Brenkert Double Effect Machine, rebuilt, $495.00; Presto Professional Y2 Disc Recorder, worth $900.00, now $595.00; Belhowell 35mm splicers, $6.95; Neumade Rewind Tables, 30" high, $19.95; Benwood-Linze Twin HI Rectifier 65 Amperes, rebuilt, $345.00. S.O.S. Cinema Supply Corp., 449 West 42nd Street. New York 18.

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Regional News

(*Continued from Page* 35)

at Log Tavern and won a free weekend in addition to a statuette.

DES MOINES

Allied Independent Theatre Owners of Iowa and Nebraska, Inc., has scheduled a regional meeting for Sept. 29 at Decorah, Ia., with Congressman Henry O. Talle as a luncheon guest, another on Oct. 6 at Nevada, Ia., and a one-day film clinic at Omaha, Neb., on Oct. 7.

The Ren Theatre at Renwick, Ia., has been closed by Manager John R. Searle. The new Bonnie at Bagley has been opened by Laurence Frownfelter. The Masonic at What Cheer has been opened with the house completely redecorated. Earl Kerr of Des Moines has purchased the Lake Theatre at Lake View.

Paul Webster, manager of the Warner Bros. exchange, is father of a new baby boy named William Ward. It is the third for Mr. and Mrs. Webster but the first boy.

Leota Mae Fletchell of the State at Mount Ayr was married recently to Richard Lambert of Sycamore, Ia.

Ralph Wallace has been appointed manager of the Strand and Orpheum at Fort Madison, Ia., succeeding Herbert Golloday who was transferred to Lexington, Ky.

FEATURE Booking GUIDE

TITLE INDEX

Listed in the following index are titles of features (exclusive of western series releases) with name of the distributor following the title. For data as to running time, stars, etc., refer to title under distributor company listing.

A

Title	Company
A Double Life	U-I
Adventures of Don Coyotes	UA
Adventures of Casanova	EL
Adventuress, The	EL
A Lady Surrenders	Univ.
Albuquerque	Para.
Alexander's Ragtime Band	20th-Fox
Alias A Gentleman	MGM
Alias Mr. Twilight	Col.
A Likely Story	RKO
Always Together	WB
A Little Spanish Town	Col.
A Man About the House	Brit.
A Miracle Can Happen	UA
Angel on My Soulder	UA
A Palooka Named Joe	Mono.
April Showers	WB
Arc of Triumph	Ent.
Arizona	Col.
Arnelo Affair	MGM
A Song Is Born	MGM
Atlantis	UA

B

Bachelor and the Bobby-Soxer	RKO
Bachelor's Daughters	UA
Backlash	20th-Fox
Bad Men of Missouri	WB
Ballard of Furnace Creek	20th-Fox
Banjo	RKO
Beast With Five Fingers	WB
Beat the Band	RKO
Beauty and the Bandit	Mono.
Bedelia	EL
Beginning or the End	MGM
Bells of San Angelo	Rep.
Berlin Express	RKO
Bells of San Fernando	SGP
Best Years of Our Lives	RKO
Beyond Tomorrow	Astor
B. F.'s Daughter	MGM
Big Clock, The	Para.
Big Town	Para.
Big Town After Dark	Para.
Big Town Scandal	Para.
Bill and Coo	Rep.
Birds and the Bees, The	MGM
Birth of a Star	Astor
Bishop's Wife, The	RKO
Black Angel	Univ.
Black Arrow, The	Col.
Black Bart	U-I
Black Beauty	20th-Fox
Black Gold	Allied
Blackmail	Rep.
Blaze of Noon	Para.
Blind Spot	Col.
Blonde Alibi	Univ.
Blonde Savage	EL
Blondie in the Dough	Col.
Blondie's Anniversary	Col.
Blondie's Big Moment	Col.
Blondie's Holiday	Col.
Blondie's Night Out	Col.
Body and Soul	UA
Bohemian Girl	FC
Boomerang	20th-Fox
Born to Kill	RKO
Bowery Buckaroos	Mono.
Boys' Ranch	MGM
Brasher Doubloon	20th-Fox
Brief Encounter	Univ.
Broadway Limited	Favorite
Brute Force	Univ.
Brute Man	EL
Buck Privates Come Home	Univ.
Buffalo Bill Rides Again	SGP
Bulldog Drummond at ay	Col.
Bulldog Drummond Strikes Back	Col.
Burning Cross, The	SGP
Bury Me, Dead	EL
Bush Pilot	SGP

Features and western series pictures are listed alphabetically by title under name of distributor. (Consult TITLE INDEX *for distributor of pictures known only by title.) Numerals at left of titles indicate* PRODUCTION *or* BLOCK NUMBER, *(SP in this column indicates Special release sold separately), those at extreme right give publication date of Advance Data: a; or Box-Office Slant: b. Asterisk following title indicates color photography with adjoining letter giving name of type of color thus: *T: Technicolor, *C: Cinecolor, *M: Magnacolor, *U: Trucolor, *V: Vitacolor. Audience Classification is indicated by letters following titles: A—Adult; F—Family. Letters and combinations thereof in parenthesis indicate type of story in accordance with following key:*

(B) *Biographical*	(C) *Comedy*
(D) *Drama*	(Doc) *Documentary*
(G) *Gangster*	(M) *Musical*
(H) *Horror*	(W) *Western*
(My) *Mystery*	(Wa) *War*

ALLIED ARTISTS

Prod. No.			Run Time Mins.	Rel. Date	See Issue of
	CURRENT				
1	It Happened on Fifth Avenue (C)F	Gale Storm-Don DeFore	115	4/19/47	b2/8/47
2	Black Gold *C (D)F	A. Quinn-K. deMille-E. Knox	92	9/16/47	b6/28/47
	COMING				
3	Gangster, The	Belita-B. Sullivan-J. Lorring	86	11/22/47	
5	Hunted, The	Belita-P. Foster	85		
4	Song of My Heart	Frank Sundstrom-Audrey Long	85		a4/26/47

ASTOR PICTURES

Sp.	Birth of a Star	Danny Kaye	38		New Release
	Cheers for Miss Bishop	Martha Scott-Wm. Gargan	56		Reissue
	Courageous Dr. Christian	Jean Hersholt	69		Reissue
	Flying Deuces, The	Stan Laurel-Oliver Hardy		10/10/46	Reissue
	Her Enlisted Man (CD)	Barbara Stanwyck-Robt. Young	70		Reissued
	Hollywood Bound	Betty Grable	51		Reissue
	Jimmy Steps Out	J. Stewart-P. Goddard	89		Release
	Let 'em Have It (G)	Bruce Cabot-Virginia Bruce	70		Reissued
	Little Men	Oakie-Francis-Bancroft	83		Release
	Road to Hollywood	Bing Crosby	56		Reissue
	Second Chorus	Fred Astaire-Paulette Goddard		11/18/46	Re-release
	Silver Devil (D)F	H. Gibson-Stephin Fetchit	62		Remake
	Sky Devils (C-D)	Spencer Tracy	88		Reissued
	Stairway to a Star	Cornel Wilde	60		New Release
	Swiss Family Robinson	Marshall-Best	74		Reissue
	The Noose	Brown-Drake	78		Reissue
	Thunder in the City	Edw. G. Robinson	81		Reissued
	White Stallion	Dean-Maynard	57		New Release

COLUMBIA

	CURRENT 1946-'47				
828	Alias Mr. Twilight (D)A	Michael Duane-Trudy Marshall	69	12/19/46	b12/28/46
	Arizona	J. Arthur-W. Holden-W. William			Reissue
825	Blind Spot (My)A	Chester Morris-Constance Dowling	73	2/6/47	a11/2/46
807	Blondie's Big Moment (C)F	P. Singleton-A. Lake-Louise	69	1/9/47	b12/14/46
808	Blondie's Holiday (C)F	Arthur Lake-Penny Singleton	67	4/10/47	z3/1/47
820	Bulldog Drummond at Bay (My)A	Ron Randell-Anita Louise	70	5/15/47	b4/19/47
	Bulldog Drummond Strikes Back (My)	Ron Randell-Gloria Henry		9/4/47	a7/26/47
826	Cigarette Girl (C)A	L. Brooks-J. Lloyd-J. Barton	67	2/13/47	b2/15/47
839	Corpse, Came C.O.D., The (My)A	G. Brent-J. Blondell-A. Jergens	87	5/31/47	b9/20/47
	Daring Young Man, The	J. E. Brown-J. Chapman			Reissue
830	Dead Reckoning (D)A	Humphrey Bogart-Lizabeth Scott	99	Feb. '47	b1/4/47
	Doctor Takes A Wife, The	Loretta Young-Ray Milland			Reissue
	Down to Earth *T (M-C)A	Rita Hayworth-Larry Parks	101		b8/2/47
812	For the Love of Rusty (C-D)F	T. Donaldson-T. Powers-A. Doran	68	5/1/47	b7/5/47
834	Framed (D)A	Glenn Ford-Janis Carter	82	April '47	b3/8/47
	Golden Boy	B. Stanwyck-A. Menjou-W. Holden			Reissue
	Good Girls Go to Paris	J. Blondell-M. Douglas-W. Connolly			Reissue
836	Guilt of Janet Ames, The (D)A	Rosalind Russell-Melvyn Douglas	83	April '47	b3/8/47
838	Gunfighters *C (W)F	Randolph Scott-Dorothy Hart	87	July '47	b6/14/47
883	Johnny O'Clock (D)A	Dick Powell-Evelyn Keyes	86	Mar. '47	b1/4/47
831	Jolson Story, The *T (D-M)F	L. Parks-E. Keyes-W. Demarest	128	Jan. '47	b9/21/46
803	Keeper of the Bees (D)	Gloria Henry-Michael Duane	68	7/10/47	a6/7/47
809	King of the Wild Horses (D)F	Preston Foster-Gail Patrick	79	3/27/47	b3/29/47
837	Last of the Redmen	J. Hall-M. O'Shea-E. Ankers	77	Aug. '47	
	Let Us Live	M. O'Sullivan-H. Fonda-R. Bellamy			Reissue
815	Little Miss Broadway (M)F	Jean Porter-John Sheldon	70	6/19/47	b8/23/47
823	Lone Wolf in Mexico (My)A	Gerald Mohr-Eric Blore-Sheila Ryan	70	1/16/47	b12/28/46
814	Millie's Daughter (D)F	Gladys George-Paul Campbell	71	3/20/47	b2/15/47
817	Millerson Case, The (M)F	W. Baxter-N. Saunders	72	5/29/47	b5/24/47
	More Than a Secretary	J. Arthur-G. Brent-L. Stander			Reissue
832	Mr. District Attorney (My)A	Dennis O'Keefe-M. Chapman	81	Feb. '47	b12/28/46
829	Return of Monte Cristo (D)F	L. Hayward-G. Macready-U. O'Connor	91	Dec. '46	b11/23/46
	She Couldn't Take It	G. Raft-J. Bennett-W. Connolly			Reissue
	Shut My Big Mouth	J. E. Brown-A. Mara-V. Jory			Reissue
804	Singin' in the Corn (C-M)F	Judy Canova-Allen Jenkins	66	12/26/46	b11(16/46
813	Son of Rusty, The (D)F	T. Donaldson-T. Powers-A. Doran	67	8/7/47	b8/16/47
811	Sport of Kings (D)	Gloria Henry-Paul Campbell	68	6/20/47	a7/12/47
	Texas	W. Holden-C. Trevor-G. Ford			Reissue
819	The Thirteenth Hour (My)A	Richard Dix-Karen Morley	65	3/6/47	b2/15/47
	When A Girl's Beautiful	Adele Jergens-Marc Platt		9.25.47	
	COMING				
	A Little Spanish Town	Gene Autry-Elaine Marion			
	Black Arrow, The (D)	L. Hayward-J. Blair-G. Macready			a9/20/47
	Blondie in the Dough	P. Singleton-A. Lake-L. Simms	69	10/16/47	
	Blondie's Anniversary	Penny Singleton-Arthur Lake			
	Blondie's Night Out	Penny Singleton-Arthur Lake			
	Coroner Creek	Randolph Scott-Barbara Reed			
	Crime Doctor's Gamble	Warner Baxter-Micheline Cheirel			
	Devil Ship	Richard Lane-Louise Campbell			
	Her Husband's Affairs (C)A	F. Tone-L. Ball-E. E. Horton	86		b7/26/47
	I Love Trouble (My)	F. Tone-J. Blair-J. Carter			a8/9/47
	I Surrender Dear	Jack Leonard-Michael Duane			
	It Had to Be You (C-D)	Ginger Rogers-Cornel Wilde			a7/5/47
	Key Witness	John Beal-Trudy Marshall	67	10/9/47	a6/28/47
	Lady from Shanghai, The	Rita Hayworth-Orson Welles			a4/12/47
	Lone Wolf in London	Gerald Mohr-Nancy Saunders			

COLUMBIA (Continued)

Prod. No.		Run Time Mins.	Rel. Date	See Issue of
	COMING			
	Man from Colorado, The (D) — Glen Ford-Ellen Drew-Wm. Holden			a5/24/47
	Mary Lou — Robert Lowery-Joan Barton			a8/2/47
	Mating of Millie, The (D) — G. Ford-E. Keyes			
835	Pacific Adventure — Ron Randell-Muriel Steinbeck	95	July '47	
	Prince of Thieves — Jon Hall-Patricia Morrison-A. Jergens			
	Rose of Santa Rose — Hoosier Hot Shots-E. Noriaga			
	Relentless *T — R. Young-M. Champan-W. Parker			a1/11/47
	Return of October *T — Glenn Ford-Terry Moore			
	Sign of the Ram, The (D) — Susan Peters-Alexander Knox			a8/16/47
	Strawberry Roan *C (W) — Gene Autry-Gloria Henry			a7/26/47
	Sweet Genevieve — Jean Porter-Jimmy Lydon	68	10/23/47	
	Swordsman, The — Larry Parks-Ellen Drew-G. Macready			a1/4/47
	The Last Round-Up — Gene Autry-Jean Heather			
	To The Ends of The Earth (D) — Dick Powell-Maylia			a7/19/47
	Two Blondes and a Redhead (C-D) — Jean Porter-Jimmy Lloyd			a6/14/47
	Woman From Tangiers — A. Jergens-S. Dunne-M. Duane			
	Wreck of the Hesperus — Willard Parker-Patricia White			
	Westerns (Current)			
867	Law of the Canyon (W-M)F — Charles Starrett-Smiley Burnette	55	4/24/47	b6/28/47
866	Lone Hand Texan, The (W-M)F — Charles Starrett-Smiley Burnette	54	3/6/47	b3/1/47
852	Over the Sante Fe Trail (W-M)F — Ken Curtis-Jenifer Holt	63	2/13/47	b2/15/47
868	Prairie Raiders (W-M)F — Charles Starrett-Smiley Burnette	55	5/29/47	b7/19/47
870	Riders of the Lone Star — Charles Starrett-Smiley Burnette	55	8/14/47	
851	Smoky River Serenade — P. Campbell-F. Terry-Hoosier Hotshots		Aug. '47	
865	South of the Chisholm Trail (W)F — Charles Starrett-Smiley Burnette	58	1/30/47	b2/1/47
869	Stranger from Ponca City, The (W-M)F — Charles Starrett-Smiley Burnette	55	7/3/47	b9/13/47
853	Swing the Western Way — J. Leonard-M. Dugan-Hoosier Hot Shots	66	6/26/47	
864	West of Dodge City — Charles Starrett-Smiley Burnette	57	8/27/47	
	Westerns (Coming)			
	Buckaroo From Powder River — Charles Starrett-Smiley Burnette	55	10/14/47	
	Last Days of Boot Hill (W) — Charles Starrett-Smiley Burnette			a7/19/47
	Phantom Valley — Charles Starrett-Smiley Burnette			
	Six Gun Law (W) — C. Starrett-S. Burnette			
851	Smoky River Serenade — P. Campbell-F. Terry-Hoosier Hotshots		Aug. '47	
	West of Sonora — Charles Starrett-Smiley Burnette			
	Whirlwind Raiders — Charles Starrett-Smiley Burnette			

EAGLE-LION

CURRENT 1946-'47

103	Adventures, The — Deborah Kerr-Trevor Howard	100	3/17/47	b7/13/46
101	Bedelia (D)A — Margaret Lockwood-Ian Hunter	81	2/1/47	b6/3/46
714	Brute Man, The (H)A — Tom Neal-Jane Adams	60	10/1/46	b10/26/46
106	Caravan (D)A — Stewart Granger-Jean Kent	80	7/26/47	b9/13/47
733	Corsican Brothers — D. Fairbanks, Jr.-Tamiroc-Warrick	111	6/21/47	Reissue
701	Devil On Wheels, The (D)F — Noreen Nash-D. Hickman-Jan Ford	67	3/2/47	b1/25/46
	Don Ricardo Returns — Isalelita-Fred Coby		11/5/46	a9/21/46
711	Gas House Kids Go West (C)F — C. Williams-J. Shelton-A. Switzer	62	7/12/47	b7/26/47
712	Gas House Kids in Hollywood (C)F — Alfalfa Switzer-Gas House Kids	63	8/23/47	b9/6/47
	Green for Danger (My)A — Sally Gray-Trevor Howard	91		b12/14/46
704	Heartaches (My)A — H. Ryan-C. Wills	71	6/28/47	b7/5/47
734	International Lady — G. Brent-I. Massey-B. Rathbone	102	5/24/47	Reissue
102	It's a Joke Son (C)F — Kenny Delmar-Una Merkel	64	1/25/47	b1/25/47
717	Killer At Large (My)A — Anabel Shaw-Robert Lowery	63	5/31/47	b6/14/47
731	Kit Carson — D. Andrews-L. Bart-J. Hall	97	3/22/47	
	Lady Chaser — Ann Savage-Robert Lowery	60	11/25/46	
732	Last of the Mohicans — R. Scott-B. Barnes-H. Wilcoxen	94	3/22/47	Reissue
610	Lighthouse — J. Lang-D. Castle-J. Litel	64	1/10/47	a10/19/46
104	Lost Honeymoon (C)A — Franchot Tone-A. Richards-T. Conway	71	3/29/47	b3/15/47
707	Philo Vance's Gamble (My)A — Alan Curtis-Terry Austin	60	4/12/47	b4/26/47
709	Philo Vance Returns — W. Wright-T. Austin-R. Ames	64	6/14/47	b4/26/47
756	Philo Vance's Secret Mission (My)F — Alan Curtis-Sheila Ryan	58	3/20/47	b9/6/47
710	Railroaded — J. Ireland-S. Ryan-H. Beaumont		8/10/47	a6/21/47
107	Red Stallion *C (D)F — T. Donaldson-R. Paige-J. Dowell	82	8/16/47	b7/26/47
'05	Repeat Performance (D)A — Joan Leslie-L. Hayward-F. Basehart	93	5/30/47	b5/24/47
	Return of Rin-Tin-Tin *V — D. Woods-B. Blake-C. Drake		2/20/47	
736	South of Pago Pago — V. McLaglen-J. Hall-F. Farmer	84	6/21/47	
703	Stepchild (D)A — B. Joyce-D. Woods	70	6/7/47	b6/14/47
715	Three on a Ticket (My)F — Hugh Beaumont-Cheryl Walker	64	4/5/47	b4/5/47
716	Too Many Winners (M-My) — Hugh Beaumont-Trudy Marshall	60	5/24/47	b6/7/47
SP72	Untamed Fury (D)A — Mikel Conrad-Gaylord Pendleton	64	3/22/47	b3/29/47
	COMING			
	Adventures of Casanova — A. deCordova-L. Bremer-T. Bey			
	Blonde Savage (D) — L. Erickson-G. Sherwood			a8/2/47
579	Bury Me Dead (My) — M. Daniels-G. McClure-C. O'Donnell			a6/7/47
	Enchanted Valley — A. Curtis-A. Gwynne			
	Headin' for Heaven — Stuart Erwin-Glenda Farrell			
	Linda Be Good (D) — E. Knox-J. Hubbard-M. Wilson			a8/16/47
	Love from a Stranger (D) — J. Hodiak-S. Sidney-A. Richards			a7/12/47
	Man From Texas (My-D) — J. Johnston-J. Craig-L. Bari			a7/19/47
	Man Wanted — Anabel Shaw-Robert Lowery			
	Northwest Stampede *C — J. Leslie-J. Craig-J. Oakie			
	Phil Vance's Peril — W. Wright-L. Balasco-R. Ames			b1/25/47
	Out of the Blue (C)A — G. Brent-V. Mayo-T. Bey	86		b8/30/47
	Prelude to Night — Z. Scott-L. Hayward-D. Lynn			
	Silent Voice — Sheila Ryan-Edward Norris			a4/26/47
	The Open Secret — John Ireland-Ellen Lowe			
	T-Men — Dennis O'Keefe			
	Westerns (Current)			
752	Border Feud (W)F — Lash LaRue-Fuzzy St. John	55	5/10/47	b5/24/47
766	Code of the Plains — Buster Crabbe-Fuzzy St. John	36	4/26/47	Reissue
761	Frontier Fighters — B. Crabbe-Fuzzy St. John	39	4/26/47	Reissue
765	Panhandle Trail — Buster Crabbe-Fuzzy St. John	40	4/26/47	Reissue
	Prairie Rustlers (W)F — Buster Crabbe-Al St. John	54	11/7/45	b8/10/46
763	Raiders of Red Rock — Buster Crabbe-Fuzzy St. John	58	4/26/47	
745	Range Beyond the Blue (W-M)F — E. Dean-R. Ates	54	3/17/47	b9/13/47
764	Shootin' Irons — Tex O'Brien-Jim Newhill	40	4/26/47	Reissue
762	Thundergap Outlaws — Tex O'Brien-Jim Newhill	40	4/26/47	Reissue
746	West to Glory — Eddie Dean-Roscoe Ates	71	4/12/47	
	Westerns (Coming)			
	Black Hills — Eddie Dean-Roscoe Ates			
	Check Your Guns — E. Dean-R. Ates-N. Gates			
757	Cheyenne Takes Over — Lash LaRue-Fuzzy St. John-J. Holt	56	10/25/47	b8/2/47
756	Fighting Vigilante — Lash LaRue-Fuzzy St. John		10/18/47	

Title	Company
C	
Caged Fury	Para.
Calcutta	Para.
Calender Girl	Rep.
California	Para.
Canyon Passage	Univ.
Captain from Castile	20th-Fox
Captain Caution	Favorite
Captain Fury	Favorite
Captains Courageous	MGM
Captive Heart	Univ.
Caravan	EL
Carnegie Hall	UA
Carnival in Costa Rica	20th-Fox
Case of the Baby Sitter	SGP
Cass Timberlane	MGM
Cat Creeps	Univ.
Catherine the Great	PC
Centennial Summer	20th-Fox
Cheers for Miss Bishop	Astor
Cheyenne	WB
Child of Divorce	RKO
Chisolm Trail	UA
Christopher Blake	WB
Cigarette Girl	Col.
Claudia and David	20th-Fox
Cockeyed Miracle	MGM
Code of the North	SG
Code of the West	RKO
Copacabana	UA
Coroner Creek	Col.
Corpse Came C. O. D., The	Col.
Corsican Brothers	EL
Courage of Lassie	MGM
Courageous Dr. Christian	Astor
Courtneys of Curzon Street	Brit.
Crack Up	RKO
Crime Doctor's Gamble	Col.
Criminal Court	RKO
Crimson Key, The	20th-Fox
Crossfire	RKO
Cross My Heart	Para.
Cry Wolf	WB
Cuban Pete	Univ.
Curly	UA
Cynthia	MGM
D	
Daisy Kenyon	20th-Fox
Dancing With Crime	Brit.
Danger Woman	Univ.
Dangerous Money	Mono.
Dangerous Venture	UA
Dangerous Years	20th-Fox
Daring Desperadoes	Favorite
Daring Young Man, The	Col.
Dark Delusion	MGM
Dark Horse	Univ.
Dark Passage	WB
Dark Road, The	SG
Dead Don't Dream, The	UA
Dead Reckoning	Col.
Dear Murderer	Brit.
Dear Ruth	Para.
Deep Valley	WB
Desert Fury	Para.
Desire Me	MGM
Destry Rides Again	Univ.
Desperate	RKO
Devil Ship	Col.
Devil on Wheels	EL
Devil Thumbs a Ride	RKO
Dick Tracy Meets Gruesome	RKO
Dick Tracy's Dilemma	RKO
Dick Tracy Versus Cueball	RKO
Dillinger	Mono.
Dishonored Lady	UA
Doctor Takes a Wife, The	Col.
Don Ricardo Returns	EL
Down to Earth	Col.
Dragnet	SG
Dream Girl	Para.
Driftwood	Rep.
Duel in the Sun	Selznick
Dust Be My Destiny	WB
E	
Each Dawn I Die	WB
Easy Come, Easy Go	Para.
Easy to Wed	MGM
Egg and I	Univ.
Emperor Waltz, The	Para.
Enchanted Valley	EL
End of the Rainbow	Rep.
Escape Me Never	WB
Ever the Beginning	WB
Exile, The	Univ.
Exposed	Rep.
F	
Fabulous Dorseys	UA
Fabulous Suzanne	Rep.
Fabulous Texan, The	Rep.
Faithful in My Fashion	MGM
Fall Guy	Mono.
Fangs of the Wild	Astor
Fanny By Gaslight	UA
Farmer's Daughter	RKO
Fear in the Night	Para.
Fiesta	MGM
Fighting Father Dunne	RKO
Flame, The	Rep.
Flaming Age	20th-Fox
Flying Deuces	Astor
Fool's Gold	UA
Forever Amber	20th-Fox
Foxes of Harrow, The	20th-Fox
Framed	Col.
Frieda	Brit.
Front Page Scoancal	Mono.

Title	Company
Fun and Fancy Free	RKO
Fun on a Weekend	UA
Fugitive	RKO
G	
Gallant Bess	MGM
Gangster, The	Allied
Gas House Kids	EL
Gas House Kids in Hollywood	EL
Gay Ranchero, The	Rep.
Gas House Kids Go West	EL
Gentlemen's Agreement	20th-Fox
Ghost and Mrs. Muir	20th-Fox
Ghost Goes West	FC
Gost Goes Wild	Rep.
Ginger	Mono.
Give My Regards to Broadway	20th-Fox
Glamour Girl	Col.
God's Country	SGP
Golden Boy	Col.
Golden Earrings	Para.
Good Girls Go to Paris	Col.
Good News	MGM
Good Sam	RKO
Great Expectations	Univ.
Great Waltz	MGM
Green Dolphin Street	MGM
Green Fingers	Brit.
Green for Danger	E-L
Green Grass of Wyoming	20th-Fox
Green Years	MGM
Guilt of Janet Ames	Col
Guilty	Mono
Gunfighters	Col.
H	
Hard Boiled Mahoney	Mono
Hat Box Mystery	SG
Headin' for Heaven	EL
Heartaches	EL
Heart of Arizona	SGP
Heaven Only Knows	UA
Henry the VIII	FC
Henry the Fifth	UA
Her Adventurous Night	Univ.
Her Enlisted Man	Astor
Her Husband's Affairs	Col
Here Comes Trouble	UA
High Barbaree	MGM
High Conquest	Mono
High School Hero	Mono.
High Tide	Mono
High Wall, The	MGM
Hills of Home	MGM
Hit Parade of 1947	Rep.
Hollywood Barn Dance	SG
Hollywood Bound	Astor
Homecoming	MGM
Homestretch	20th-Fox
Home Sweet Homicide	20th-Fox
Honeymoon	RKO
Hoppy's Holiday	UA
Housekeeper's Daughter	Favorite
How Green Was My Valley	20th-Fox
Hucksters, The	MGM
Hue and Cry	Brit
Humoresque	WB
Hungry Hill	Brit
Hunted, The	Allied
I	
I Cover Big Town	Para.
If I'm Lucky	20th-Fox
If Winter Comes	MGM
If You Knew Susie	RKO
I Know Where I'm Going	Univ
I Love Trouble	Col
Imagination	U.I
Imperfect Lady	Para
In Old Sacramento	Rep
Indian Summer	RKO
Intermezzo	Selznick
International Lady	EL
Intrigue	UA
Invisible Wall, The	20th-Fox
I Remember Mama	RKO
I Stole a Million	Univ
It Had to Be You	Col
It Happened at the Inn	MGM
It Happened in Brooklyn	MGM
It Happened on Fifth Avenue	Allied
It's a Joke, Son	EL
It's a Wonderful Life	RKO
I'll Be Yours	Univ
I've Always Loved You	Rep.
Ivy	Univ
I Walk Alone	Para.
I Wonder Who's Kissing Her Now	20th-Fox
J	
Jewels of Brandenburg	Col
Jiggs & Maggie in Society	Mono
Jimmy Steps Out	Astor
Joan	RKO
Joe Palooka in the Knockout	Mono
Johnny Belinda	WB
Johnny O'Clock	Col
Jolson Story	Col.
Jungle Flight	Para
K	
Keeper of the Bees	Col
Key Witness	Col
Kid Millions	FC
Killer at Large	SGP
Killer-Dill	SGP
Killer McCoy	MGM
Kilroy Was Here	Mono.
King of the Bandits	Mono
King of the Wild Horses	Col
Kissing Bandit	MGM
Kiss of Death	20th-Fox
Kit Carson	EL

EAGLE-LION (Continued)

Prod. No.	Westerns (Coming)		Run Time Mins.	Rel. Date	See Issue of
754	Ghost Town Renegades (W)F	Lash LaRue-Fuzzy St. John-J. Holt	56	7/26/47	b8/2/47
	Gun Fighter	Lash LaRue-Al St. John-Mary Scott			a12/18/46
753	Pioneer Justice (W)F	Lash LaRue-Fuzzy St. John-J. Holt	55	6/28/47	b7/5/47
755	Return of the Lash	Lash LaRue-Al St. John		10/11/47	
	Shadow Valley	Eddie Dean-Roscoe Ates			
758	Stage to Mesa City	Lash LaRue-Fuzzy St. John		11/1/47	
	Tornado Range	E. Dean-J. Holt-R. Ates			
	Westward Trail	E. Dean-R. Ates-P. Blanchard			

FAVORITE FILMS CORP.

CURRENT

Broadway Limited	Dennis O'Keefe-V. McLaglen	74	1/1/47	Reissue
Daring Desperadoes	I. Lupino-L. Carrillo-N. Martini	88	May '47	Reissue
Of Mice and Men (D)A	B. Meredith-Betty Field-L. Chaney, Jr.	105	12/1/46	Reissue
Road Show	C. Landis-J. Hubbard-A. Menjou	86	Mar. '47	Reissue
Sea Bandits	D. Morgan-Steffi Duna	70	Mar. '47	Reissue
There Goes My Heart	Frederic March-Virginia Bruce	82	Mar. '47	Reissue
Topper Takes Trip	C. Bennett-R. Young-A. Mowbray	79	Feb. '47	Reissue
Topper Returns	O'Keefe-Landis-Blondell-Young	87	Feb. '47	Reissue

FILM CLASSICS

CURRENT

Catherine the Great	D. Fairbanks, Jr.-E. Bergner	95		Reissue
Ghost Goes West	R. Donat-J. Parker	83		Reissue
Henry the VIII	C. Laughton-R. Donat-M. Oberon	97		Reissue
Lydia	M. Oberon-J. Cotten	98		Reissue
Man Who Could Work Miracles	Roland Young-Joan Gardner	82		Reissue
Murder on Diamond Row	Edmund Lowe-Ann Todd	77		Reissue
That Hamilton Woman	V. Leigh-L. Olivier	124		Reissue
Things to Come	Raymond Massey-Margaretta Scott	92		Reissue

METRO-GOLDWYN-MAYER

CURRENT

716	Beginning Or the End, The (D)F	B. Donlevy-R. Walker-G. Tearle	112	Mar. '47	b2/22/47
726	Cynthia (C-D)F	E. Taylor-G. Murphy-M. Astor	98	July '47	b5/17/47
724	Dark Delusion (D)F	L. Barrymore-J. Craig-L. Bremer	90	June '47	b4/12/47
727	Fiesta *T (D-M)F	Esther Williams-John Carroll	101	July '48	b5/17/47
702	Gallant Bess *C (D)F	Marshall Thompson-Jim Davis	99	Jan. '47	b9/7/46
723	Great Waltz, The (M)F	L. Rainer-F. Gravet-M. Korjus	110	July '47	Reissue
721	High Barbaree (D)F	Van Johnson-June Allyson	91	May	b3/15/47
728	Hucksters, The (C-D)A	C. Gable-D. Kerr-A. Menjou	115	Aug '47	b6/28/47
	It Happened at the Inn	Fernand Ledoux-Maurice Rollin	103	April '47	b9/21/46
718	It Happened in Brooklyn (C-M)F	F. Sinatra-K. Grayson	103	April	b3/8/47
712	Lady in the Lake (My)A	Robert Montgomery-Audrey Totter	103	Jan. '47	b11/30/46
719	Little Mister Jim /C)F	James Craig-Frances Gifford	92	April '47	b6/8/46
725	Living in a Big Way (C-D)F	Gene Kelly-Marie MacDonald	103	June '47	b5/31/47
714	Love Laughs at Andy Hardy (C)F	M. Rooney-B. Granville-D. Ford	93	Feb.	b12/7/46
711	Mighty McGurk, The (C)F	Wallace Beery-Aline McMahon	85	Jan. '47	b11/23/46
715	My Brother Talks to Horses (C-D)F	Butch Jenkins-Peter Lawford	93	Jan. '47	b11/30/46
729	Romance of Rosy Ridge, The (D)F	V. Johnston-T. Mitchell-J. Leigh	105	Aug. '47	b7/5/47
720	Sea of Grass (D)A	Spencer Tracy-Katherine Hepburn	123	April	b2/15/47
708	Show-Off, The (C)F	R. Skelton-Marilyn Maxwell	83	Dec.	b8/17/46
801	Song of the Thin Man (My)F	William Powell-Myrna Loy	86	Sept. '47	b7/26/47
710	Till the Clouds Roll By *T (M)F	J. Garland-R. Walker-F. Sinatra	136	Jan. '47	b11/15/46
722	Undercover Maisie (C)A	Ann Sothern-Barry Nelson	90	May	b3/8/47
707	Undercurrent (D)A	K. Hepburn-A. Taylor	115	Nov.	b10/5/46
717	Yearling, The *T (D)F	G. Peck-J. Wyman-C. Jarman	128	May	b11/30/46

COMING

	Alias A Gentleman	Wallace Beery-Gladys George			
803	Arnelo Affair, The (D)A	John Hodiak-Frances Gifford	87	Sept.	b2/15/47
	B. F.'s Daughter	B. Stanwyck-V. Heflin-R. Hart			
	Birds and the Bees, The *T	J. MacDonald-J. Iturbi-J. Powell			a3/1/47
	Boom Town	C. Gable-S. Tracy	120	Feb. '47	Reissue
	Captains Courageous	Spencer Tracy-Mickey Rooney			Reissue
	Cass Timberland (D)	Spencer Tracy-Lana Turner			a9/6/47
	Desire Me	G. Garson-Richard Hart	91	Oct. '47	a9/7/46
	Good News (C-D)	J. Allyson-P. Lawford-J. McCracken			a8/30/47
	Green Dolphin Street	Lana Turner-Van Heflin			a2/1/47
	High Wall, The	R. Taylor-A. Totter-H. Marshall			
	Hills of Home	Lassie-E. Gwenn-J. Leigh			
	Homecoming	C. Gable-L. Turner-A. Baxter			
	If Winter Comes (D)	W. Pidgeon-D. Kerr-A. Lansbury			a9/13/47
	Killer McCoy	M. Rooney-E. Taylor-B. Donlevy			
	Kissing Bandit *T	F. Sinatra-K. Grayson			a8/23/47
	Luxury Liner	G. Brent-F. Gifford-J. Powell			
805	Merton of the Movies (C)F	Red Skelton-Virginia O'Brien	82	Oct.	b7/18/47
	On an Island With You *T (C-M)	E. Williams-P. Lawford			a8/23/47
	Piccadilly Incident (D)A	Anne Neagle-Michael Wilding	100		b8/31/46
	Pirate, The *T	J. Garland-G. Kelly-W. Slezak			a7/5/47
804	Song of Love (DM)A	K. Hepburn-P. Henreid-R. Walker	118	Oct.	b7/26/47
	State of the Union	Spencer Tracy-Claudette Colbert			
	Stormy Waters (D)A	J. Gabin-M. Morgan	77		b8/9/47
	Summer Holiday *T	Mickey Rooney-Gloria DeHaven			a9/7/46
	Tenth Avenue Angel	M. O'Brien-G. Murphy-P. Thaxter			a9/21/46
	The Kissing Bandit *T	Frank Sinatra-Kathryn Grayson			
	This Time For Keeps *T	E. Williams-L. Melchior	105	Nov. '47	a9/7/46
802	Unfinished Dance, The *T (D)F	Margaret O'Brien-Cyd Charisse	100	Sept.	b8/2/47
	Virtuous	V. Johnson-J. Allyson			
	Women, The	N. Shearer-J. Crawford-P. Goddard	133	Oct. '47	Reissue

MONOGRAM

CURRENT 1946-'47

4402	Dillinger	Lawrence Tierney-Anne Jeffreys	70	7/5/47	Reissue
613	Fall Guy (My)A	Cliff Penn-Teala Loring	64	3/15/47	b3/8/47
609	Ginger	Frank Albertson-Barbara Reed	67	1/4/47	a9/28/46
614	Guilty, The (My)A	Bonita Granville-Don Castle	71	3/22/47	b3/22/47
616	Hard Boiled Mahoney	L. Gorcey-Bowery Boys	63	5/10/47	a3/22/47
620	High Conquest (D)A	A. Lee-G. Roland-W. Douglas	83	6/21/47	b3/15/47
4701	High Tide (D)A	Lee Tracy-D. Castle-A. Shaw	70	10/11/47	b8/9/47
4702	Joe Palooka in the Knockout (D)F	Joe Kirkwood, Jr.-Elyse Knox	72	9/20/47	b8/30/47
621	Kilroy Was Here (C)F	J. Cooper-J. Coogan-W. McKay	68	7/19/47	b7/5/47
3803	Mutiny in the Big House	Charles Bickford-Barton McLane	89	7/5/47	Reissue
622	News Hounds (C)F	Leo Gorcey-H. Ball-B. Jordan	68	9/13/47	b6/21/47
617	Queen of the Yukon	Charles Bickford-Irene Rich	73	6/31/47	Reissue
610	Riding the California Trail	Gilbert Roland-Teala Loring	61	1/11/47	a10/26/46
623	Robin Hood of Monterey (D)F	Gilbert Roland-Evelyn Brent	56	9/6/47	b8/16/47
618	Sarge Goes to College (C)F	A. Hale, Jr.-F. Stewart-J. Preisser	63	5/17/47	b5/10/47
666	Thunderbolt *T	Documentary	44	7/26/47	
611	Vacation Days (D-M)F	F. Stewart-J. Preisser	66	1/25/47	b4/5/47

MONOGRAM (Continued)

Prod. No.	CURRENT 1946-'47		Run Time Mins.	Rel. Date	See Issue of
615	Violence (D)A	Nancy Coleman-M. O'Shea	72	4/12/47	b4/12/47
619	Wolf Call	John Carroll-Movita	62	6/7/47	Reissue
	COMING				
	A Palooka Named Joe	L. Errol-J. Kirkwood-E. Knox			
625	Bowery Buckaroos	Leo Gorcey-Bowery Boys-Julie Briggs	66	10/11/47	
	Jiggs & Maggie in Society	Joe Yule-Rennie Riano-Lee Bonnell			
624	King of the Bandits	G. Roland-C. Martin-A. Greene	66	10/4/47	
4703	Louisiana (C-D)F	Jimmie Davis-Margaret Lindsay	85	11/15/47	b8/9/47
	Old Gray Mayor, The	Freddie Stewart-June Preisser			
	Panhandle	R. Cameron-C. Downs-A. Gwynne			
	Quest of Willie Hunter, The	Don Castle-Audrey Long			
626	Red Hornet, The	Roland Winter-Mantan Moreland			
	Rocky	Roddy McDowall-Gale Sherwood		11/22/47	
	Westerns (Current)				
677	Code of the Saddle	J. M. Brown-R. Hatton	53	6/25/47	
671	Land of the Lawless (W)F	J. M. Brown-R. Hatton-J. Harrison	59	4/15/47	b5/31/47
672	Law Comes to Gunsight, The	J. M. Brown-R. Hatton	56	5/24/47	
564	Raiders of the South (W-M)F	J. M. Brown-Raymond Hatton	85	1/18/47	b2/22/47
683	Rainbow Over the Rockies (W-M)F	J. Wakely-"Lasses" White	56	2/6/47	b3/1/47
684	Six Gun Serenade	Jimmy Wakely-"Lasses" White	55	4/5/47	
682	Song of the Wasteland	J. Wakely-"Lasses" White	58	6/31/47	
676	Trailing Danger	J. M. Brown-R. Hatton	58	3/29/47	
675	Valley of Fear (W)F	J. M. Brown-R. Hatton	57	2/15/47	b4/19/47
	Westerns (Coming)				
673	Flashing Guns	J. Brown-R. Hatton	59	9/20/47	
	Man From Powder River, The	J. M. Brown-R. Hatton-C. McIntyre			
678	Prairie Express	J. M. Brown-R. Hatton-V. Belmont	55	9/27/47	
685	Ridin' Down the Trail	J. Wakely-D. Taylor-B. Jones	53	9/27/47	

PARAMOUNT

Prod. No.	CURRENT 1946-'47		Run Time Mins.	Rel. Date	See Issue of
4622	Big Town	Philip Reed-Hillary Brooke	60	5/23/47	a2/9/47
4611	Blaze of Noon (D)A	A. Baxter-W. Holden-S. Tufts	90	5/2/47	b3/8/47
4612	Calcutta (My)A	A. Ladd-G. Russell-W. Bendix	83	6/10/47	b3/19/47
4606	California *T (WD)	Ray Milland-B. Stanwyck	93	2/21/47	b12/21/47
4603	Cross My Heart (C-M)F	Betty Hutton-Sonny Tufts	83	1/10/47	b11/23/46
4623	Danger Street (My)A	J. Withers-R. Lowery	66	6/20/47	b3/1/47
4616	Dear Ruth (C)A	J. Caulfield-W. Holden-E. Arnold	95	7/18/47	b5/31/47
4617	Desert Fury *T (D)F	Lizabeth Scott-John Hodiak	98	8/15/47	b8/2/47
4607	Easy Come, Easy Go (C)F	D. Lynn-S. Tufts-Virginia Field	78	3/7/47	b2/8/47
4621	Fear in The Night (D)A	DeForest Kelley-Kay Scott	72	4/18/47	b2/22/47
4610	Imperfect Lady (D)A	R. Milland-T. Wright-V. Field	97	4/25/47	b3/15/47
4605	Ladies Man (C-M)F	Eddie Bracken-Virginia Field	90	2/7/47	b1/11/47
4609	My Favorite Brunette (C)F	B. Hope-D. Lamour	87	4/4/47	b2/22/47
4604	Perfect Marriage, The (C-D)A	L. Young-D. Niven-V. Field	87	1/24/47	b11/23/47
4615	Perils of Pauline *T (C-S)F	B. Hutton-J. Lund	92	7/4/47	b5/31/47
4620	Seven Were Saved	Richard Denning-Catharine Craig	73	3/28/47	a5/25/47
4608	Suddenly It's Spring (C)A	F. MacMurray-P. Goddard	87	3/21/47	b2/15/47
4614	Trouble With Women, The (C)A	T. Wright-B. Donlevy-R. Milland	80	6/27/47	b5/24/47
4613	Welcome Stranger (CD)F	Bing Crosby-Barry Fitzgerald	107		b5/3/47
	COMING				
4702	Adventure Island *C (D)A	R. Calhoun-R. Fleming-P. Kelly	67	10/10/47	b8/9/47
	Albuquerque	Randolph Scott-Barbara Britton			a3/15/47
	Big Clock, The (M)	R. Milland-M. O'Sullivan-C. Laughton			a5/17/47
	Big Town After Dark (D)	Philip Reed-Hillary Brooke			a9/6/47
	Big Town Scandal	Philip Reed-Hillary Brooke			
	Caged Fury	R. Denning-S. Ryan-B. Crabbe			
	Dream Girl (C-D)	B. Hutton-M. Carey-V. Field			a6/7/47
	Emperor Waltz, The *T	Bing Crosby-Joan Fontaine			a7/13/46
4703	Golden Earrings (D)A	Marlene Dietrich-Ray Milland	95	10/31/47	b8/30/47
4624	I Cover Big Town (My)A	P. Reed-H. Brooke	63	7/25/47	b3/1/47
	I Walk Alone	B. Lancaster-Kirk Douglas			a3/1/47
4625	Jungle Flight (D)F	Robert Lowery-Ann Savage	67	8/22/47	b3/1/47
	Long Gray Line	A. Ladd-D. Reed-A. Murphy			
	My Own True Love (D)	Phyllis Calvert-M. Douglas			a8/16/47
	Night Has a Thousand Eyes, The (D)	E. G. Robinson-J. Lund			a8/9/47
	Paleface, The *T	Bob Hope-Jane Russell			b9/13/47
	Road to Rio	B. Crosby-B. Hope-D. Lamour			a2/1/47
	Saigon	Alan Ladd-Veronica Lake-Douglas Dick			a1/4/47
	Shaggy *C (D)	B. Joyce-G. Nokes-R. Shayne			a9/6/47
	So Evil My Love	R. Milland-A. Todd-G. Fitzgerald			
	Unconquered *T	Gary Cooper-Paulette Goddard			a9/28/46
4618	Variety Girl (C-M)F	Mary Hatcher-DeForest Kelley	93	8/29/47	b7/19/47
4704	Where There's Life (C)	B. Hope-S. Hasso-W. Bendix	75	11/21/47	a5/25/46
	Whispering Smith *T	A. Ladd-R. Preston-B. Marshall			a6/14/47
4701	Wild Harvest (D)A	A. Ladd-D. Lamour-R. Preston	92	9/26/47	b8/9/47

RKO-RADIO

Prod. No.	CURRENT 1946-'47		Trade Shown		
724	A Likely Story (C)F	Bill Williams-Barbara Hale	88	May	b4/19/47
801	Bachelor and the Bobby-Soxer (C)F	G. Grant-M. Loy-S. Temple	95	July	b6/7/47
725	Banjo (C-D)F	S. Moffet-J. White-W. Reed	67	May	b4/19/47
718	Beat the Band (M)F	Frances Langford-Gene Krupa	67	Feb.	b3/1/47
751	Best Years of Our Lives, The (D)A	D. Andrews-M. Loy-F. March	172	Dec.	b11/23/46
722	Born to Kill (D)A	C. Trevor-L. Tierney-W. Slezak	91	April	b4/19/47
708	Child of Divorce (D)A	Sharyn Moffett-Regis Toomey	62	Oct.	b10/19/46
720	Code of the West (W)F	J. Warren-J. Laurenz	57	Feb.	b2/22/47
627	Crack-Up (D)A	P. O'Brien-C. Trevor-H. Marshall	93	June	b6/15/46
709	Criminal Court (My)A	T. Conway-M. O'Driscoll	62	Aug.	b8/10/46
802	Crossfire (D)A	R. Young-R. Mitchum-G. Grahame	85	Aug.	b6/28/47
728	Desperate (G)A	Steve Brodie-Audrey Long	73	May	b5/17/47
719	Devil Thumbs a Ride, The (D)A	Lawrence Tierney-N. Leslie	62	Feb.	b3/1/47

Title	*Company*
L	
Ladies Man	Para.
Lady from Shanghai, The	Col.
Lady in the Lake	MGM
Lady Chaser	EL
Last of the Mohicans	EL
Last of the Redmen	Col.
Late George Apley	20th-Fox
Laughing Lady	Brit.
Law of the Mounties	SG
Let 'Em Have It	Astor
Letter From an Unknown Woman	U-I
Let Us Live	Col.
Les Miserables	20th-Fox
Life With Father	WB
Lighthouse	EL
Linda Be Good	EL
Little Men	Astor
Little Miss Broadway	Col.
Little Mister Jim	MGM
Living in a Big Way	MGM
Locket, The	RKO
Lone Wolf in London	Col.
Lone Wolf in Mexico	Col.
Long Gray Line	Para.
Long Night	RKO
Lost Honeymoon	EL
Lost Moment's, The	Univ.
Louisiana	Mono.
Love and Learn	WB
Love from a Stranger	EL
Love Laughs at Andy Hardy	MGM
Love of Joanna Godden, The	Brit.
Lured	UA
Luxury Liner	MGM
Lydia	FC
M	
Macbeth	Rep.
Macomber Affair	UA
Mad Wednesday	UA
Magic Bow	Univ.
Magic Town	RKO
Magnificent Obsession	Univ.
Magnificent Rogue	Rep.
Main Street Kid	Rep.
Man About Town	RKO
Man from Colorado, The	Col.
Man from Texas	EL
Man Wanted	EL
Man Who Could Work Miracles	FC
Man Within, The	Brit.
Marauders, The	UA
Marked Woman	WB
Mary Lou	Col.
Mating of Millie	Col.
Meet Me at Dawn	20th-Fox
Men of Two Worlds	Brit.
Merton of the Movies	MGM
Michigan Kid	Univ.
Mighty McGurk, The	MGM
Millerson Case, The	Col.
Millie's Daughter	Col.
Miracle of the Bells	RKO
Miracle on 34th St.	20th-Fox
Mr. Ace	UA
Mr. Blandings Builds His Dream House	SRO
Mr. District Attorney	Col.
Mr. Hex	Mono.
Monsieur Verdoux	UA
More Than a Secretary	Col.
Mortal Coils	U-I
Moss Rose	20th-Fox
Mother Wore Tights	20th-Fox
Mourning Becomes Electra	RKO
Murder on Diamond Row	FC
Mutiny in the Big House	Mono.
My Brother Talks to Horses	MGM
My Dog Shep	SGP
My Favorite Brunette	Para.
My Heart Goes Crazy	Univ.
My Own True Love	Para.
Mystery in Mexico	RKO
My Wild Irish Rose	WB
N	
Naked City	Univ.
New Mexico	UA
New Orleans	UA
Newshounds	Mono.
Nicholas Nickelby	Brit.
Nightmare Alley	20th-Fox
Night Has a Thousand Eyes	Para.
Night Song	RKO
Night Unto Night	WB
Nora Prentiss	WB
Northwest Outpost	Rep.
Northwest Stampede	E-I
Notorious	RKO
Notorious Gentleman	Univ.
Notorious Lone Wolf	Col.
O	
Odd Man Out	Univ.
Of Mice and Men	Favorite
Oh Say Can You Sing	Univ.
Old Gray Mayor	Mono.
On an Island With You	MGM
One Hundred Men And A Girl	Univ.
One Million B.C.	Favorite
One Romantic Night	Astor
On the Old Spanish Trail	Rep.
Other Love	UA
Out of the Blue	EL
Out of the Past	RKO
P	
Pacific Adventure	Colo.
Pale Face	Para.
Panhandle	Mono.
Paradine Case	Selznick
Perfect Marriage	Para.

Title	Company
Perils of Pauline	Para.
Phantom Valley	Col.
Philo Vance's Gamble	EL
Philo Vance Returns	EL
Philo Vance's Peril	EL
Philo Vance's Secret Mission	EL
Piccadilly Incident	MGM
Pirates, The	MGM
Pirates of Monterey	Univ.
Portrait of Jennie	SRO
Possessed	WB
Prairie, The	SG
Prelude to Night	EL
Pretender, The	Rep.
Prince of Thieves	Col.
Prison Story	RKO
Private Affairs of Bel Ami	UA
Pursued	WB

Q

Queen of the Amazons	SGP
Queen of the Yukon	Mono.
Queen Necklace, The	Misc.
Quest of Willie Hunter, The	Mono.

R

Race Street	RKO
Rachel	RKO
Rage in Heaven	MGM
Railroaded	EL
Ramrod	UA
Razor's Edge	20th-Fox
Red Hornet, The	Mono.
Red House	UA
Red Pony, The	Rep.
Red Stallion	EL
Relentless	Col.
Renegade Girl	SGP
Repeat Performance	EL
Return of Rin-Tin-Tin	EL
Return of the Badmen	RKO
Return of October	Col.
Ride the Pink Horse	Univ.
Riding the California Trail	Mono.
Riff-Raff	RKO
River Lady	U-I
Road to Rio	Para.
Road Show	Favorite
Road to Hollywood	Astor
Robin Hood of Monterey	Mono.
Rocky	Mono.
Romance in High C	WB
Romance of Rosy Ridge, The	MGM
Root of All Evil	Brit.
Rose of Santa Rose	Colo.
Roses Are Red	20th-Fox
Roughshod	RKO
Rupert of Hentzau	SRO
Runaround	Univ.

S

Saigon	Para.
San Demetrio, London	20th-Fox
San Quentin	RKO
Sarge Goes to College	Mono.
Scared to Death	SGP
Scarface	Astor
Scarlet Pimpernel, The	FC
School for Danger	Misc.
School for Secrets	Brit.
Sea Bandits	Favorite
Sea Hawk, The	WB
Sea Wolf, The	WB
Searching Wind	Para.
Second Chance	20th-Fox
Second Chorus	Astor
Secret Beyond the Door, The	U-I
Secret Life of Walter Mitty	RKO
Senator Was Indiscreet	U-I
Seven Keys to Baldpate	RKO
Seven Were Saved	Para.
Shadows Over Chinatown	Mono.
Shaggy	Para.
She Couldn't Take It	Col.
Shocking Miss Pilgrim	20th-Fox
Show-Off	MGM
Shoot to Kill	Screen Guild
Shut My Big Mouth	Col.
Silent Voice	EL
Silver Devil	Astor
Silver River	WB
Sinbad the Sailor	RKO
Singapore	Univ.
Sign of the Ram, The	Col.
Sky Devils	Astor
Slave Girl	Univ.
Sleep, My Love	UA
Slippy McGee	Rep.
Smash-Up	Univ.
Snake Pit, The	20th-Fox
So Evil My Love	Para.
Something in the Wind	Univ.
Son of Rusty	Col.
Song of Love	MGM
Song of My Heart	Allied
Song of Scheherazade	Univ.
Song of the Thin Man	MGM
South of Pago Pago	EL
So Well Remembered	RKO
Spoilers of the North	Rep.
Sport of Kings	Col.
Springtime in the Sierras	Rep.
Stairway to Heaven	Univ.
Stallion Road	WB
State of the Union	MGM
Station West	RKO
Step-Child	EL
Stork Bites Man	UA

RKO-RADIO (Continued)

Prod. No.	CURRENT 1946-'47		Run Time Mins.	Trade Shown	See Issue of
729	Dick Tracy's Dilemma (M)A	Ralph Byrd-Kay Christopher	60	June	b5/17/47
714	Dick Tracy vs. Cueball (D)F	Morgan Conway-Anne Jeffreys	62	Dec.	b11/9/46
716	Farmer's Daughter, The (C-D)A	L. Young-J. Cotten-E. Barrymore	97	Feb.	b2/22/47
721	Honeymoon (C)F	S. Temple-F. Tone-G. Madison	74	June	b5/19/47
781	It's a Wonderful Life (D)	J. Stewart-D. Reed-L. Barrymore	128	Dec.	b12/21/46
861	Long Night, The (D)A	Henry Fonda-Barbara Bel Geddes	96	May	b5/31/47
712	Notorious (My-D)A	Cary Grant-Ingrid Bergman	101	July	b7/27/46
803	Riff-Raff (My)A	Pat O'Brien-Anne Jeffries	80	June	b6/7/47
712	San Quentin (D)A	L. Tierney-M. Carr-B. MacLane	66	Dec.	b12/7/46
851	Secret Life of Walter Mitty *T (C)F	D. Kaye-V. Mayo-F. Bainter	105	July	b7/19/47
804	Seven Keys to Baldpate (M)A	Phillip Terry-Jacqueline White	68	June	b6/7/47
762	Sinbad the Sailor T (F)F	D. Fairbanks, Jr.-M. O'Hara	117	Jan.	b1/18/47
723	Tarzan and the Huntress (D)F	J. Weismuller-B. Joyce	70	April	a3/22/47
726	They Won't Believe Me (D)A	Robert Young-Susan Hayward	95	May	b5/17/47
730	Thunder Mountain (W)F	T. Holt-R. Martin-M. Hyer	60	May	b5/17/47
717	Trail Street (W)F	R. Scott-R. Ryan-A. Jeffreys	83	Mar.	b2/1/47
805	Under the Tonto Rim	T. Holt-N. Leslie-R. Martin	61	June	b6/7/47
727	Woman on the Beach, The (D)A	J. Bennett-R. Ryan-C. Bickford	71	June	b5/17/47
	COMING				
	A Song Is Born *T	Danny Kaye-Virginia Mayo			
	Berlin Express	M. Oberon-R. Ryan-P. Lukas			
Sp.	Bishop's Wife, The (D)	G. Grant-T. Wright-D. Niven			a7/5/47
	Dick Tracy Meets Gruesome (My)	R. Byrd-B. Karloff-A. Gwynne			a8/2/47
	Fighting Father Dunne (D)	P. O'Brien-M. Dell-D. Hickman			a8/30/47
891	Fun and Fancy Free *T (F)F	E. Bergen-D. Shore	72	Aug. '47	b8/23/47
	Fugitive, The (D)	Henry Fonda-Dolores Del Rio			a7/26/47
	Good Sam	G. Cooper-A. Sheridan-E. Lowe			
	If You Knew Susie (C)	Eddie Cantor-J. Davis-A. Joslyn			a7/19/47
	Indian Summer (D)	A. Knox-A. Sothern-G. Tobias			a7/5/47
	I Remember Mama (C-D)	I. Dunne-B. Bel Geddes-O. Homolka			a8/30/47
	Joan	I. Bergman-J. Ferrer-G. Coulouris			
862	Magic Town (C-D)F	James Stewart-Jane Wyman	103	Aug. '47	b8/23/47
	Man About Town	Maurice Chevalier-J. Derrier			
	Miracle of the Bells	F. MacMurray-F. Sinatra-Valli			
Sp.	Mourning Becomes Electra (D)	R. Russell-K. Paxinou-R. Massey			a9/13/47
	Mystery in Mexico	W. Lundigan-J. White-R. Cortez			
	Night Song (D)	D. Andrews-M. Oberon-E. Barrymore			a9/20/47
	Out of the Past	Robert Mitchum-Jane Greer			a2/1/47
	Pearl, The	Pedro Armendariz-Maria Montez			
	Race Street	G. Raft-M. Maxwell-W. Bendix			
	Rachel	L. Young-W. Holden-R. Mitchum			
	Return of the Badmen	Randolph Scott-Jacqueline White			
	Roughshod (D)	R. Sterling-C. Jarman-G. Grahame			a9/6/47
	So Well Remembered	M. Scott-J. Mills			
	Station West	D. Powell-J. Greer-A. Moorehead			
	Tarzan and the Mermaids	J. Weismuller-B. Joyce			
	Tycoon *T	John Wayne-Laraine Day			a7/12/47
	Under Arizona Skies	T. Holt-N. Leslie-R. Martin			
	War Party	Shirley Temple-John Agar			
	Wild Horse Mesa	Tim Holt-Nan Leslie			
	Your Red Wagon	C. O'Donnell-F. Granger-H. deSilva			

REPUBLIC

Prod. No.	CURRENT 1946-'47				
408	Angel and the Badman (W)F	J. Wayne-G. Russell-I. Rich	100	2/15/47	b2/15/46
641	Apache Rose *U (W-M)F	R. Rogers-D. Evans-O. Howlin	75	2/15/47	b3/22/47
642	Bells of San Angelo *U (W)	Roy Rogers-Dale Evans-"Gabby" Hayes	78	5/15/47	b5/24/47
617	Blackmail (My)F	W. Marshall-A. Mara-S. Bachelor	67	7/24/47	b8/9/47
607	Calendar Girl (M)F	J. Frazee-M. Marshall	88	1/31/47	b2/8/47
621	Driftwood	Wood-Brennan-Warrick-Jagger	90	9/15/47	
629	Exposed	Adele Mara-Robert Scott	59	9/8/47	
604	Fabulous Suzanne (C)	Barbara Britton- Rudy Vallee	71	12/15/46	b12/21/46
605	Ghost Goes Wild, The (C)F	James Ellison-Anne Gwynne	66	3/8/47	b4/5/47
610	Hit Parade of 1947 (M)	E. Albert-C. Moore-J. Edwards	90	3/22/47	b5/3/47
606	Magnificent Rogue, The (C-D)A	L. Robert-W. Douglas	74	2/15/47	b11/23/46
615	Northwest Outpost (O)F	Nelson Eddy-Ilona Massey	91	6/25/47	b5/10/47
602	Pilgrim Lady, The (C-D)A	Warren Douglas-Lynne Roberts	67	1/22/47	b1/25/47
620	Pretender, The (D)A	A. Dekker-L. Stirling-C. Drake	69	8/16/47	b8/30/47
612	Spoilers of the North (D)A	Paul Kelly-Evelyn Ankers	66	4/24/47	b5/10/47
646	Springtime in the Sierras *U (W)F	R. Rogers-J. Frazee-A. Devine	75	7/15/47	b7/26/47
609	That's My Gal *U (M)A	L. Roberts-D. Barry	66	6/15/47	b5/31/47
613	That's My Man (D)A	D. Ameche-C. McLeod	99	6/1/47	b5/12/47
619	Trespasser, The (My)A	J. Martin-W. Douglas	71	7/3/47	b7/12/47
616	Web of Danger (D)F	A. Mara-B. Kennedy	58	6/10/47	b6/21/47
614	Winter Wonderland (C-R)A	L. Roberts-C. Drake	71	5/17/47	b5/31/47
618	Wyoming (W)F	W. Elliott-V. Ralston	84	8/1/47	b7/26/47
611	Yankee Fakir (C)F	D. Frawley-J. Woodbury-C. Bevans	71	4/1/47	b4/12/47
	COMING				
	Bill and Coo	George Burton's Birds			
	End of the Rainbow	Marsha Hunt-Wm. Lundigan			
629	Exposed (My)F	Adele Mara-Robert Scott	59	9/8/47	b9/20/47
	Fabulous Texan, The (W)	W. Elliott-J. Carrol-C. McLeod			a8/16/47
	Flame, The	John Carroll-Vera Ralston			
	Gay Ranchero, The *U	R. Rogers-T. Guizar-A. Devine			
	In Old Los Angeles	W. Elliott-I. Massey-J. Carroll			
	Macbeth (D)	Orson Welles-J. Nolan			a8/23/47
	Main Street Kid	Al Pearce-Janet Martin-Adele Mara			
648	On the Old Spanish Trail	R. Rogers-T. Guizar-J. Frazee	75	10/15/47	
	Red Pony, The *T	M. Loy-R. Mitchum-L. Calhern			
	Slippy McGee	D. Barry-D. Evans-T. Brown			
	Westerns (Current)				
651	Along the Oregon Trail *U (W)F	Monte Hale-Adrian Booth	64	9/30/47	b9/6/47
664	Homesteaders of Paradise Valley (W)F	Allan Lane-Bobby Blake	59	4/1/47	b4/12/47
5504	Last Frontier Uprising *U (W-M)F	Monte Hale-Adrian Booth	67	2/1/47	b4/12/47
607	Marshal of Cripple Creek (W)F	Allan "Rocky" Lane-Bobby Blake	58	8/15/47	b8/23/47
665	Oregon Trail Scouts (W)F	Allan Lane-Bobby Blake	58	5/15/47	b5/24/47
685	Robin Hood of Texas (W-M)F	Gene Autry-Lynn Roberts-Adele Mara	71	7/15/47	b9/13/47
666	Rustlers of Devil's Canyon (W)F	Allan Lane-Bobby Blake	58	7/1/47	b7/12/47
684	Saddle Pals (W)F	G. Autry-L. Roberts	72	6/15/47	b6/21/47
662	Stagecoach to Denver (W)F	Allan Lane-Bobby Blake	56	12/23/46	b1/4/47
682	Trail to San Antone (W)F	Gene Autry-Peggy Stewart	57	4/1/47	b4/18/47
683	Twilight on the Rio Grande (W)F	G. Autry-S. Holloway-Cass County Boys	71	4/1/47	b4/19/47
663	Vigilantes of Boomtown (W)F	Allan Lane-Bobby Blake	56	2/15/47	b2/15/47

REPUBLIC (Continued)

Prod. No.	Westerns (Coming)		Run Time Mins.	Rel. Date	See Issue of
	Bandits of Dark Canyon	Allen "Rocky" Lane-Bob Steele			
	Under Colorado Skies *U	M. Hale-A. Booth			
751	Wild Frontier, The	Allan "Rocky" Lane-Jack Holt	59	10/1/47	

SCREEN GUILD PRODUCTIONS

CURRENT

HC12	Bar 20 Justice	Wm. Boyd-R. Hayden-G. Hayes	65	7/19/47	Reissue
4614	Bells of San Fernando (D)F	Donald Woods-Gloria Warren	69	4/5/47	b4/5/47
4613	Buffalo Bill Rides Again (W)F	Richard Arlen-Jennifer Holt	66	4/19/47	b4/5/47
4616	Bush Pilot	R. Hudson-J. LaRue-A. Willis	60	6/7/47	
HC10	Cassiday of Bar 20	Wm. Boyd-H. Clark-R. Hayden	59	5/10/47	Reissue
HC11	Heart of Arizona	Wm. Boyd-G. Hayes-R. Hayden	68	6/14/47	Reissue
4701	Hollywood Barn Dance (C-D)F	E. Tubb-L. Talbott-H. Boyce	72	6/21/47	b6/7/47
4609	My Dog Shep	Flame (dog)-Tom Neal	60	12/1/46	
4610	North of the Border	R. Hayden-I. Cooper	46	10/1/46	a8/24/46
HC09	Partners of the Plains	Wm. Boyd-H. Clark-R. Hayden	71	4/26/47	Reissue
4611	Queen of the Amazons (D)A	Patricia Morison-Robert Lowery	62	1/15/47	b3/29/47
4612	Renegade Girl (D)F	Alan Curtis-Ann Savage-Jack Holt	65	12/25/46	b3/29/47
HC07	Rustlers Valley	Wm. Boyd-G. Hayes-R. Hayden	60	3/15/47	Reissue
4608	Scared to Death *C	B. Lugosi-J. Compton	65	5/3/47	
4615	Shoot to Kill (D)A	R. Wade-E. MacDonald-S. Walters	60	5/17/47	b4/19/47
HC08	Texas Trail	Wm. Boyd-R. Hayden-G. Hayes	59	4/12/47	Reissue

COMING

	Burning Cross, The (D)A	H. Daniels-V. Patton	77		b8/2/47
4618	Case of the Baby Sitter, The	Tom Neal-A. Jenkins-P. Blake	40	7/26/47	
	Code of the North	R. Hayden-J. Holt			
	Dark Road, The (D)	John Shelton-Ann Doran			a8/30/47
4703	Dragnet (My)A	M. Brian-H. Wilcoxon	71	8/16/47	b7/12/47
4617	Hat Box Mystery, The (My)	T. Neal-A. Jenkins-V. Sale	40	7/12/47	a7/5/47
4701	Hollywood Barn Dance (C-D)F	E. Tubb-L. Talbott-H. Boyce	65	6/21/47	b6/7/47
4702	Killer Dill (C-D)A	S. Erwin-A. Gwynne-F. Albertson	71	8/2/47	b5/17/47
	Law of the Mounties	Russell Hayden-Jennifer Holt			
	Prairie, The	Alan Baxter-Lenore Aubert			

SELZNICK RELEASING ORGANIZATION

CURRENT

	Duel in the Sun *T (WD)A	J. Jones-G. Peck-J. Cotten	135	4/17/47	b1/4/47

COMING

	Intermezzo	I. Bergman-L. Howard			Reissue
	Mr. Blandings Builds His Dream House	C. Grant-M. Loy-M. Douglas			
	Paradine Case, The	G. Peck-A. Todd-C. Laughton			
	Portrait of Jennie	J. Jones-J. Cotten			
	Rupert of Hentzau	Louis Jourdan-Valli			
	Tender is the Night	J. Jones-A. Kjellin			

20TH-FOX

CURRENT 1947-'48

709	Alexander's Ragtime Band	T. Power-A. Faye-D. Ameche	106	Mar.	Re-release
711	Backlash (My)A	R. Davis-J. Rogers-L. Blake	66	Mar.	b3/22/47
706	Boomerang (D)A	Dana Andrews-Jane Wyatt	88	Feb.	b1/25/47
707	Brasher Doubloon, The (My)A	G. Montgomery-Nancy Guild	72	Feb.	b2/8/47
710	Carnival in Costa Rica *T (M)F	D. Haymes-C. Holm-C. Romero	96	April	b3/29/47
715	Ghost and Mrs. Muir, The (D)A	G. Tierney-R. Harrison-G. Sanders	104	May	b5/24/47
713	Homestretch, The *T (D)A	Maureen O'Hara-Cornel Wilde	99	May	b4/26/47
723	I Wonder Who's Kissing Her Now *T (M)F	June Haver-Mark Stevens	104	Aug.	b6/14/47
716	Jewels of Brandenburg (D)A	Richard Travis-Micheline Cheirel	64	May	b4/12/47
725	Kiss of Death (D)A	Victor Mature-Brian Donlevy	98	Sept. '47	b8/16/47
712	Late George Apley, The (D)A	Ronald Colman-Peggy Cummins	98	April	b2/3/47
704	Les Miserables	Fredric March-Chas. Laughton	109	Jan.	Re-release
718	Miracle on 34th St. (C)F	J. Payne-M. O'Hara	96	June	b5/10/47
717	Moss Rose (M-D)A	V. Mature-P. Cummings-E. Barrymore	82	June	b5/24/47
701	Razor's Edge, The (D)A	T. Power-G. Tierney-J. Payne	146	Jan.	b11/23/46
714	San Demetrio, London (D)A	W. Fitzgerald-A. Young-R. Michael	76	April	b4/5/47
703	Shocking Miss Pilgrim *T	Betty Grable-Dick Haymes	85	Jan.	b1/4/47
705	Stanley & Livingstone	Spencer Tracy-Richard Green	101	Jan.	Re-release
708	Strange Journey (D)F	Paul Kelly-Osa Massen	67	Feb.	b9/14/46
702	13 Rue Madeleine (D)	James Cagney-Annabella	95	Jan.	b12/21/46
719	Western Union	Robert Young-Randolph Scott	95	June	Re-release

COMING

	Ballad of Furnace Creek	Victor Mature-Coleen Gray			
	Captain from Castile *T	T. Power-J. Peters-C. Romero			a7/26/47
722	Crimson Key, The (My)F	Kent Taylor-Doris Dowling	76	July	b7/5/47
	Daisy Kenyon (D)	J. Crawford-D. Andrews-H. Fonda			a8/2/47
	Dangerous Years (D)	William Halop-Ann E. Todd			a9/20/47
	Flaming Age	Jeanne Crain-Dan Dailey			
	Forever Amber *T	L. Darnell-C. Wilde-G. Sanders			
729	Foxes of Harrow, The	R. Harrison-M. O'Hara-R. Haydn		Oct. '47	
	Gentleman's Agreement (D)	G. Peck-D. McGuire-J. Garfield			a7/26/47
	Give My Regards to Broadway *T	N. Guild-D. Daily-C. Winninger			a5/17/47
	Green Grass of Wyoming *T (C-D)	P. Cummins-R. Arthur-C. Coburn			a7/19/47
727	How Green Was My Valley	W. Pidgeon-M. O'Hara	118	Sept.	Reissue
	Invisible Wall, The	Don Castle-Virginia Christine			
721	Meet Me At Dawn (C-D)F	William Eythe-Hazel Court	99	July	
724	Mother Wore Tights *T (M)F	B. Grable-D. Dailey	106	Sept. '47	b8/23/47
730	Nightmare Alley (D)	T. Power-J. Blondell-Helen Walker		Oct. '47	a8/9/47
	Roses Are Red	Don Castle-Peggy Knudsen			
726	Second Chance (D)A	K. Taylor-Louise Currie-D. Hoey	62	Sept. '47	b7/26/47
	Snake Pit, The	O. deHavilland-L. Genn-M. Stevens			
	Summer Lightning *T	J. Haver-L. McCallister-A. Revere			a5/17/47
728	Swamp Water	W. Brennan-W. Huston	90	Sept.	Reissue
	Tender Years, The	Joe E. Brown-R. Ryan-J. Hutchinson			
720	Thunder in the Valley *T (D)F	P. A. Garner-L. McCallister	103		b6/7/47

Title	Company
Strange Gamble	UA
Strange Journey	20th-Fox
Stranger, The	RKO
Strawberry Roan	Col.
Suddenly It's Spring	Para.
Summer Holiday	MGM
Summer Lightning	20th-Fox
Swamp Water	20th-Fox
Swell Guy	Univ.
Sweet Genevieve	Col.
Swiss Family Robinson	Astor
Swordsman	Col.

T

Take My Life	Brit.
Tap Roots	Univ.
Tarzan and the Huntress	RKO
Tarzan and the Mermaids	RKO
Tawny Pipit, The	UI
Temptation Harbour	Brit.
Tender is the Night	SRO
Tender Years, The	20th-Fox
Tenth Avenue Angel	MGM
Texas	Col.
Texas Trail	SGP
That Hagen Girl	WB
That Hamilton Woman	FC
That's My Gal	Rep.
That's My Man	Rep.
That Way with Women	WB
The Brothers	Brit.
The Kissing Bandit	MGM
The Last Round-Up	Col.
The Man I Love	WB
The Open Secret	EL
The Time, the Place & the Girl	WB
There Goes My Heart	Favorite
They Made Me a Killer	Para.
They Won't Believe Me	RKO
Thieves' Holiday	UA
Things to Come	FC
13 Rue Madeleine	20th-Fox
Thirteenth Hour	Col.
This Happy Breed	Univ.
This Time for Keeps	MGM
Three on a Ticket	EL
Thunderbolt	Mono.
Thunder in the City	Astor
Thunder in the Valley	20th-Fox
Thunder Mountain	RKO
Till the Clouds Roll By	MGM
Time of Your Life	UA
Time Out of Mind	Univ.
T-Men	E-L
Tom Brown's Schooldays	Astor
Too Many Winners	PRC
Topper Returns	Favorite
Topper Takes a Trip	Favorite
To the Ends of the Earth	Col.
To the Victor	WB
Trail Street	RKO
Treasure of the Sierra Madre	WB
Trespasser, The	Rep.
Trouble With Women	Para.
Two Blondes and a Redhead	Col.
Two Guys From Texas	WB
Two Mrs. Carrols	WB
Tycoon	RKO

U

Unconquered	Para.
Undercover Maisie	MGM
Undercurrent	MGM
Under Arizona Skies	RKO
Under the Tonto Rim	RKO
Unexpected Guest	UA
Unfaithful	WB
Unfinished Dance	MGM
Unsuspected, The	WB
Untamed Fury	EL

V

Vacation Days	Mono
Variety Girl	Para.
Vendetta	UA
Verdict	WB
Violence	Mono.
Virtuous	MGM
Voice of the Turtle	WB

W

Wallflower	WB
War Party	RKO
Web, The	Univ.
Web of Danger	Rep.
Welcome Stranger	Para.
Well-digger's Daughter	Misc.
Western Union	20th-Fox
When a Girl's Beautiful	Col.
Where There's Life	Para.
While the Sun Shines	Brit.
Whiplash	WB
Whispering Smith	Para.
White Cradle Inn	Brit.
Who Killed Doc Robin	UA
Wicked Lady	Univ.
Wild Harvest	Para.

Title	Company
Wild West	EL
Winter Meeting	WB
Winter Wonderland	Rep.
Wistful Widow of Wagon Gap	U-I
Wolf Call	Mono.
Woman From Tangiers	Col.
Woman in White	WB
Woman on the Beach	RKO
Wreck of the Hesperus	Col.
Wyoming	Rep.
Y	
Yankee Fakir	Rep.
Yearling, The	MGM
Years Between	Univ.
You Can't Cheat an Honest Man	Univ.
Your Red Wagon	RKO

TITLE CHANGES

"Memory of Love" (RKO) now NIGHT SONG

NEW PICTURES STARTED LAST WEEK

COLUMBIA

Return of October *T — Principals: Glenn Ford, Terry Moore. Director, Joseph Lewis.

Woman From Tangiers — Principals: Adele Jergens, Stephen Dunne, Michael Duane. Director, Harold Daniels.

West of Sonora—Principals: Charles Starratt, Smiley Burnette. Director, Ray Nazarro.

MGM

B. F.'s Daughter—Principals: Barbara Stanwyck, Van Heflin, Richard Hart. Director, Robert Z. Leonard.

Hills of Home—Principals: Lassie, Edmund Gwenn, Janet Leigh, Tom Drake. Director, Fred Wilcox.

State of the Union—Principals: Spencer Tracy, Claudette Colbert. Director, Frank Capra.

RKO

Joan—Principals: Ingrid Bergman, Jose Ferrer, George Coulouris. Director, Victor Fleming.

Mystery in Mexico—Principals: William Lundigan, Jacqueline White, Ricardo Cortez. Director, Robert Wise.

20th CENTURY-FOX

Ballad of Furnace Creek—Principals: Victor Mature, Coleen Gray, Reginald Gardiner. Director, Bruce Humberstone.

Flaming Age—Principals: Jeanne Crain, Dan Dailey. Director, Lloyd Bacon.

ADVANCE DATA
On Forthcoming Product

YOUR RED WAGON (RKO) *drama. Principals*: Cathy O'Donnell, Farley Granger. *Director*, Nicholas Ray. *Plot*: Three men escape from prison. One, a young man jailed because of an accidental killing, is forced to carry on with the gang, although he longs to go straight. He marries the pretty daughter of one of the crooks. They make a desperate attempt to escape into Mexico but the wife becomes ill and the husband makes a grim decision. Because a child is expected, he tries to leave, hoping she and the baby will have a better life without him. He is trapped by FBI men and shot down.

ROSES ARE RED (20th-Fox) *Mystery. Principals*: Don Castle, Peggy Knudsen, Patricia Knight. *Director*, James Tinling. *Plot*: In the hands of a murdered woman is a red rose. In her bag is a picture of the new district attorney. However, unknown to the D. A., he has an exact physical double who has just been released from prison and who makes plans with a corrupt politician to kidnap the D. A. and impersonate him. The plan goes wrong, the politician is arrested for complicity in the Rose murder, the imposter is rubbed out, and the corrupt machine is no more.

UNITED ARTISTS

Prod. No.	CURRENT 1946-'47		Run Time Mins.	Rel. Date	See Issue of
	Adventures of Don Coyote *C (W)F	F. Rafferty-M. Cramer	66	5/9/47	b5/3/47
	Carnegie Hall (D-M)A	M. Hunt-W. Prince-M. O'Driscoll	134	8/8/47	b3/1/47
	Comedy Carnival *C (C)F	Rofferty-Olsen-Abel-Grahame	112	8/29/47	b8/30/47
	Copacabana (M-C)F	C. Miranda-A. Russell-G. Marx	92	5/30/47	b5/24/47
	Dangerous Venture (W)F	A. Clyde-W. Boyd-B. Alexander	59	5/23/47	a2/22/47
	Dishonored Lady (D)A	H. Lamarr-D. O'Keefe-J. Loder	89	5/19/47	b4/26/47
	Fabulous Dorseys, The (M)F	T. Dorsey-J. Dorsey-J. Blair	87	2/21/47	b3/1/47
	Fool's Gold (W)F	William Boyd-Andy Clyde	65	1/31/47	b10/12/46
	Fun on a Weekend (C)A	Priscilla Lane-Eddie Bracken	93	5/15/47	b4/12/47
	Hoppy's Holiday (W)F	W. Boyd-Mary Ware	60	7/18/47	b5/10/47
	Lured (My)A	G. Sanders-L. Ball	102	Sept. '47	b7/19/47
	Macomber Affair, The (D)A	Gregory Peck-Joan Bennett	90	3/21/47	b1/25/47
	New Orleans (D-M)A	A. deCordova-D. Patrick	90	4/16/47	b5/3/47
	Other Love, The (D)A	B. Stanwyck-David Niven	96	7/11/47	b4/5/47
	Private Affairs of Bel Ami, The (D)A	George Sanders-Angela Lansbury	98	3/7/47	b3/1/47
	Ramrod (W-D)A	J. McCrea-V. Lake-D. DeFore	94	5/2/47	b3/1/47
	Red House, The (My)A	Ed. G. Robinson-L. McCallister	98	2/7/47	b2/8/47
	Stork Bites Man (C)A	Jackie Cooper-Gene Roberts	67	6/21/47	b8/16/47
	Unexpected Guest, The (W)F	Wm. Boyd-Andy Clyde	60	3/28/47	b12/14/46

COMING

	A Miracle Can Happen	James Stewart-Henry Fonda			
	Arch of Triumph (D)	I. Bergman-C. Boyer			a5/3/47
	Atlantis	Maria Montez-Jean Pierre Aumont			a4/5/47
	Body and Soul (D)A	John Garfield-Lilli Palmer	105	8/22/47	b8/16/47
	Chisolm Trail	John Wayne-Walter Brennan			
	Christmas Eve	G. Raft-G. Brent-R. Scott-J. Blondell	90		a3/29/47
	Dead Don't Dream, The (W)	W. Boyd-A. Clyde			
	Fanny By Gaslight	James Mason-Phyllis Calvert			
	Heaven Only Knows (F-D)A	Robert Cumimngs-Brian Donlevy	96		b8/2/47
	Henry the Fifth (D)F *T	L. Olivier-R. Asherson	134		b4/27/46
	Here Comes Trouble	William Tracy-Patti Morgan			a8/24/46
	Intrigue	G. Raft-J. Havoc-D. Seymour			
	Mad Wednesday (D)F	H. Lloyd-R. Washburn-J. Conlin	89	Oct. '47	b2/22/47
	Marauders, The (W)F	W. Boyd-R. Brooks-A. Clyde	63		b7/19/47
	Monsieur Verdoux (C-D)A	Charles Chaplin-Martha Raye	123	Oct. '47	b4/19/47
	Sleep, My Love	C. Colbert-R. Cummings-D. Ameche			
	Strange Gamble	W. Boyd-A. Clyde-R. Brooks			
	Time of Your Life	J. Cagney-Wm. Bendix-J. Cagney			
	Vendetta (D)	Hillary Brooke-Faith Domergue			a5/10/47
	Without Honor	William Boyd-Andy Clyde			
	Who Killed Doc Robin?	E. Janssen-L. Olsen-D. Belding			a5/31/47

UNIVERSAL-INTERNATIONAL

	CURRENT				
	Black Narcissus *T (D)F	Deborah Kerr-David Farrar	100		b5/3/47
	Brief Encounter (D)A	Celia Johnson-Trevor Howard	86		b5/3/47
620	Brute Force (D)A	B. Lancaster-H. Cronyn-C. Bickford	98	Aug. '47	b6/21/47
612	Buck Privates Come Home (C)F	Bud Abbott-Lou Costello	77	April	b3/15/47
	Captive Heart, The (D)A	Michael Redgrave-Mervyn Johns	87		b4/13/47
2791	Destry Rides Again	M. Dietrich-J. Stewart	94	Mar.	Reissue
613	Egg and I, The (C)F	Claudette Colbert-Fred MacMurray	108		b3/23/47
	Freida (D)A	David Farrar-Mai Zetterling	98	Sept. '47	b6/28/47
619	Great Expectations (D)F	J. Mills-Valerie Hobson	116	July	b12/21/46
	I Know Where I'm Going (D)F	W. Hiller-R. Livesy-P. Brown	91		b1/5/46
607	I'll Be Yours (C-M)F	D. Durbin-T. Drake-W. Bendix	93	Jan.	b1/25/47
2794	I Stole a Million	G. Raft-C. Trevor-D. Foran	78	April	Reissue
616	Ivy (D)A	Joan Fontaine-Paric Knowles	99	June	b6/14/47
2795	Magnificent Obsession	Irene Dunne-Robert Taylor	101	May	Reissue
610	Michigan Kid *C (W)F	John Hall-Rita Johnson	69	Mar.	b2/15/47
1066	Notorious Gentleman, The (D)A	Rex Harrison-Lilli Palmer	106	Nov.	b2/16/46
617	Odd Man Out (D)A	James Mason-Robert Newton	116	June	b2/14/47
2796	One Hundred Men and a Girl	Deanna Durbin-L. Stokowski	84	May	Reissue
622	Singapore (D)A	F. MacMurray-A. Gardner-P. Dorn	79	Sept.	b8/16/47
608	Song of Scheherazade *T (M)F	Y. DeCarlo-B. Donlevy-J. P. Aumont	106	Mar.	b2/1/47
623	Slave Girl *T (C-R)A	Yvonne deCarlo-George Brent	80	Aug.	b7/19/47
621	Something in the Wind (M)A	D. Durbin-J. Dall-D. O'Connor	89	Sept. '47	b7/26/47
609	Smash-Up, The Story of a Woman (D)A	S. Hayward-L. Bowman-E. Albert	102	Mar.	b2/8/47
611	Stairway to Heaven *T (D)A	David Niven-R. Massey	103	Mar.	b11/16/46
606	Swell Guy (D)A	Sonny Tufts-Ann Blyth	86	Jan.	b12/14/46
	This Happy Breed *T (D)A	Robert Newton-Celia Johnson	110		b4/19/47
614	Time Out of Mind (D)A	P. Calvert-R. Hutton-E. Raines	88	May	b3/22/47
2793	You Can't Cheat an Honest Man	W. C. Fields-Edgar Bergen	73	April	Reissue
615	Web, The (M)	V. Prince-E. Raines	87	June	b5/24/47
2792	When the Daltons Rode	R. Scott-K. Francis-B. Donlevy	81	Mar.	Reissue
605	Wicked Lady, The (D)A	M. Lockwood-J. Mason-P. Roc	98	Jan.	b1/12/47

COMING

	A Double Life	Ronald Colman-Signo Hasse			
	A Lady Surrenders (D)A	Margaret Lockwood-Stewart Granger	113		b10/12/46
	Black Bart *T	Y. DeCarlo-D. Duryea			a8/2/47
	Exile, The	D. Rairbanks, Jr.-M. Montez-P. Croset			a6/28/47
	Imagination (D)	R. Colman-S. Hasso-E. O'Brien			a8/16/47
	Letter From an Unknown Woman	Joan Fontaine-Louis Jourdan			
	Lost Moment, The	S. Hayward-R. Cummings-J. Loring			
	Magic Bow, The (D-M)F	Stewart Granger-Phyllis Calvert	106		b9/28/46
	Mortal Coils (D)	C. Boyer-A. Blyth-J. Tandy			a9/6/47
	My Heart Goes Crazy *T (M)F	Sid Field-Greta Gynt	120		b9/7/46
	Naked City, The (My)	B. Fitzgerald-D. Hart			
	Oh Say Can You Sing	Sheila Ryan-Fred Brady			a5/25/46
	Pirates of Monterey *T	Maria Montez-Rod Cameron-P. Reed			a5/25/46
	Ride the Pink Horse (D)A	R. Montgomery-W. Hendrix	101		b9/13/47
	River Lady *T	Y. DeCarlo-D. Duryea			a9/13/47
	Secret Beyond the Door (D)	J. Bennett-M. Redgrave-A. Revere			a5/17/47
	Senator Was Indiscreet, The (D)	W. Powell-E. Raines			a8/9/47
	Tap Roots (D)	Van Heflin-Susan Hayward			a9/20/47
	Tawny Pipit, The (D)A	Bernard Miles-Rosamund John	81		b9/6/47
	Wistful Widow of Wagon Gap (C)	B. Abbott-L. Costello-M. Main			a7/12/47
	Years Between, The (D)A	M. Redgrave-V. Hobson-F. Robson	87		b9/13/47

WARNER BROS.

CURRENT 1946-'47

613	Beast With Five Fingers, The (H)	Robert Alda-Andrea King	88	2/8/47	b12/21/46
622	Cheyenne (W-D)F 2	Dennis Morgan-Jane Wyman	100	6/14/47	b4/26/47
625	Cry Wolf (My)A	Errol Flynn-Barbara Stanwyck	83	7/6/47	b7/5/47
703	Dark Passage (D)A	H. Bogart-L. Bacall-B. Bennett	106	9/27/47	b9/6/47
701	Deep Valley	Dane Clark-Ida Lupino-Wayne Morris	105	9/1/47	a4/5/47
627	Dust Be My Destiny	J. Garfield-A. Hale-P. Lane	88	8/7/47	Reissue
612	Humoresque (D)A	J. Crawford-J. Garfield-O. Levant	126	1/25/47	b12/23/46
620	Love and Learn (C-M)A	J. Carson-R. Hutton-M. Vickers-J. Paige	83	5/3/47	b3/29/47
626	Marked Woman	B. Davis-H. Bogart	96	8/7/47	Reissue
614	Nora Prentiss (D)A	A. Sheridan-K. Smith-R. Alda	113	2/22/47	b2/8/47
624	Possessed (D)A	J. Crawford-Van Heflin-R. Massey	108	7/28/47	b5/31/47
615	Pursued	Teresa Wright-Robert Mitchum	101	3/2/47	
616	The Sea Hawk	Errol Flynn-Claude Rains	109	4/26/47	Reissue
619	The Sea Wolf	E. G. Robinson-I. Lupino-J. Garfield	87	4/25/47	Reissue
617	Stallion Road (D)A	R. Reagan-A. Smith-Z. Scott	97	4/12/47	b3/2/47
616	That Way With Women (C)F	S. Greenstreet-M. Vickers-D. Clark	85	3/29/47	b2/15/47
611	The Man I Love (D)A	Ida Lupino-Robert Alda	97	1/11/47	b12/28/46
621	Two Mrs. Carrolls, The (D)A	H. Bogart-B. Stanwyck-A. Smith	99	5/24/47	b4/5/47
723	Unfaithful, The (D)A	A. Sheridan-Z. Scott-L. Ayers	110	7/5/47	b5/31/47

COMING

	Always Together	J. Reynolds-R. Hutton			
	April Showers	J. Carson-A. Sothern			
704	Bad Men of Missouri	D. Morgan-J. Wyman-W. Morris	71	10/4/47	Reissue
	Christopher Blake	A. Smith-R. Douglas			
705	Each Dawn I Die	J. Cagney-G. Raft	84	10/4/47	Reissue
	Escape Me Never	E. Flynn-I. Lupino-G. Young			a3/8/46
	Ever the Beginning	L. Palmer-S. Wanamaker-A. Tamiroff			
	Johnny Belinda	J. Wyman-L. Ayres-C. Bickford			
702	Life With Father *T (C-D)F	I. Dunne-W. Powell-E. Taylor	118	9/13/47	b8/16/47
	My Wild Irish Rose *T	D. Morgan-A. King-A. Dahl			
	Night Unto Night (D)	Ronald Reagan-Viveca Lindfors			a5/10/47
	Romance in High C *T	Jack Carson-Doris Day-Janis Paige			
	Silver River	E. Flynn-A. Sheridan-T. Mitchell			
	That Hagen Girl	S. Temple-R. Reagan-R. Calhoun			
	To the Victor	Dennis Morgan-Viveca Lindfors			
	Treasure of the Sierra Madre	H. Bogart-W. Huston-T. Holt			
	Two Guys From Texas *T	J. Carson-D. Morgan-D. Malone			
706	Unsuspected, The (D)A	C. Rains-J. Caulfield-A. Totter	102		b9/20/47
	Voice of the Turtle, The (C-D)	R. Reagan-E. Parker-E. Arden			a7/5/47
	Wallflower (C-D)	Robert Hutton-Joyce Reynolds			a7/12/47
	Whiplash	D. Clark-A. Smith-S. Z. Sakall			
	Winter Meeting	Bette Davis			
	Woman in White, The	A. Smith-E. Parker-S. Greenstreet			a4/26/47

BRITISH PRODUCT (U. S. Distribution Not Set)

	A Man About the House (D)A	Margaret Johnson-Dulcie Gray	97	Lon. Films	b6/28/47
	Captain Boycott (D)F	Stewart Granger-Kathleen Ryan	93	Rank	b9/6/47
	Courtneys of Curzon St. (D-M)	Anna Neagle-Michael Wilding	120	London	b4/19/47
	Dancing With Crime (D)A	Richard Attenborough-Shelia Sim	82	Para.	b6/28/47
	Dear Murderer (D)A	E. Portman-G. Gynt-D. Price	94	Rank	b6/7/47
	Green Fingers (D)A	Robert Beaty-Carol Raye	85	TBPC	b10/26/46
	Holiday Camp (D)A	F. Robson-D. Price-J. Warner	97	Rank	b8/16/47
	Hue and Cry (D)F	Alastair Sim-Valerie White	82	Rank	b2/22/47
	Hungry Hill (D)A	Margaret Lockwood-Dennis Price	109	Rank	b1/18/47
	Jassy *T (D)A	M. Lockwood-P. Roc-D. Price	102	Rank	b8/23/47
	Laughing Lady *T (M)F	Anne Zeigler-Webster Booth	90	ABPC	b10/26/46
	Loves of Joanna Godden, The (D)A	G. Withers-J. Macallum	85	Rank	b6/21/47
	Man Within, The *T (D)A	Michael Redgrave-Jean Kent	85	Rank	b4/12/47
	Master of Bankdam (D)	Anne Crawford-Dennis Price	105	Rank	b9/6/47
	Nicholas Nickelby (D)F	Cedric Hardwicke-Sally Howes	105	Rank	b3/22/47
	October Man (D)A	John Mills-Joan Greenwood	95	Rank	b9/6/47
	Root of All Evil (D)A	Phyllis Calvert-Michael Rennie	110	Rank	b2/22/47
	School for Secrets (D)F	Ralph Richardson-Pamela Matthews	108	Rank	b11/16/46
	Smugglers, The (D)A	Patricia Roc-Will Fyffe-M. Reed	98	Rank	b5/24/47
	Take My Life (D)F	Hugh Williams-Greta Gynt	79	Rank	b5/17/47
	Temptation Harbour (D)A	Robert Newton-Simone Simon	110	ABPC	b3/29/47
	Upturned Glass, The (D)A	J. Mason-Rosamond John	86	Univ. Int.	b6/28/47
	While the Sun Shines (C)A	Barbara White-Ronald Howard	89	ABPC	b2/8/47
	White Cradle Inn (D)F	M. Carroll-I. Hunter-M. Rennie	83	London	b3/29/47

MISCELLANEOUS

	Angel and Sinner (D)A	Micheline Preslie-Louis Salou	86	A.F.E.	b3/1/47
	Anything for a Song (M-C)A	F. Tagliavini-C. Campanini	76	Superfilm	b8/9/47
	A Yank in Rome (D)F	Valentina Cortese-Leo Dale	97	Film Rights	b3/22/47
	Barber of Seville (Opera)	F. Tagliavini-T. Gobbi	110	Excelsior	b4/19/47
	Before Him All Rome Trembled (D-M)A	Anna Magnani-Gina Sinimberghi	105	Superfilm	b3/1/47
	Broken Love (D)A	B. Gigli-E. Grammatica	92	Ital.	b8/2/47
	Bellman, The (D)A	Lucien Coedel-Fernand Ledoux	95	Mage	b4/5/47
	Carmen (D)A	Viviane Romance-Jean Marais	101	Superfilm	b12/7/46
	Citizen Saint (B)F	J. Prouty-L. MacMartin	65	Elliott	b5/3/47
	Clandestine (D)A	Constant Remy-Suzy Carrier	89	W. Hem.	b1/18/47
	Colonel Chabert (D)A	Raimu-M. Bell	93	Siritzky	b6/21/47
	Devil's Envoys, The (F)A	Arletty-Jules Berry-Marie Dea	120	Superfilm	b9/6/47
	Francis the First (C)A	Ferandel-Mona Boya	90	Vog Films	b1/25/47
	Genius & the Nightingale, The (D)F	M. Cebotari-R. Brazzi	100	Superfilm	b8/2/47
	Girl and the Devil, The (D)A	Gunn Wallgren-Strig Jarrell	87	Scandia	b5/7/47
	Great Dawn, The (D-M)A	Pierino Gamba-Renee Faure	83	Superfilm	b8/9/47
	Green Cockatoo, The (G)A	J. Mills-R. Ray-R. Newton	65	Devonshire	b8/2/47
	Ivan the Terrible (D)A	N. Cherkassov-L. Tselikovskaya	96	Artkino	b3/15/47
	King's Jester, The (D-M)A	M. Simon-R. Brazzi	94	Superfilm	b6/21/47
	Marco Visconti (D)A	Carlo Ninchi-Mariella Lotti	109	Film Rights	b9/20/47
	Laugh, Pagliacci (D-M)F	Alida Valli-Beniamino Gigli	82	Continental	b5/10/47
	Miracle of Monte Cassino (R-B)F	Fosco Giachetti-Nino Pavese	90	Simpex	b5/31/47
	Murderer Lives at 21, The (My)A	P. Fresnay-S. Delair-J. Tissier	83	Mage	b8/30/47
	On Parade	G. Davis-F. Blanchard-T. Harmon			
	Queen for a Night (O)A	Gurlie Lemon Bernhard-G. Bjoerling	89	Saga Films	b1/4/47
	Queen's Necklace, The (D)A	Viviane Romance-Marion Dorian	105	Siritzky	b5/10/47
	Roosevelt Story, The (Doc)F	Documentary	80	Tola	b7/5/47
	St. Francis of Assisi (D)F	Jos Luis Jimenez-Alicia DePhillips	119	Simpex	b4/5/47
	School for Danger (Doc)F	Capt. H. Ree-J. Nearne	60	Eng. Films	b2/22/47
	Sepia Cinderella (C-M)A	B. Daniels-S. Guyse-Tondaleyo	58	Herald	b7/26/47
	Shoe-Shine (D)A	R. Smordoni-F. Interlenghi	93	Lopert	b8/30/47
	Shop Girls of Paris (D)A	M. Simon-A. Prejean	90	Mage	b6/21/47
	Swing, Cowboy, Swing (W-M)F	C. Shrun-D. Weston-A. Lee	57	Westernair	b9/7/46
	They Made Me a Fugitive (D)A	Sally Gray-Trevor Howard		Alliance	b7/12/47
	Thunder in the Hills (D)A	J. Prucha-J. Kacer-V. Nasova	78	Gen. Film	b5/10/47
	Torment (D)A	Alf Kjellin-Mai Jetterling	95	Oxford	b4/19/47
	Two Anonymous Letters (D)A	C. Calamai-A. Checchi	83	Film Rights	b5/3/47
	Vow, The (D)A	M. Gelovani	103	Artkino	b6/21/47
	Welldigger's Daughter, The (C)A	Raimu-Fernandel	122	Siritzky	b10/5/46

ADVANCE DATA

(Continued from Preceding Page)

I SURRENDER DEAR. (Col.) *Comedy. Principals:* Gene Krupa, Jack Leonard, Susan Reed. *Director,* Arthur Dreifuss. *Plot:* A girl talent scout tries to manage both her singer-husband's personal and professional life, so they are divorced. She discovers a young singer, and starts a record company of her own. She asks her ex-husband to arrange a spot for the singer at the Club where he is starred. Realizing they have never stopped loving each other, they re-marry and hope for happiness this time.

ALIAS A GENTLEMAN (MGM) *Comedy-Drama. Principals:* Wallace Beery, Gladys George. *Director,* Harry Beaumont. *Plot:* While serving a stretch for robbery, a man spends his spare time studying to be a gentleman. Upon his release, he amazes his friends with his newly-acquired culture, and his old associates doubt that he is really going straight. They try to frame him by getting a young girl to pose as his long-lost daughter. The whole thing ends in a free-for-all with the cops.

NATIONAL REVIEWING COMMITTEES' CLASSIFICATIONS

FUN AND FANCY FREE (RKO)
FAMILY—National Board of Review. CLASS A—SEC. I—National Legion of Decency.

SINGAPORE (U-I)
FAMILY—National Board of Review. CLASS B—National Legion of Decency. (Objection: Reflects the acceptability of divorce).
MATURE FAMILY—General Federation of Women's Clubs.

THUNDER IN THE VALLEY (20th-Fox)
FAMILY—National Board of Review. CLASS A—SEC. I—National Legion of Decency.

The authorities quoted in this column are as follows:

GENERAL FEDERATION OF WOMEN'S CLUBS. The motion picture committee is headed by Mrs. Arretus F. Burt, chairman, of St. Louis. Two reviewing committees are maintained—Mrs. Mary Lilly, New York, Eastern Committee chairman; Mrs. John Sterns Thayer, Los Angeles, Western Committee chairman. Designations used; FAMILY—8 years and up; MATURE FAMILY—14 years and up; ADULTS—Senior High School Students and Adults; **—indicates picture is rated as "Exceptional."

NATIONAL BOARD OF REVIEW: Founded in 1909 "to represent the interest of the motion picture public." The reviewing committee consists of some 300 men and women of all ages, "representing a cross-section of public taste." Designations used: FAMILY—14 years of age and up (recommendations for age groups under 14 are by Schools M. P. Committee of the National Board); MATURE—18 years old up; *—indicates picture "especially worth seeing."

NATIONAL LEGION OF DECENCY: Committee of International Federation of Catholic Alumnae reviews pictures and publishes its classifications for guidance of members of the Legion—composed of those members of the Catholic Church who join the Legion. Designations used: Class A—Section I — Unobjectionable for General Patronage: Class A—Section II—Unobjectionable for Adults; Class B—Objectionable in Part: Class C—Condemned.

SHORT Booking GUIDE

Short subjects are listed by series under headings of companies distributing them. Numerals in parenthesis following series title indicate number of releases in that group announced for, or sold for, the season. Numerals at left of titles is production or release number. Films reviewed are indicated by reviewers' ratings following titles. Third column gives running time of the subject and final column refers to date on which review of the subject was published.

1946-1947 RELEASES

COLUMBIA

ALL-STAR COMEDIES (10)

8431	Society Mugs	Fair	16	..12/28/46
8432	So's Your Antenna	Juvenile	17	..11/18/46
8433	Slappily Married	Nonsense	16½	..12/ 7/46
8434	Moron Than Off	Fair	18	.. 2/ 8/47
8435	Andy Plays Hookey	Fair	18	.. 3/15/47
8436	Meet Mr. Mischief	Good	17½	.. 5/10/47
8437	Scooper Dooper	Funny	18	.. 5/10/47
8438	The Good Bad Egg		17	
8439	Bride and Gloom	Fair	16	
8440	Two Jills and a Jack	Fair	18	

ASSORTED 2-REEL COMEDIES (7)

8421	Pardon My Terror		16½	
8422	Honeymoon Blues	Dull	17	..11/16/46
8423	Reno-vated		17	
8424	Hot Heir	Funny	18	.. 4/ 5/47
8425	Cupid Goes Nuts			
8426	Nervous Shakedown		15½	
8427	Training for Trouble	Fair	15½	

THREE STOOGES COMEDIES (7)

8401	G. I. Wanna Home		15½	
8402	Rhythm and Weep	Fair	17½	..11/ 2/46
8403	Three Little Pirates	Funny	18	.. 3/15/47
8404	Half-Wit's Holiday	Funny	17½	.. 3/29/47
8405	Fright Night	Funny	17	.. 5/10/47
8406	Out West	Funny	17½	.. 5/10/47
8407	Hold That Lion	Hilarious	16½	

COLOR RHAPSODIES—Technicolor (5)

8501	Loco Lobo	Cute	6	..12/ 6/46
8502	Cockatoos for Two		6	
8503	Big House Blues	Funny	7	
8504	Mother Huba-Huba-Hubbard		6	
			6	
8505	Up'n Atom	Hilarious	6	

COLOR PHANTASIES (5)

8701	Fowl Brawl	Funny	6	.. 4/ 5/47
8702	The Uncultured Vulture	Funny	5½	.. 5/10/47
8703	Wacky Quacky	Good	6	.. 8/ 2/47
8704	Leave Us Chase It		6½	
8705	Tooth or Consequences	Funny	6½	

COMMUNITY SINGS (10)

8651	No. 1 (Leibert) The Gypsy		9½	
8652	No. 2 (Bakers) It's a Pity to Say Goodnight	Entertaining	10	..11/ 2/46
8653	No. 3 (Leibert) Surrender	Good	9½	..11/16/46
8654	No. 4 (Baker) Pretending		9½	
8655	No. 5 (Liebert) Rumors Are Flying	Singable	10	.. 3/15/47
8656	No. 6 (Baker) Ole Buttermilk Sky	Good	10	.. 5/10/47
8657	No. 7 (Leibert) The Coffee Song & Open the Door Richard	Good	9½	.. 5/10/47
8658	No. 8 (Baker) I'll Close My Eyes		10½	
8659	No. 9 (Leibert) For Sentimental Reasons		10½	
8660	No. 10 Managua, Nicaragua	Good	10	

THRILLS OF MUSIC (8)

8951	Jerry Wald & Orch		10	
8952	Machinto & Orch	Good	10½	..11/16/46
8953	Les Elgart & Orch	Fair	10	.. 1/25/47
8954	Ray McKinley & Orch		9½	
8955	Shorty Sherock & Orch	Good	8½	.. 5/ 3/47
8956	Buddy Morrow & Orch	Fair	9½	
8957	George Towne & Orch		10	
8958	Ray Anthony & Orch		10½	

SCREEN SNAPSHOTS (12)

8851	No. 1 (Radio Characters)		10	
8852	No. 2 (Looking Down on Hollywood	Good	10	..11/16/46
8853	No. 3 (Rodeo)	Very Good	10	.. 2/ 8/47
8854	No. 4 (Skoisky Party)		9½	
8855	No. 5 (Movie Columnists)	Interesting	9	.. 3/15/47
8856	No. 6 (Behind the Mike)	Fair	9	.. 3/29/47
8857	No. 7 (Holiday in Las Vegas)	Interesting	10	
8858	No. 8 My Pal Ringeye (Smiley Burnette)		10	
8859	Famous Hollywood Mothers		10	
8860	So This Is 'Ollywood		9	

SPORTS REELS (12)

8801	Army Football Champions	Excellent	11	..11/ 2/46
8802	Ten Pin Magic	Fair	10	..11/16/46
8803	Hi-Li	Interesting	9½	..12/28/46
8804	Best in Show (Dogs)		9	
8805	Polo	Interesting	9	.. 5/10/47
8806	Cue Tricks	Exploitable	9	
8807	Tennis Wizards		9	
8808	Goofy Golf	Good	9	.. 8/23/47
8809	Grappling Groaners		9	
8810	Volley-Oop	Interesting	8	

SERIALS

8120	Son of the Guardsmen	15 Chaps.	26	..10/26/46
8140	Jack Armstrong	15 Chap.	20-25	.. 3/ 1/47
8160	The Vigilante	Exploitable	20-25	.. 7/10/47

METRO-GOLDWYN-MAYER

MGM TECHNICOLOR CARTOONS (16)

W-831	Henpecked Hoboes		7	
W-834	Hound Hunters		7	
W-836	Red Hot Rangers		8	.. 5/31/47
W-839	Uncle Tom's Cabana	Fantastic	8	

TOM & JERRY (Technicolor) CARTOONS

W-832	Cat Fishin'		8	
W-833	Part Time Pal		8	
W-835	Cat Concerto	Excellent	7	.. 5/10/47
W-837	Dr. Jekyll & Mr. Mouse		7	
W-838	Salt Water Tabby	Hilarious	7	
W-840	Mouse in the House	Wonderful	8	

PETE SMITH SPECIALTIES (10)

S-851	Football Thrills of 1945		10	
S-852	Sure Cures	Excellent	10	..10/ 5/46
S-853	I Love My Husband But		9	
S-854	Playing By Ear		10	
S-855	Athletiquiz		9	
S-856	Diamond Demon	Amazing	10	.. 3/ 1/46
S-857	Early Sports Quiz		9	
S-858	I Love My Wife But		9	
S-859	Neighbor Pests		9	
S-860	Pet Peeves		9	

TWO REEL SPECIALS (4)

A-801	Luckiest Guy in the World		21	

PASSING PARADE (6)

K-871	A Really Important Person		10	
K-872	Tennis in Rhythm		10	
K-873	Amazing Mr. Nordill	Interesting	10	

TRAVELTALKS

T-811	Glimpses of California		9	
T-812	Calling on Costa Rica		10	
T-813	Around the World in California		9	.. 5/17/47
T-814	On the Shores of Nova Scotia		8	
T-815	Glimpses of New Scotland		9	

MGM SPECIALS

A-802	Give Us The Earth		21	

PARAMOUNT

NOVELTOONS—Technicolor (65)

P6-1	Spree for All	Goood Start	7	..10/26/46
P6-2	The Stupidstitious Cat	Funny	7	.. 5/10/47
P6-3	The Enchanted Square	Very Good	10	.. 5/10/47
P6-4	Madhattan Island	Excellet	9	
P6-5	Much Ado About Mutton	Good	8	
P6-6	The Wee Men	Wonderful	10	
P6-7	The Mild West		7	
P6-8	Naughty But Mice		7	

PACEMAKERS (6)

K6-1	Brooklyn I Love You	Superb	10	..10/26/46
K6-2	Love in Tune	Different	9½	..11/16/46
K6-3	Radio, Take It Away	Swell Satire	11	../3/ 1/47
K6-4	Try and Catch Me		9	
K6-5	Brains Can Be Beautiful	Interesting	10	.. 7/ 9/47
K6-6	Everybody Talks About It		10	

POPULAR SCIENCE—Magnacolor (6)

J6-1	No. 1	Average	11	..11/16/46
J6-2	The Sponge Divers	Fair	11	.. 1/25/46
J6-3	Air-Borne Pastures	Good	11	.. 2/ 8/47
J6-4	Marine Miracles	Fascinating	10	.. 5/ 3/47
J6-5	Moon Rockets	Excellent	10	.. 7/ 9/47
J6-6	20th Century Vikings	Interesting	11	

SPORTLIGHTS (10)

R6-1	Race Horses Are Born	Good	9	..10/26/46
R6-2	Dive-Hi Champs	Good	10	..11/16/46
R6-3	Queens of the Court	Very Good	10	.. 1/25/46
R6-4	Like Father-Like Son	Interesting	10	.. 1/25/46
R6-5	Jumping Jacks	Excellent	9½	.. 3/15/47
R6-6	Selling the Sun	Excellent	10	.. 2/ 8/47
R6-7	Under White Sails		9	
R6-8	Iced Lightning	Good	10	.. 5/10/47
R6-9	Making the Varsity	Interesting	10	.. 7/26/47
R6-10	Diamond Gals	Excellent	10	

UNUSUAL OCCUPATIONS—Magnacolor (6)

L6-1	No. 1	Average	10	..11/16/46
L6-2	Swedish Glass Makers	Interesting	10	.. 2/ 5/47
L6-3	I. Hobbies		11	
L6-4	Stunt Girl	Good	11	.. 7/19/47
L6-5	Arctic Artisan	Interesting	11	
L6-6	Film Tot Fairyland		11	

SPEAKING OF ANIMALS (6)

Y6-1	Stork Crazy	Very Good	10	.. 1/25/47
Y6-2	Pooch Parade	Good	10	.. 1/25/47
Y6-3	Country Life		8	
Y6-4	They're Not So Dumb		8	
Y6-5	In Love	Very Funny	10	.. 7/26/47
Y6-6	As Our Friends	Hilarious	10	

MUSICAL PARADES (6)

FF6-1	Sweet and Low		19	
FF6-2	Champagne for Two	Good	20	.. 7/ 9/47
FF6-3	Smooth Sailing	Good	20	
FF6-4	Paris in the Spring		19	
FF6-5	Midnight Serenade			
FF6-6	Jinge, Jangle, Jingle			

GEORGE PAL PUPPETOONS—Technicolor (6)

U6-1	Wilbur the Lion	Excellent	10	. 5/ 8/47
U6-2	Tuby the Tuba	Excellent	10	
U6-3	Date With Duke		8	
U6-4	Rhapsody in Wood		9	

POPEYE (6)

E6-1	Abusement Park		7	
E6-2	I'll Be Ski-ing Ya	Funny	8	.. 8/30/47
E6-3	Popeye and the Pirates		8	
E6-4	Royal Four Flusher		6	
E6-5	Wotta Knight		7	
E6-6	Safari So Good		7	

TWO REEL SPECIAL

37	Two Decades of History		22½	

LITTLE LULU

D6-1	Loose in the Caboose	Funny	8	.. 5/10/47
D6-2	Cad and Caddy	Amusing	8	
D6-3	A Bout With a Trout		8	
D6-4	Super Lulu		7	
D6-5	The Baby Sitter		7	

RKO RADIO

EDGAR KENNEDY (6)

73401	I'll Build It Myself	Hilarious	16	..10/26/46
73402	Do Or Diet	Good	18	.. 8/15/46
73403	Social Terrors		18	
73404	Heading for Trouble	Funny	18	
73405	Host to a Ghost	Very Funny	17	

FLICKER FLASHBACKS (8)

74201	No. 1	Excellent	8	..10/25/46
74202	No. 2	Good	9	..11/15/46
74203	No. 3		8	
74204	No. 4		10	
74205	No. 5	Good	8	.. 5/10/47
74206	No. 6		9	
74207	No. 7		9	

RAY WHITLEY MUSICALS (4)

73501	Bar Buckaroo		18	
73502	Cupid Rides the Range		18	
73503	Bandits and Ballads		17	
73504	A Buckaroo Broadcast		18	

SPORTSCOPES (13)

74301	Skating Lady	Smooth	8	..10/26/46
74302	Hail Notre Dame		8	
74303	Bowling Fever	Fair	8	..12/26/46
74304	Kentucky Basketeers	Excellent	8	.. 1/25/46
74305	College Climbers		8	
74306	Ski Champion		8	
74307	Ice Skippers	Excellent	8	
74308	Wild Turkey	Excellent	8	.. 3/15/47
74309	Racing Sleuth	Good	8	.. 8/23/47
74310	Summer Tale	Beautiful	8	
74311	Ski Belles	Excellent	8	
74312	Chasing Rainbows	Good	8	

THIS IS AMERICA (13)

73101	Beauty for Sale	Interesting	17	..12/ 7/46
73102	Germany Today	Informative	16	.. 1/25/46
73103	A Nation Is Born		20	
73104	Campus Boom	Timely	18	.. 3/15/46
73105	San Francisco—Pacific Gateway	Excellent	16	.. 3/22/47
73106	Forgotten Island		18	
73107	Big Party		18	
73108	I Am An Alcoholic		17	
73109	Passport to Nowhere	Stirring	19	.. 7/12/47
73110	Whistle in the Night	Entertaining	18	.. 8/ 2/47

MUSICAL FEATURETTES (4)

73201	Melody Time	Very Good	18	.. 1/25/47
73202	Follow That Music		18	
73203	Let's Make Rhythm		20	

SPECIAL

73901	Football Highlights of 1946		20	

LEON ERROL

73701	Borrowed Blonde	Fair	15	.. 3/28/47
73702	Wife Tames Wolf	Fair	17	.. 5/10/47
73703	In Room 303	Fair	17	
73704	Hired Husband		19	
73705	Blondes Away	Funny	17	

WALT DISNEY

64116	Rescue Dog	Hilarious	7	.. 5/19/47
64117	Straight Shooters	Funny	5	.. 8/ 2/47
64118	Sleepy Time Donald		7	
74101	Figaro and Frankie		7	
74102	Clown of the Jungle		6	
74103	Donald's Dilemma	Very Funny	7	.. 7/10/47

20th CENTURY-FOX

MOVIETONE ADVENTURES (12)

7201 Fantasy of Siam.....Excellent ..... 8 .. 2/ 8/47
7202 Royalty of the Range....Interesting .... 8 .. 3/28/47
7203 Harvest of the Sea.....Interesting .... 8 .. 3/28/47
(Color)
7251 Sons of Courage..... 8 .....
7252 Jamaica .....Excellent ..... 8 ..10/26/46
7253 Historic Capetown .....Excellent ..... 8 .. 9/21/46
7254 Girls and Gags..... 8 .....
7255 The Cape of Good Hope.Interesting .... 8 .. 5/10/47
7256 Zululand .....Interesting .... 8 .. 3/29/47
7257 Gardens of the Sea.....
7258 Romance of the Fjords.....
7259 Sweden .....

SPORTS REVIEWS—Technicolor (6)

7301 Football Fanfare .....Good ..... 8 .. 3/14/46
7302 Style of the Stars.....Good ..... 10 .. 3/29/47
7303 Tanbark Champion ....Good ..... 8 .....
(Technicolor)
7351 Winter Holiday .....Good ..... 8 .. 9/21/46
7352 Summer Trails .....Beautiful ..... 8 .. 1/25/46
7353 Playtime Journey ..... 8 .....

TERRYTOONS—Technicolor (20)

7501 Winning the West.....Good ..... 7 .. 9/14/46
7502 The Tortoise Wins Again.Good ..... 7 .. 8/17/46
7503 The Electronic Mouse Trap .....Very Good .... 7 .. 2/ 8/47
7504 The Jail Break.....Fine ..... 7 ..10/ 5/46
7505 The Snow Man..... 7 .....
7506 The Housing Problem...Funny ..... 7 .. 9/21/46
7507 The Crackpot King.....Wonderful ..... 7 .. 1/25/46
7508 The Uninvited Pests..... 7 .....
7509 Mighty Mouse and the Very Good .... 7 .. 1/25/47
Hop Cat .....
7510 Beanstalk Jack .....Good ..... 7 .....
7511 Crying Wolf ..... 7 .....
7512 McDougal's Rest Farm..Very Funny ... 7 .. 3/28/47
7513 The Dead End Cats.....Funny ..... 7 .. 8/30/47
7514 Happy Go Lucky.....Funny ..... 7 .. 8/30/47
7515 Mexican Baseball .....Good ..... 7 .....
7516 Aladdin's Lamp .....Good ..... 7 .....
7517 Cat Trouble .....Good ..... 7 .....
7518 Sky Is Falling..... 7 .....
7519 The Intruder ..... 7 .....
7520 Mighty Mouse Meets Deadeye Dick ..... 7 .....

MARCH OF TIME (13)

1 Is Everybody Happy..... 18 .....
2 World Food Problem....Excellent ..... 17 ..10/ 5/44
3 The Soviet's Neighbor...Revealing ..... 18 ..11/ 2/46
4 The American Cop.....Good ..... 18 ..12/ 8/46
5 Nobody's Children .....Excellent ..... 17 ..12/28/46
6 Germany—Handle With Care .....Excellent ..... 19 .. 2/ 8/47
7 Fashion Means Business.Excellent ..... 17½.. 3/ 1/47
8 The Teachers' Crisis.....
9 Storm Over Britain.....
10 The Russians Nobody Knows .....
11 Your Doctors—1947 ..... 19 .....
12 New Trains for Old?....Good ..... 18½.. 7/12/47
13 Turkey's 100 Million....Informative .... 18 .. 8/16/47

DRIBBLE PUSS PARADE

7901 Monkey-Tone News.....Amusing ..... 8 .. 2/ 8/47
7951 Fisherman's Nightmore..Entertaining ....8 .. 3/15/47

UNITED ARTISTS

DAFFY DITTIES

Choo Choo Amigo.....Excellent ..... 8 .. 8/ 7/46
The Lady Said No..... 8 .....
Pepito's Serenade ..... 7½.....

MUSICOLORS (7)

Toccata and Fugue.....Intriguing .... 10 ..10/28/46
Engulfed Cathedral ..... 10 .....
Moonlight ..... 10 .....

WORLD TODAY

Wonder Eye .....Interesting .... 10 .. 7/12/47

UNIVERSAL

NAME BAND MUSICALS (13)

2301 Frontier Frolic .....Good ..... 15 ..12/28/46
2302 Champagne Music .....Good ..... 15 .. 1/25/47
2303 Tumbleweed Tempos ....Very Good .... 15 ..12/28/47
2304 Moonlight Melodies ....Excellent ..... 15 ..12/28/46
2305 Tex Beneke & the Glenn Miller Orch. ..... 15 .....
2306 Melody Maestro ..... 15 .....
2307 Tommy Tucker Orch..... 15 .....
2308 Charlie Barnet Orch....Entertaining ... 15 .....
2309 Charlie Spivac Orch..... 15 .. 7/26/47
2310 Jitterumba ..... 15 .....
2311 Record Party .....Good ..... 15 .....
2312 Tony Pastor & Orch.....

SING AND BE HAPPY (8)

2381 A Bit of Blarney.....Good ..... 11 ..10/12/46
2382 The Singing Barbers..... 10 .....
2383 Let's Sing a College Song..... 10 .....
2384 Let's Sing a Western Song..... 10 .....
2385 Let's Go Latin.....Amusing ..... 10 .....
2386 Kernels of Korn.....
2387 Manhattan Memories.....

TECHNICOLOR CARTUNES (13)

2321 Fair Weather Fiends....Funny ..... 7 ..12/28/46
2322 The Wacky Weed.....Good ..... 7 ..12/28/46
2323 Musical Moments ..... 7 .....
2324 Smoked Hams ..... 7 .....
2325 Coo-Coo Bird .....Funny ..... 7 .....
2326 Overtime to William Tell.Good ..... 7 .. 5/10/47
2327 Well Oiled .....Funny ..... 7 .....

THE ANSWER MAN (8)

2391 No. 1 .....Interesting .... 10 ..10/26/46
2392 Nature's Atom Bomb....Interesting .... 10 ..12/28/46
2393 The Jungle Gangster....Good ..... 9 .. 5/10/47
2394 Red Fury .....Interesting .... 8 .. 5/10/47
2395 Storm Warning .....Entertaining .. 10 .....
2396 Here's Your Answer....Good ..... 10 .....
2397 Lights of Broadway.....Pleasing ..... 10 .....
2398 Hoop Skirt, Bustle & Skin.....

VARIETY VIEWS (8)

2341 Bear Facts ..... 9 .....
2342 Pelican Pranks .....
2343 Wild West Chimp.....Funny ..... 9 .. 5/10/47
2344 Rhumba Holiday .....Good ..... 9 .. 5/10/47
2345 Patio Museum .....Interesting .... 9 .....
2346 Bronco Babes .....Good ..... 9 .....
2347 Brooklyn, U.S.A. .....Excellent ..... 10 .....
2348 Play and Plenty.....Informative .... 9 .....

JUVENILE JURY SERIES (8)

2361 Juvenile Jury No. 1..... 10 .....
2362 Juvenile Jury No. 2....Poor ..... 10 .. 5/10/47
2363 Juvenile Jury No. 3....Poor ..... 11 .....
2364 Juvenile Jury No. 4....Poor ..... 11 .....

SERIALS (1)

2581 Mysterious Mr. M.....(13 episodes) .....

SPECIALS (2 reels each)

Harnessed Lightning .....
Fight of the Wild Stallions .....

VITAPHONE-WARNER BROS.

BLUE RIBBON CARTOONS—Technicolor (18)

3301 Fox Pop ..... 7 .....
3302 Wacky Worm ..... 7 .....
3303 You're an Education..... 7 .....
3304 Have You Got Any Castles ..... 7 .....
3305 Pigs is Pigs..... 7 .....
3306 Cat's Tale .....Funny ..... 7 .. 8/16/47
3307 Goofy Groceries ..... 7 .....
3308 Doggone Modern ..... 7 .....
3309 Sneezing Weasel ..... 7 .....
3310 Rhapsody in Rivets ..... 7 .....
3311 Sniffles Bells the Cat..... 7 .....
3312 Gagey Canary ..... 7 .....

FEATURETTES (6)

3102 Minstrel Days ..... 20 .....
3103 Alice in Movieland..... 20 .....
3104 Dog in the Orchard..... 20 .....
3105 Keystone Hotel ..... 18 .....
3106 Remember When ..... 20 .....

MELODIES MASTERS (6)

3601 Desi Arnaz & Orch..... 18 .....
3602 Melody of Youth.....Very Good .... 10 .. 3/ 1/47
3603 Big Time Review.....Fair ..... 10 .. 3/29/47
3604 Stan Kenton & Orch.....Fair ..... 10 .. 4/ 5/47
3605 Vaudeville Revue .....Fair ..... 10 .. 8/16/47
3606 Zero Girl .....Good ..... 10 .....

MERRIE MELODIES—Technicolor (20)

2701 Kitty Kornered .....All Right ..... 7 .. 7/28/46
2702 Hollywood Daffy .....Very Good .... 7 .. 8/ 3/46
2703 Eager Beaver .....Very Good .... 7 .. 8/14/46
2704 Great Piggy Bank Robbery .....Good ..... 7 .. 9/14/46
2705 Bacall to Arms.....Novel ..... 7 .. 9/14/46
2706 Of Thee I Sting.....Very Good .... 7 .. 9/ 7/46
2707 Walky Talky Hawky....Excellent ..... 7 .. 9/ 7/46
2708 Fair and Wormer.....Fast ..... 7 ..10/12/46
2709 Mousemerized Cat .....Fair ..... 7 ..11/18/46
2710 Mouse Menace .....Good ..... 7 ..12/28/46
2711 Roughly Squeaking ..... 7 .....
2712 One Meat Brawl.....Funny ..... 7 .. 5/ 3/47
2713 Goofy Gophers .....Very Funny ... 7 .. 5/10/47
2714 Gay Antics .....Good ..... 7 .. 5/10/47
2715 Scent-imental Over You..Amusing ..... 7 .. 8/16/47
2716 Birth of a Notion.....Amusing ..... 7 .. 8/ 2/47
2717 Tweetie Pie ..... 7 .....
2719 Hobo Bobo ..... 7 .....
2720 Along Came Daffy.....Very Funny ... 7 .....

BUGS BUNNY SPECIALS—Technicolor

2718 Rabbit Transit ..... 7 .....
2721 Hair Raising Hare..... 7 .....
2722 Acrobatty Bunny ..... 7 .....
2723 Rackateer Rabbit ..... 7 .....
2724 Big Snooze ..... 7 .....
2725 Rhapsody Rabbit ..... 7 .....
2726 Hare Grows in Manhattan Excellent ..... 7 .....
3719 Easter Yeggs ..... 7 .....

SPORTS PARADE—Technicolor (13)

3501 King of the Everglades..... 10 .....
3502 Lazy Hunter .....Good ..... 10 ..11/16/46
3503 Battle of Champs.....Excellent ..... 10 .. 5/ 3/47
3504 American Sports Album..Interesting .... 10 .. 4/ 5/47
3505 Let's Go Swimming.....Good ..... 10 .. 3/ 1/47
3506 Arrow Magic .....Good ..... 10 .. 8/23/47
3507 Harness Racing .....Good ..... 10 .....
3508 Flying Sportsman in Jamaica ..... 10 .....
3509 A Day at Hollywood Park .....Excellent ..... 10 .....
3510 Tennis Town .....Good ..... 10 .....
3511 Sportsman's Playground..Good ..... 10 .....
3512 Carnival of Sports.....Informative ... 10 .....
3513 Fishing the Florida Keys ..... 10 .....

TECHNICOLOR ADVENTURES (6)

3801 Star Spangled City.....Excellent ..... 10 ..11/16/46
3802 Rubber River .....Fair ..... 10 ..12/28/46
3803 Kingdom of the Wild..... 10 .....
3804 Circus Horse .....Fair ..... 10 .....
3805 Glamour Town .....Interesting .... 7 .....
3806 Branding Irons .....Good ..... 10 .....

TECHNICOLOR SPECIALS (6)

3001 Cinderella's Feller ..... 20 .....
3002 The Last Bomb.....Tremendous ... 20 ../9/21/46
3003 A Boy and His Dog....Good ..... 20 .....
3004 Saddle Up .....Excellent ..... 20 .....
3005 Song of a Nation..... 20 .....
3006 Hollywood Wonderland..Good ..... 20 .....
3007 Romance and Dance.....Fine ..... 20 .....

VITAPHONE VARIETIES (6)

3401 So You Want to Keep Your Hair .....Fair ..... 10 ..12/28/46
3402 So You Want to Play the Horses .....Funny ..... 10 ..11/2/46
3403 So You Think You're a Nervous Wreck .....Fair ..... 10 .. 3/29/47
3405 So You Want to Be In Pictures .....Good ..... 10 .....
3406 So You're Going on Vacation ..... 10 .....

1947-1948 RELEASES

COLUMBIA

THREE STOOGES COMEDIES (8)

9401 Brideless Groom .....

ASSORTED AND ALL-STAR COMEDIES (10)

9431 Rolling Down to Reno..... 16½.....
9432 Hectic Honeymoon ..... 17 .....

COLOR RHAPSODIES (8)

9501 Swiss Tease ..... 8 ....

THRILLS OF MUSIC (12)

9951 Boyd Raeburn & Orchestra .....

SCREEN SNAPSHOTS (12)

9851 Hollywood Cowboys ....Good ..... 9½.....

WORLD OF SPORTS (12)

9801 Cinderella Cagers .....

COMMUNITY SINGS (12)

9651 No. 1 (Leibert) Heartaches .....Pleasant ..... 10 .....

SERIALS—15 CHAPTERS (3)

9120 The Sea Hound..... Exciting .....20-25 .. 9/13/47

METRO-GOLDWYN-MAYER

PETE SMITH SPECIALTIES (10)

S-951 Football Thrills No. 10..Superb ..... 10 .....

PARAMOUNT

PACEMAKERS

K-1 It Could Happen to You.....
K-2 Babies, They're Wonderful.....

SPORTLIGHTS

R7-1 Riding the Waves.....
R7-2 Running the Hounds.....

SPEAKING OF ANIMALS

Y7-1 Dog Crazy .....
Y7-2 Ain't Nature Grand.....

20th CENTURY-FOX

MOVIETONE ADVENTURES (12)

8201 Horizons of Tomorrow..... 8 .....
8202 The 3 R's Go Modern..... 9 .....
8251 Holiday in South Africa..... 8 .....
8252 Home of the Danes..... 8 .....
8253 Jungle Closeups ..... 8 .....
8254 Copenhagen Pageantry ..... 8 .....

SPORTS REVIEW—TECHNICOLOR (8)

8301 Gridiron Greatness ..... 9 .....
8351 Vacation Magic ..... 8 .....
8352 Aqua Capers ..... 8 .....

TERRYTOONS—TECHNICOLOR (20)

8502 The Talking Magpies in Flying South ..... 7 .....
8503 Mighty Mouse in a Date for Dinner..... 7 .....
8504 The Talking Magpies in Fishing by the Sea..... 7 .....
8505 Mighty Mouse in the First Snow ..... 7 .....
8506 The Talking Magpies in the Super Salesman..... 7 .....
8507 Mighty Mouse in a Fight to the Finish..... 7 .....
8508 The Wolf's Pardon..... 7 .....
8509 Mighty Mouse in Swiss Cheese ..... 7 .....
8510 The Talking Magpies in Hitch Hikers ..... 7 .....
8511 Mighty Mouse in Lazy Little Beaver ..... 7 .....

DRIBBLE PUSS PARADE

8901 Album of Animals..... 8 .....

MARCH OF TIME (13)

1 Is Everybody Listening? Excellent ..... 19 .. 9/ 6/47

VITAPHONE-WARNER BROS.

MELODY MASTERS (6)

4601 Freddy Martin & Orch. ..... 10 .....
4602 Swing Styles ..... 10 .....

MERRIE MELODIES

3701 Inki at the Circus.....Amusing ..... 7 .....
3702 Growing Pains .....Funny ..... 7 .....
3703 Pest in the House.....Good ..... 7 .....
3704 Foxy Duckling .....Hilarious ..... 7 .....
3705 House Hunting Mice..... 7 .....
3706 Little Orphan Airdale..... 7 .....
3707 Doggone Cats ..... 7 .....

MEMORIES OF MELODY LANE (6)

4201 Let's Sing a Song of the West ..... 10 .....

TECHNICOLOR SPECIALS

4002 Soap Box Derby..... 20 .....

VITAPHONE VARIETIES (8)

4401 So You Want to Be a Salesman ..... 10 .....

NEW THEATRES

St. Louis — The Goldman-Leventhal-Tobin circuit will build a 500-seat theatre in the Negro community of Kinloch in St. Louis County. Present plans envision opening around Christmas.

Pittsburgh—Marshall W. Peterson and John C. Friburg, who operate theatres in Jamestown, N. Y., Johnsonburg and Union City, Pa., have completed plans for a new 800-seat theatre in Union City.

Omaha—Plans are being prepared at Papillion, Neb., by Papillion Home Builders for the town's first theatre. Town is a county seat.

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